



**WAVES HOME APPLIANCES LIMITED
CORPORATE BRIEFING SESSION
04-NOVEMBER-2025**

CORPORATE BRIEFING SESSION

1 WAVES GROUP- CORPORATE STRUCTURE

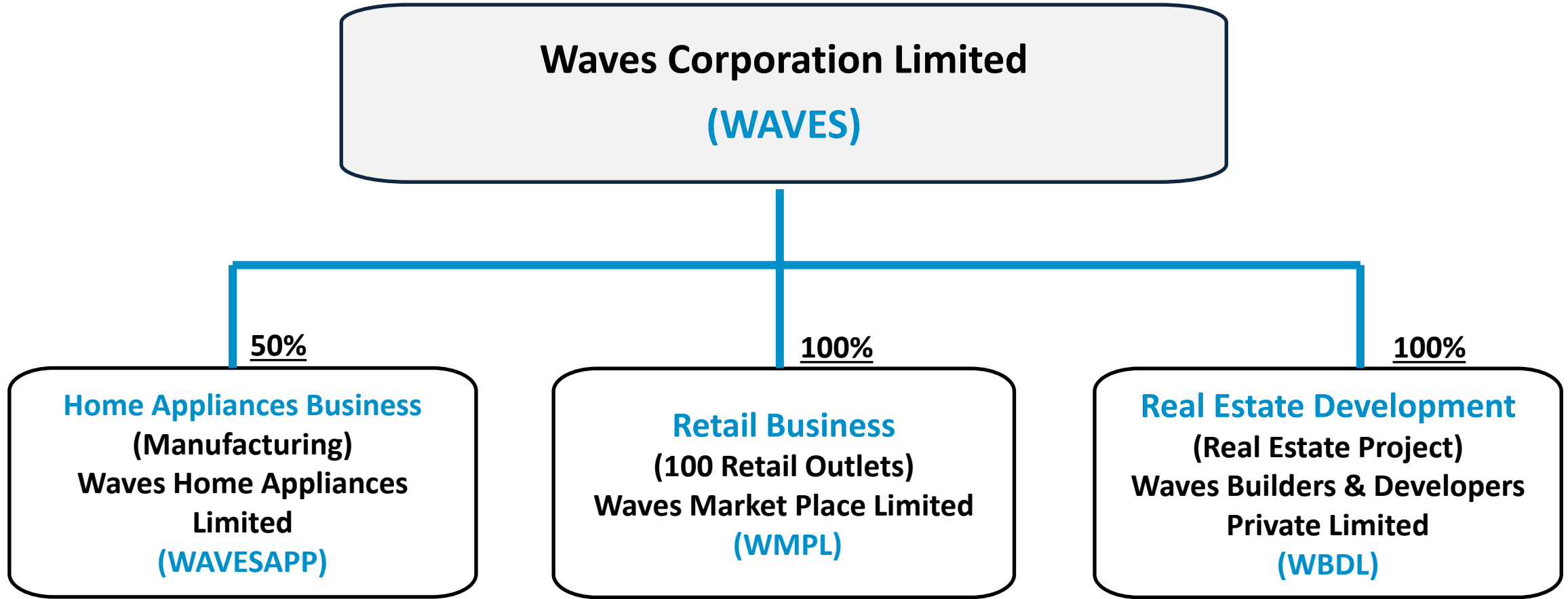
2 WAVESAPP – COMPANY OVERVIEW

3 HOME APPLIANCES BUSINESS

- PRODUCT RANGE
- PAKISTAN APPLIANCES MARKET

4 FINANCIAL PERFORMANCE

- PROFIT & LOSS ACCOUNT
- PROFITABILITY MARGINS



- The Company carries a legacy of the WAVES brand (**Naam he kafi hai**) for almost half a century.
- Waves Home Appliances Limited is principally engaged in the manufacturing and assembling of consumer appliances and other light engineering products under the brand name “**WAVES**”.
- It is a public limited company, quoted on the Pakistan Stock Exchange, and was formed following the demerger of the home appliances business from Waves Corporation Limited into a subsidiary Waves Home Appliances Limited in 2022.
- Waves is the only appliances manufacturer that is exclusively engaged in the manufacture of home appliances, with no other business interests on its balance sheet with the status of a publicly listed company.
- “**WAVES**” is a leading brand in the market of home appliances and is one of the most recognizable brands in Pakistan. It is the market leader in deep freezers with over 5 decades of experience.



White Goods

Deep Freezers



Refrigerators



Visi-coolers



Air Conditioners



Water Heaters



Washing Machines



Microwave Ovens



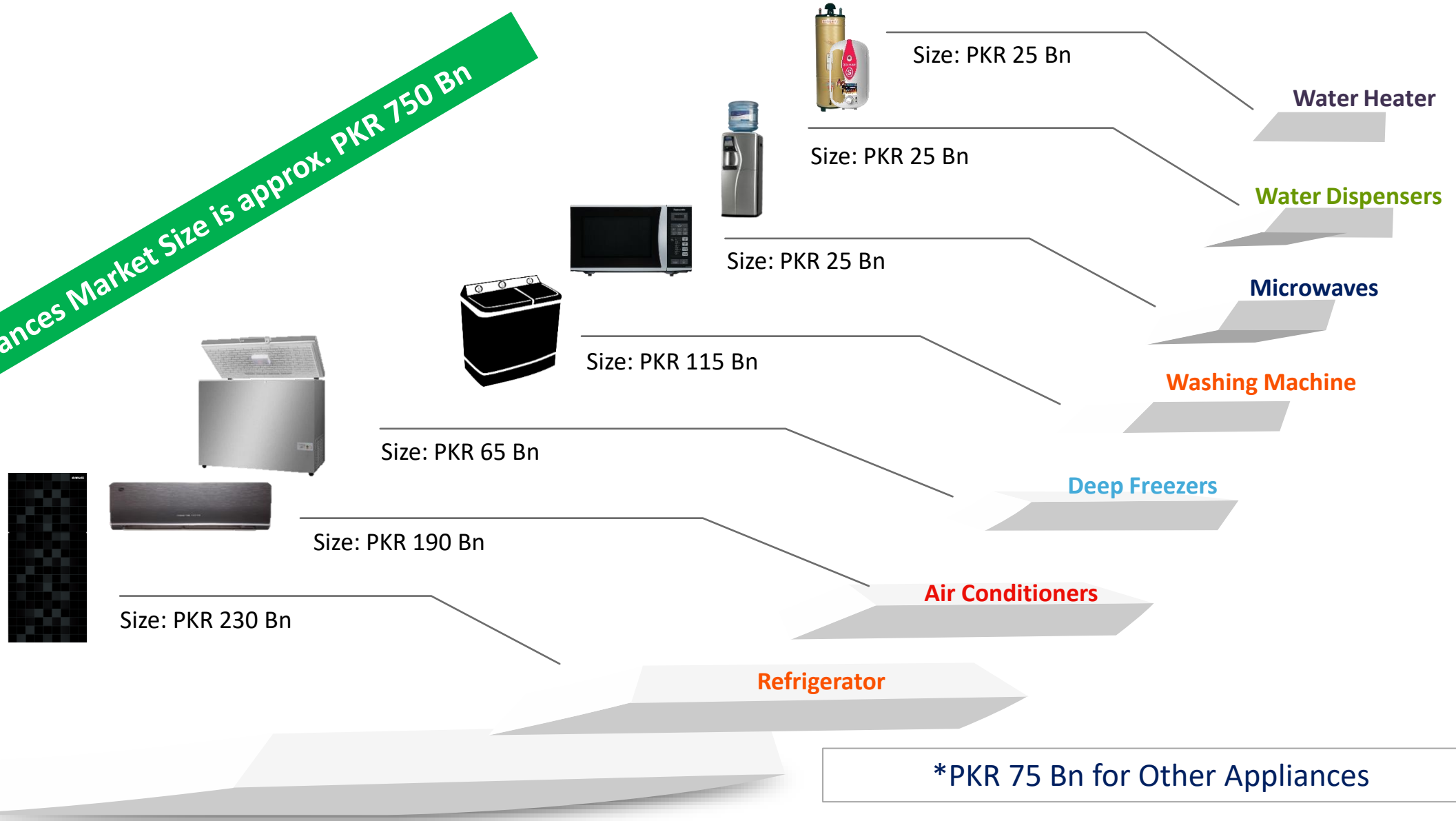
Water Dispensers



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 750 Bn



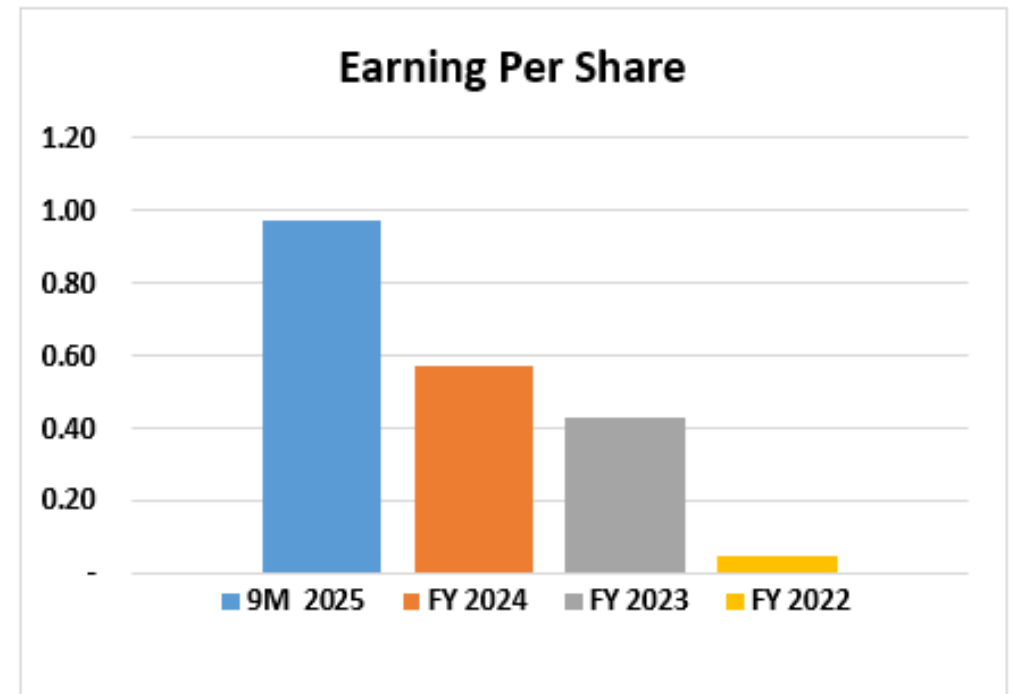
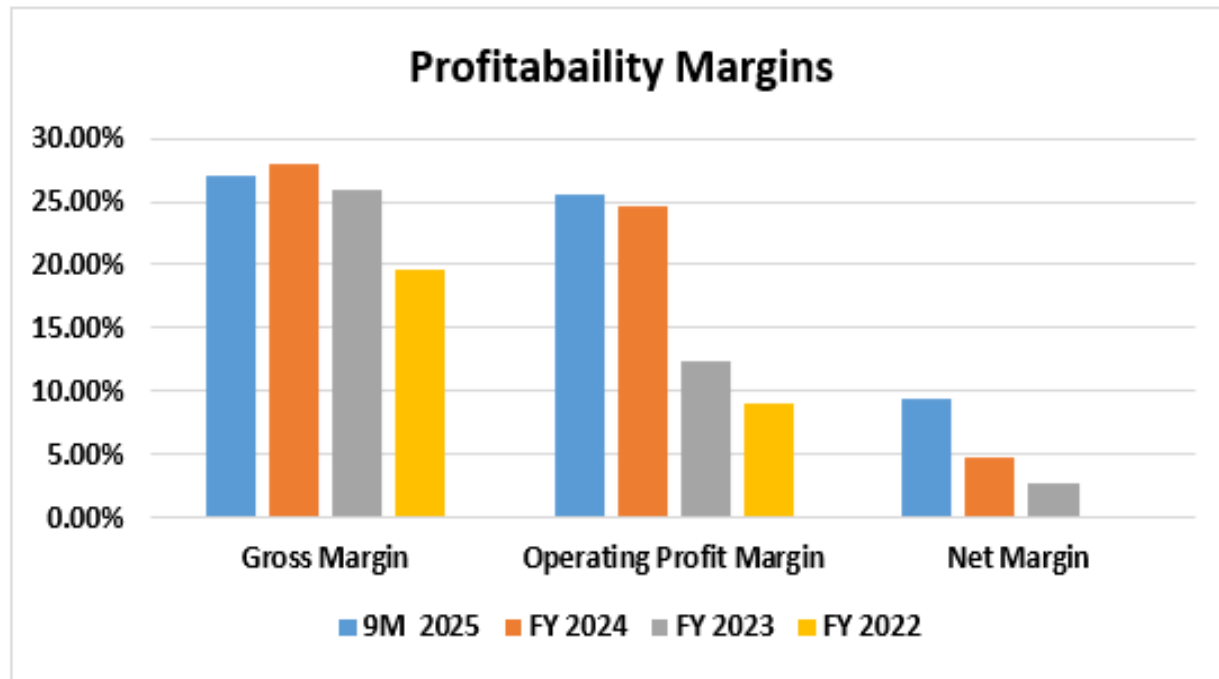
FINANCIAL PERFORMANCE

PROFIT & LOSS ACCOUNT

Particulars	9M 2025 (Mn)	6M 2025 (Mn)	FY 2024 (Mn)
Gross Sales	4,019	2,916	4,078
Sales - net	2,793	2,004	3,170
Cost of sales	(2,035)	(1,459)	(2,284)
Gross profit	758	544	886
Marketing, selling and distribution	(170)	(134)	(238)
Administrative expenses	(179)	(121)	(223)
Other expenses	(78)	(37)	(171)
Other income	385	270	525
Profit from operations	716	523	779
Finance costs	(403)	(321)	(605)
Profit before levies and income tax	313	203	174
Levies & Income Tax Expenses	(52)	(47)	(21)
Profit for the period	262	156	153
Earnings per share	0.98	0.58	0.57

PROFITABILITY MARGINS

Particulars	9M 2025	FY 2024	FY 2023	FY 2022
Gross Margin	27.1%	28.0%	26.0%	19.6%
Operating Profit Margin	25.6%	24.6%	12.4%	9.1%
Net Margin	9.4%	4.8%	2.8%	0.2%
EPS	0.98	0.57	0.43	0.05



QUESTIONS & ANSWER SESSION

THANK YOU