

Pakistan Tobacco Company

Corporate Briefing Session








AGENDA

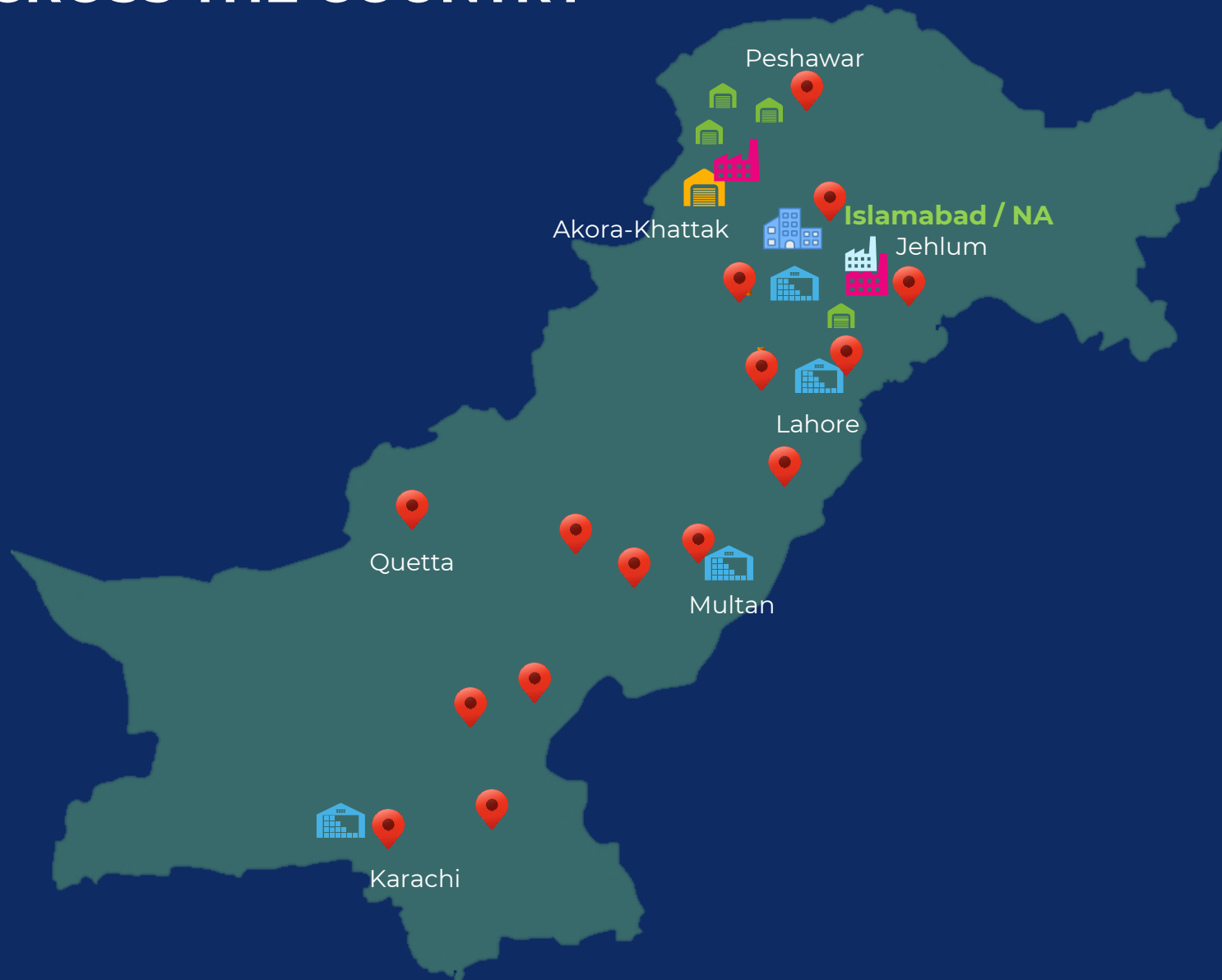
1. About PTC
2. Current Business Environment
3. 2025 – FY Financial Overview
4. Outlook 2026
5. Q&A

COMPANY OVERVIEW



PTC's FOOTPRINT ACROSS THE COUNTRY

-  HEAD OFFICE
-  LEAF REGIONS
-  GLT PLANT
-  CIGARETTE FACTORY
-  MO FACTORY
-  TRADE REGIONAL OFFICE
-  TRADE AREA OFFICE



2 Manufacturing Sites

4 Regional Sales Offices

15 Area Sales Offices

4 Regional Leaf Offices

12 Leaf Depots

9 Warehouses



CURRENT BUSINESS ENVIRONMENT

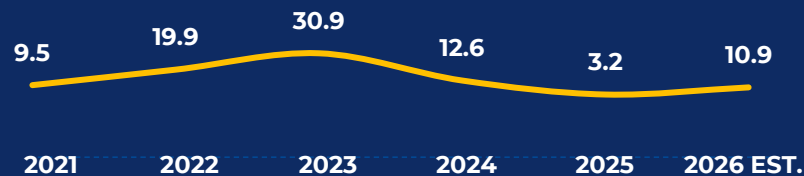


MIXED MACRO INDICATORS

ECONOMIC INDICATORS UNDER PRESSURE

- Recovering Forex reserves - but still low (~3 MO Import Cover)
- Fx Rate Stable – vulnerable to higher import bill / inflows
- GDP growth 3%-4% in 2026 – still below Emerging Market Peers
- Multiple Months of CA Surplus* - Trade Deficit remains a challenge
- High Govt. Debt – 70% of GDP

CONSUMERS ADVERSELY IMPACTED BY RESURGENCE OF DOUBLE DIGIT INFLATION (%)



STRENGTHENING FOREIGN RELATIONS



MEDIATION ROLE IN US-IRAN PEACE TALKS



PAK-SAUDI MUTUAL DEFENCE PACT



BETTER RELATIONS WITH THE U.S.



CONTINUED IMF SUPPORT

CHALLENGING BUSINESS ENVIRONMENT



**CONSUMER
AFFORDABILITY**



**INFORMAL
SECTOR**



**FISCAL
PRESSURE**



**CLIMATE
IMPACT**



**BORDER
TENSIONS
& TERRORISM**

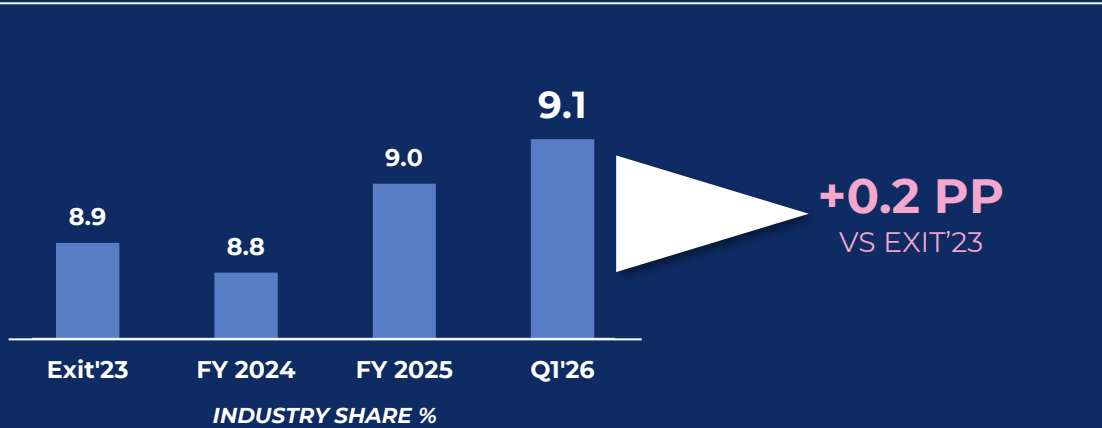


**GEO-POLITICAL
SITUATION**

NAVIGATING HEADWINDS CRITICAL FOR SUSTAINABLE GROWTH

UNPRECEDENTED AIT EFFORTS BY GOVT – ILLICIT TRADE REMAIN SIGNIFICANT

SMUGGLED PREMIUM OFFERS AT ATTRACTIVE PRICE POINTS

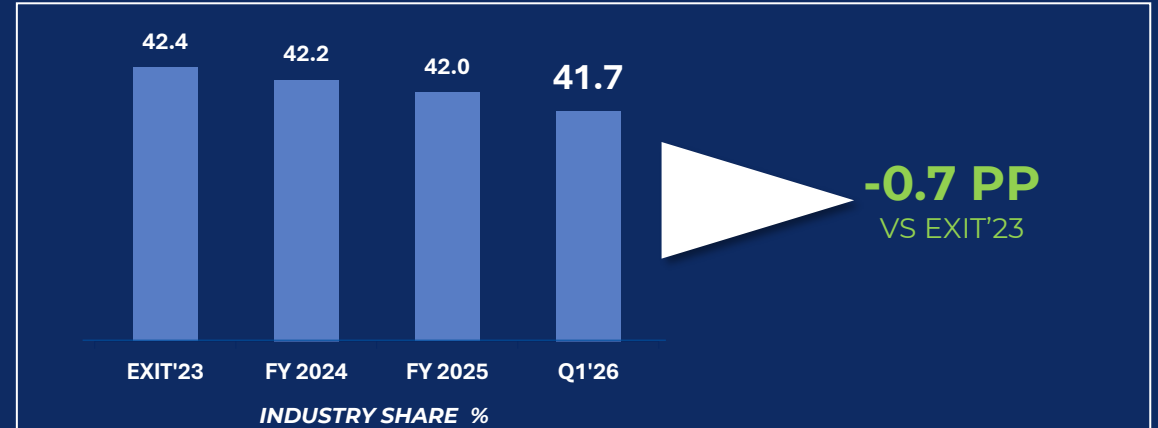


WIDE RANGE OF INNOVATIVE OFFERS



280+
SKUS

LOCAL DUTY-NON-PAID BRANDS UNDER PRESSURE DUE TO GOVT. ENFORCEMENT EFFORTS – BUT STILL SIZABLE



CONTINEOUS TAPS BAN VOILATION



100+
SKUs

ILLICIT TRADE ACCOUNTS FOR ~ 50% OF TOTAL CIGARETTE CONSUMPTION IN PAKISTAN

2025 YEAR AT A GLANCE

NEW PRODUCT INNOVATION FOR WHITE SPACES & LOW SEGMENTS



VELO CONSOLIDATING CATEGORY LEADERSHIP



4 mg offer for lower nic consumers

17 mg offer for high nic consumers

DEEPEEN USAGE VIA LEPP OFFERS

Velo Sound Station 3.0 amplifications

RECORD DIVIDEND DECLARATION

PKR 150 PER SHARE

HIGHEST EVER EXPORTS + USD 50 MILLION



MANUFACTURING EXCELLENCE IWS PHASE 3 QUALIFICATION

LARGEST ON-SITE BIOMASS BOILER



HUMAN CAPITAL DEVELOPMENT

TALENT EXPORTER FOR BAT GROUP



+100 LOCATION AGNOSTIC GLOBAL ROLES IN PK

FINANCIAL OVERVIEW

FY 2025



PROFIT & LOSS REVIEW – FY 2025 (VS. SPLY)

FMC Volume (Bn sticks)

Rs 29.3 Bn

2% ▼

MO Volume (Mn pouches)

949.2

27% ▲

Net Turnover

Rs 139.0 Bn

15% ▲

Export Turnover

Rs 14.4 Bn

44% ▲

Profit After Tax

Rs 29.9 Bn

7% ▲

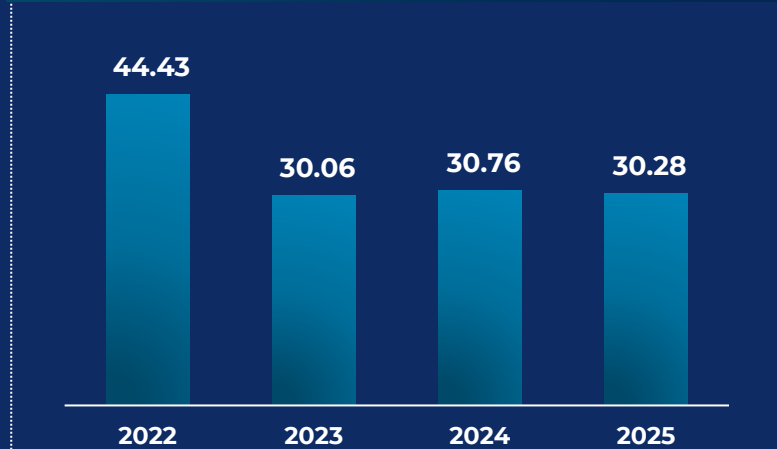
Earning Per Share (Rs.)

Rs 116.8

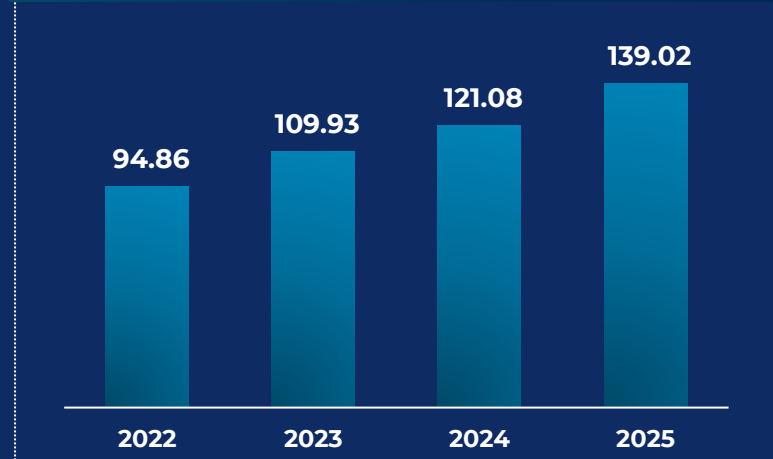
7% ▲

KPI'S HISTORIC TREND

Production Volumes (Bn Sticks)



Net Turnover (PKR Bn)



Profit After Tax (PKR Bn)



Earning Per Share (PKR)



2026 OUTLOOK

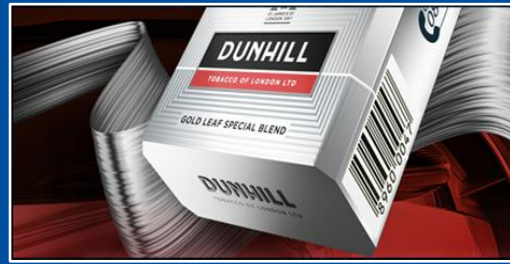


FISCAL MEASURES



Excise and Fiscal
Policy Continuation

TRACK AND TRACE SYSTEM



Point of sale T&T compliance to keep
illicit trade in check

MODERN ORAL CAT. BUILDUP



Category Growth and Consumer
Centric Products

ADDRESSING CONSUMER NEEDS



Product Enhancements and Options
to Occupy Blank Spaces

FISCAL POLICY STABILITY &
ENFORCEMENT ON ILLICIT TRADE

PTC's CONTINUED INVESTMENT
BEHIND OUR BRANDS &
CAPABILITIES

SINGLE DIGIT VOLUME & VALUE
GROWTH FOR SHAREHOLDERS
& GOVERNMENT OF PAK

Q&A



THANK YOU