



**WAVES HOME APPLIANCES LIMITED
CORPORATE BRIEFING SESSION
03-SEPTEMBER-2024**

CORPORATE BRIEFING SESSION

1 **WAVES GROUP- CORPORATE STRUCTURE**

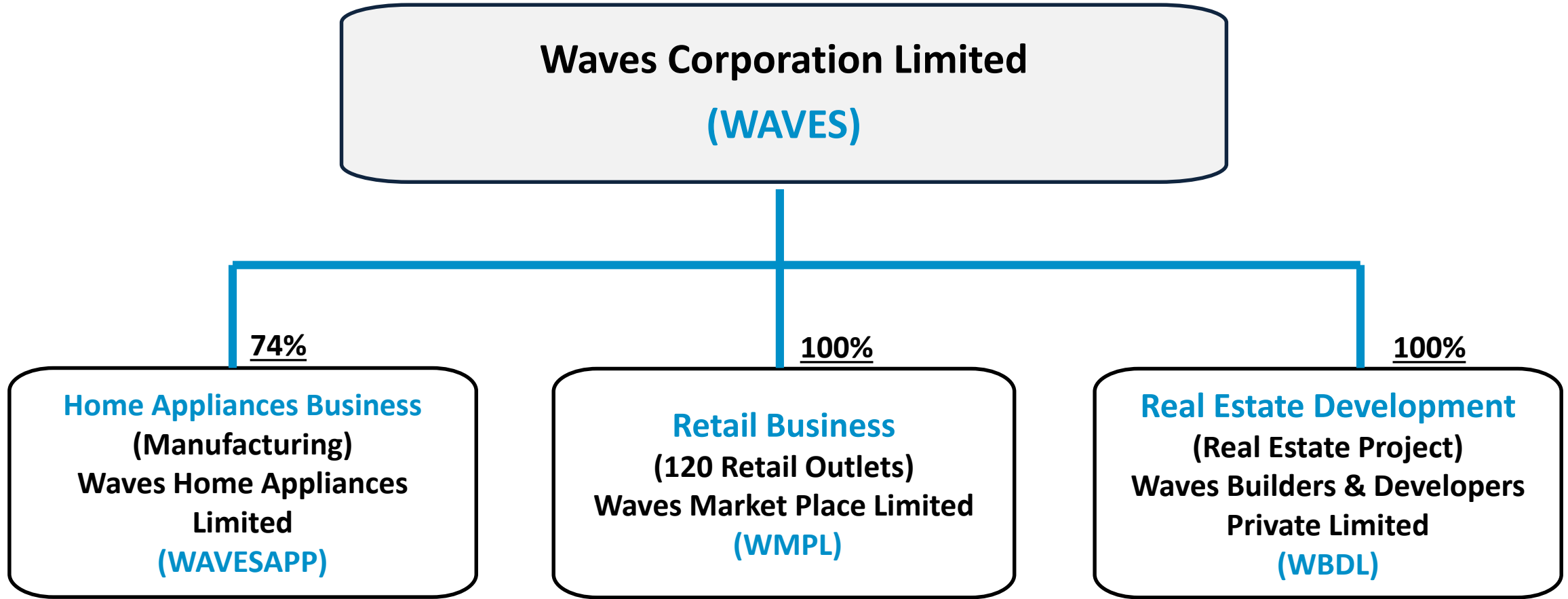
2 **HOME APPLIANCES BUSINESS**

- PRODUCT RANGE
- PAKISTAN APPLIANCES MARKET
- MARKET SHARE

3 **JOINT VENTURE UPDATE**

- JOINT VENTURE UPDATE

4 **FINANCIAL PERFORMANCE**



White Goods

Deep Freezers



Refrigerators



Visi-coolers



Air Conditioners



Water Heaters



Washing Machines



Microwave Ovens



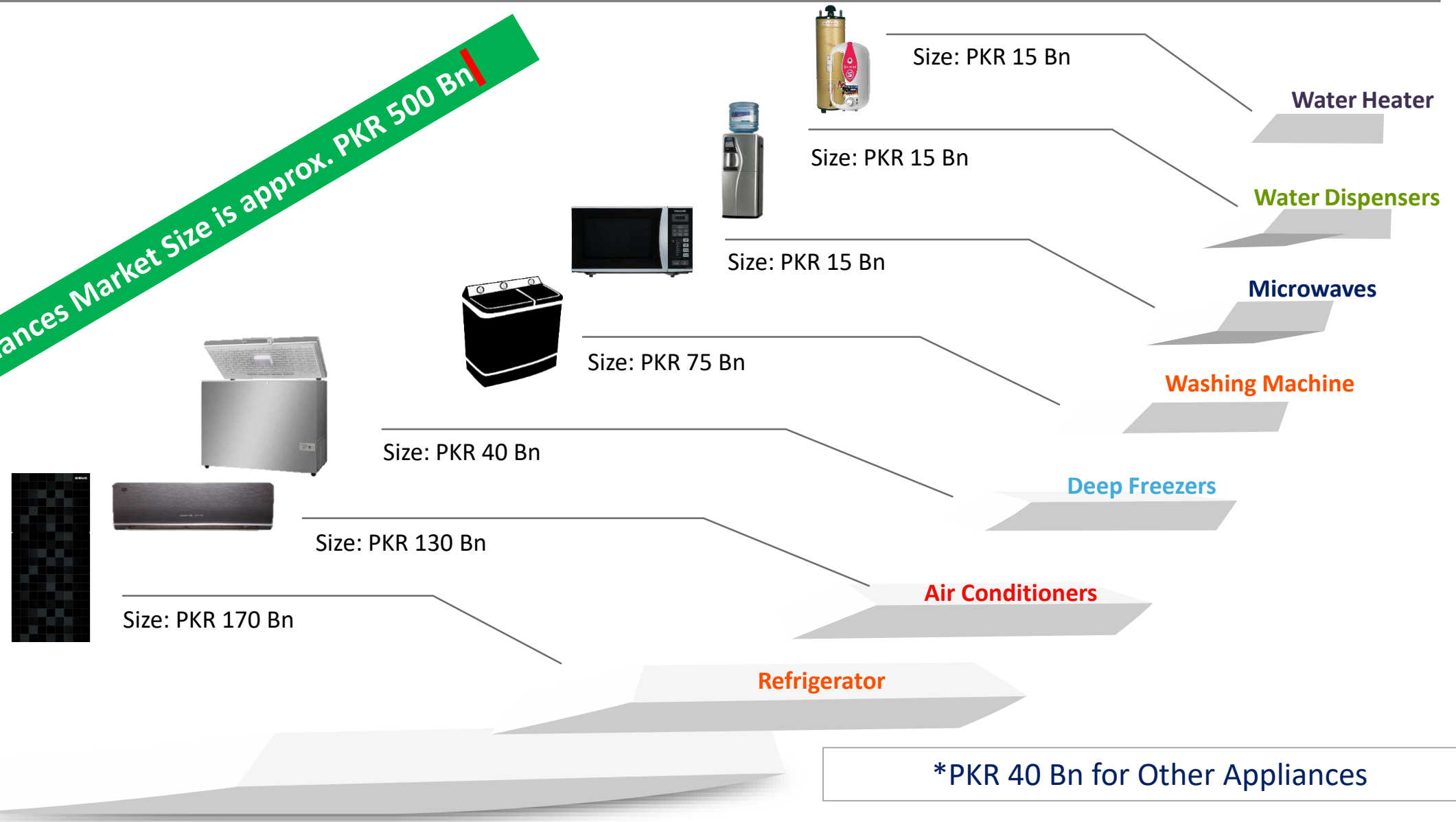
Water Dispensers



WAVES has captured considerable market share in the corporate segment producing products for corporate clients such as Coca-Cola, Pepsi, etc. holding a majority market share.

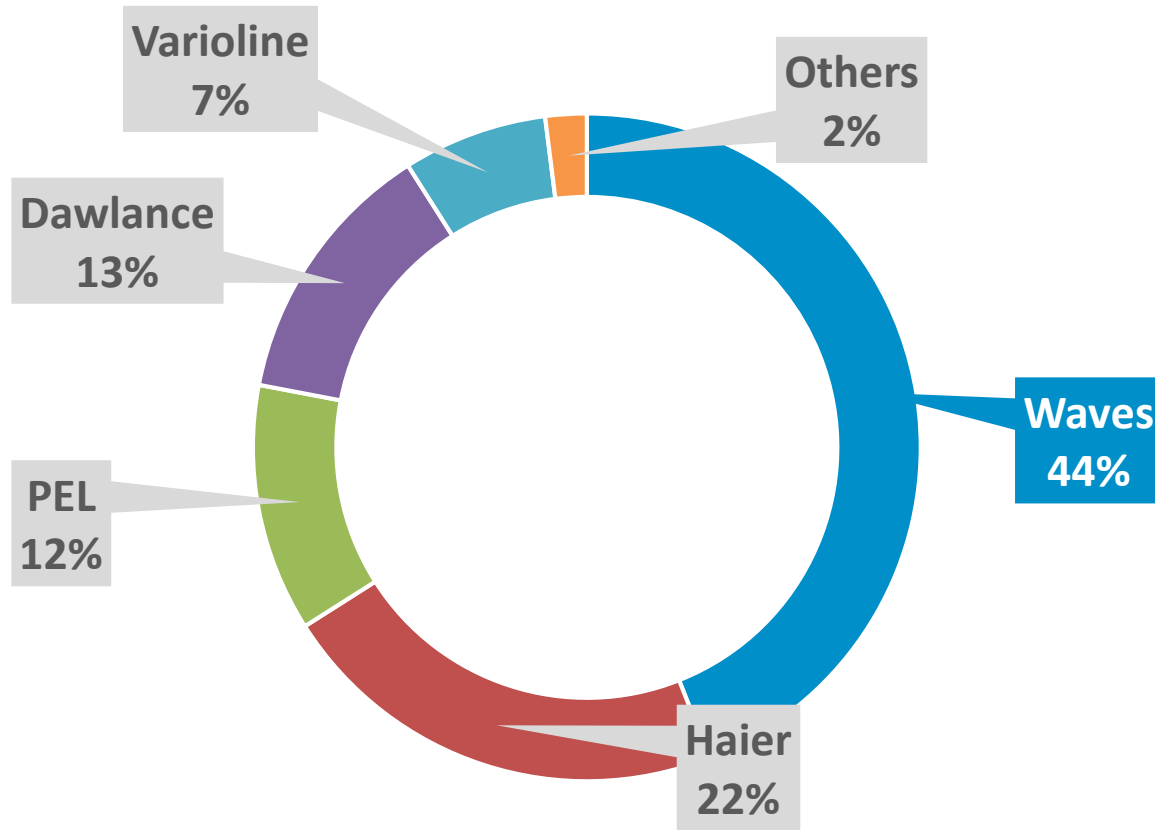


Pakistan Appliances Market Size is approx. PKR 500 Bn



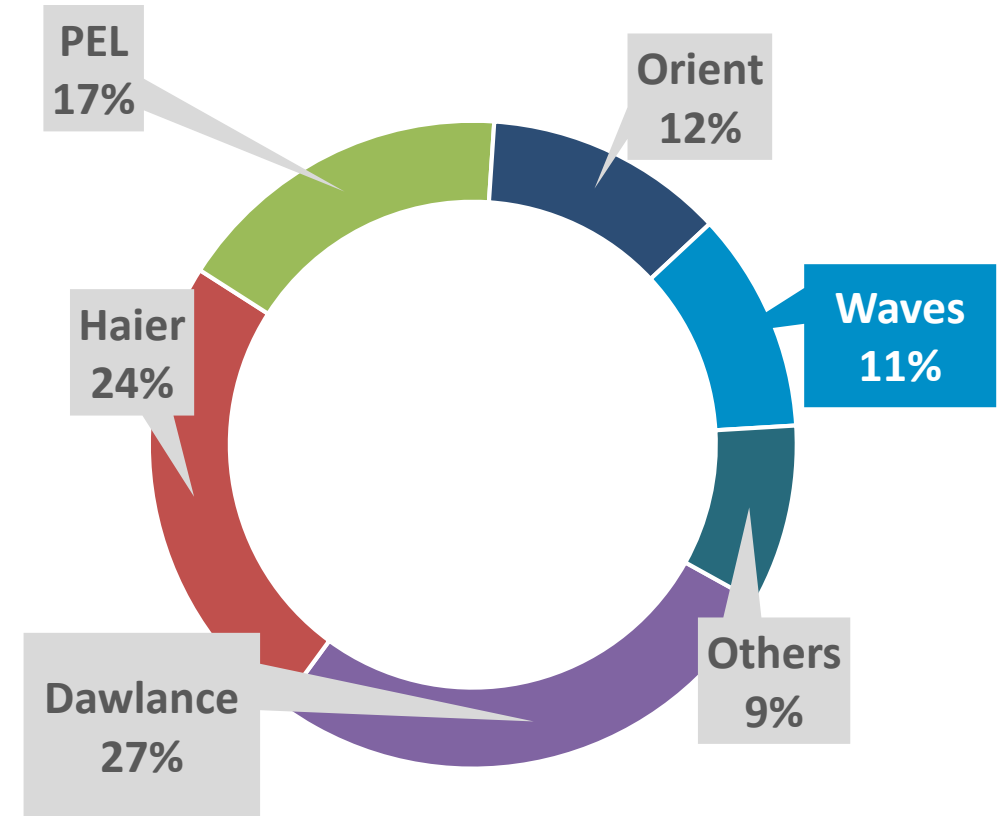
AVERAGE MARKET SHARE IN LAST 5 YEARS – FRIDGE & FREEZER

Deep Freezer Market Share



Market Leader in Deep Freezer Market

Refrigerator Market Share



Potential to capture further share in Refrigerator Market

The market share figures for Refrigerators and Deep Freezers are sourced from the VIS Credit Rating Company's report on the Home Appliances Industry, dated April 2024.

JOINT VENTURE UPDATE

We have received interest from multiple global companies and are open to providing majority control to them.

Benefits to Foreign Partner	Benefits to WAVESAPP
<ul style="list-style-type: none"> ▪ Partner with a Well-Established Local Player for Expedited Market Entry and Expansion ▪ Leverage Local Partner's Sales and Distribution Network for Accelerated Brand Penetration ▪ Utilize Equity Investment for Plant Upgrades and Business Expansion ▪ Benefit from Affordable, Skilled Labor to Reduce Production Costs ▪ Enhance Export Competitiveness by Lowering Freight Costs ▪ Gain Local Market Insights and Navigate Regulatory Requirements ▪ Engage with the Only Publicly Listed Home Appliances Company in Pakistan for Strategic Growth 	<ul style="list-style-type: none"> ▪ Improve product quality and efficiency using Foreign Partner's technology and R&D. ▪ Introduce domestically manufactured products under the Foreign Partner's brand. ▪ Expand global distribution under the Foreign Partner's brand. ▪ Procure cost-effective materials using Foreign Partner's global reach. ▪ Upgrade machinery and production efficiency with Foreign Partner's expertise. ▪ Gain insights through internationally trained management resources. ▪ Address financial challenges with equity injection and working capital

Particulars	PKR Mn	
	6M24	FY23
Income Statement	(Half Year)	(Full Year)
Gross sales-net of sales return	2,355	5,062
Sales Tax and Trade Discount	(501)	(886)
Sales – Net	1,854	4,176
Cost of Sales	(1,351)	(3,139)
Gross Profit	503	1,037
Marketing, selling and distribution costs	(88)	(265)
Administrative Expenses	(74)	(221)
Other Expenses	(55)	(109)
Other Income	46	73
Profit from Operations	333	516
Finance Cost	(237)	(374)
Profit Before Taxation	96	143
Taxation	(40)	(27)
Profit for the Period	56	116

QUESTIONS & ANSWER SESSION

THANK YOU