

Bata Pakistan Limited

Corporate Briefing
December 2021

LOVE LIVING IN BATAS SINCE 1894

COMFORT

Bata
CLUB

SHOP ONLINE
WITH LIVE CHAT
ASSISTANCE
ORDERED VIA
BATAAPP

LOVE LIVING IN BATAS SINCE 1894

CASUAL

private



Leading by example.

As well as being a global brand, we are still a private family business, run by a passionate multicultural leadership team.

Areas Covered

- Bata Group
- Bata Pakistan
- Bata Manufacturing Facility & Retail/Wholesale Network
- Business Results – 2021
- Future Outlook - 2022

Bata's Global Footprints



Bata is one of the world's largest Footwear Retailers & Manufacturers for 125 years

.Bata was founded by TOMAS BATA in 1894 at ZLIN, CEZECHOSLOVAKIA.

BATA HEAD QUARTERS WERE FIRST SHIFTED TO UK; THEN IN 1962 TO CANADA AND NOW OUR HEAD QUARTERS ARE LOCATED IN SWITZERLAND

 No. 1 global footwear company	We have... 1 million + consumers shopping with us every day And 5,300 stores worldwide
We are found in 70+ countries 	Across 5 continents
We make shoes in 23 Bata-owned shoe manufacturing facilities in 18 countries around the world	Bata is a portfolio company with 20+ brands and labels
And have inspired 20,000 entrepreneurs to work with us 	And 35,000 colleagues

Bata



Bata Pakistan is the largest footwear manufacturing and selling concern in Pakistan



Batapur plant was established in 1940

Bata Pakistan employs more than 3,000 people

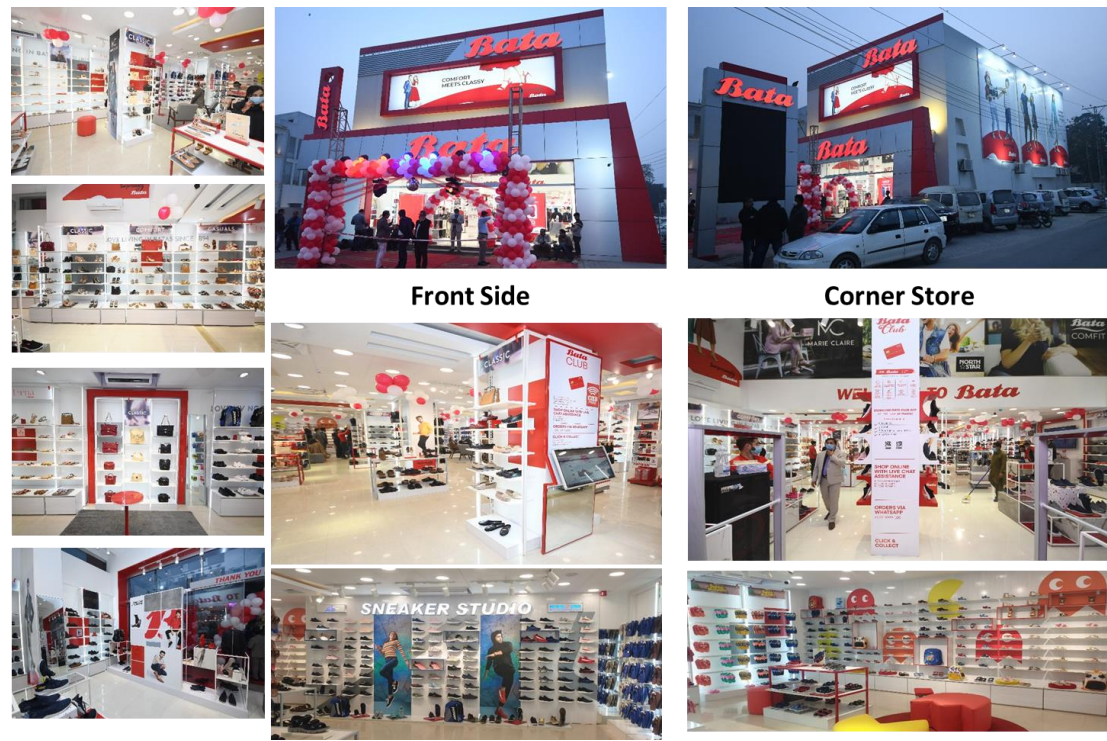
Bata's production line included

- Leather – Canvas – Rubber – Things – Synthetic



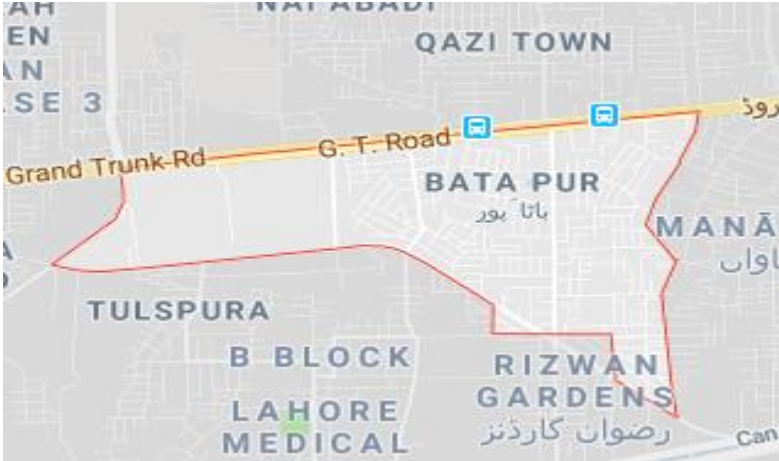
Bata Pakistan's retail network comprises of more than XXX stores & catering to largest customer base of footwear;

- City stores
- Family Stores
- Branded Stores
- Destination Stores
- Franchise
- FOLs



Better Store Dynamics

Production Facilities



Batapur Plant

Batapur Plant established in

- 1940

Maraka Plant established in

- 1985

Total Capacity

- 19.28 Million Pairs

Production Processes:

- Cemented
- DIP
- PU- Pouring
- Injected Plastic
- Thongs



Maraka Plant

Retail Network



Largest Footwear Retailer in Pakistan

443 stores including concepts

- Family
- City
- Franchise
- Destination
- Liquidation



Existence in more than **100 cities**

Wholesale Network

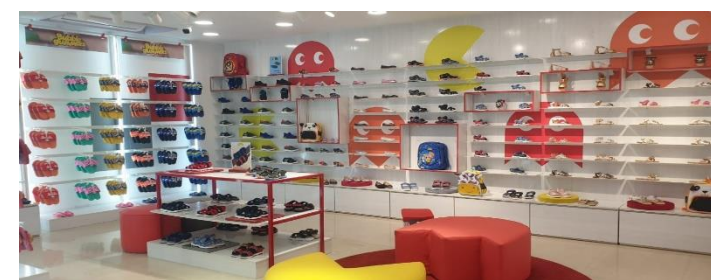


Distributors: 10

MBO's: 2,000

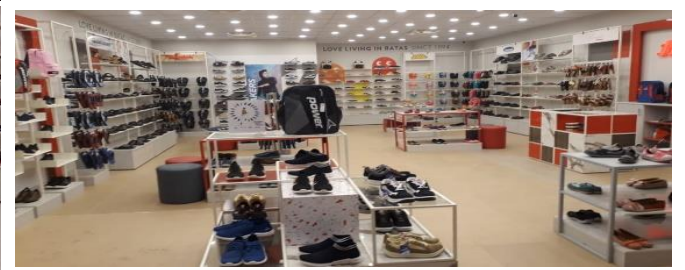
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Retail Concepts – CITY Store



Retail Concepts – FAMILY Store





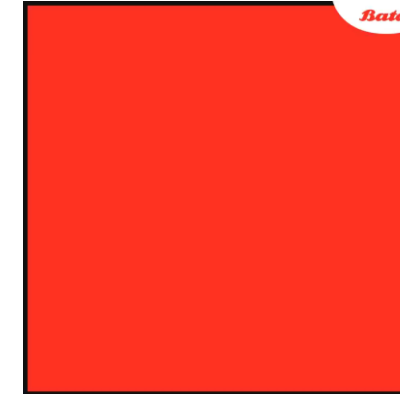
Bata Children Program: BCP



"COVID Vaccine Camp"

"Safe Water for everyone"

"Bata go Green"



"Eco Friendly Bags"



Year 2021 in Review

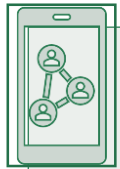
Achievement in 2021



Despite of smart lockdown, closure of days turnover is achieved



Franchise turnover achieved in Tier III & IV by de-risking the financials from fixed to variable model with focus on cash buying



Online business contributed in turnover by continuously invested in online technologies & direct to stores



100% implementation of Oracle POS at all stores



Transition of Negative profit in 2022 to positive profit in 2021 due efficient handling of stocks, expenses & receivables



Distribution of 100 rupees per share dividend

Challenges faced in 2021

Increase in energy and gas prices by Government pushed the cost high

Currency devaluation created adverse impact on margin

Higher rent demand by landlord on renewals or refusal to give Rebates impacted stores profitability

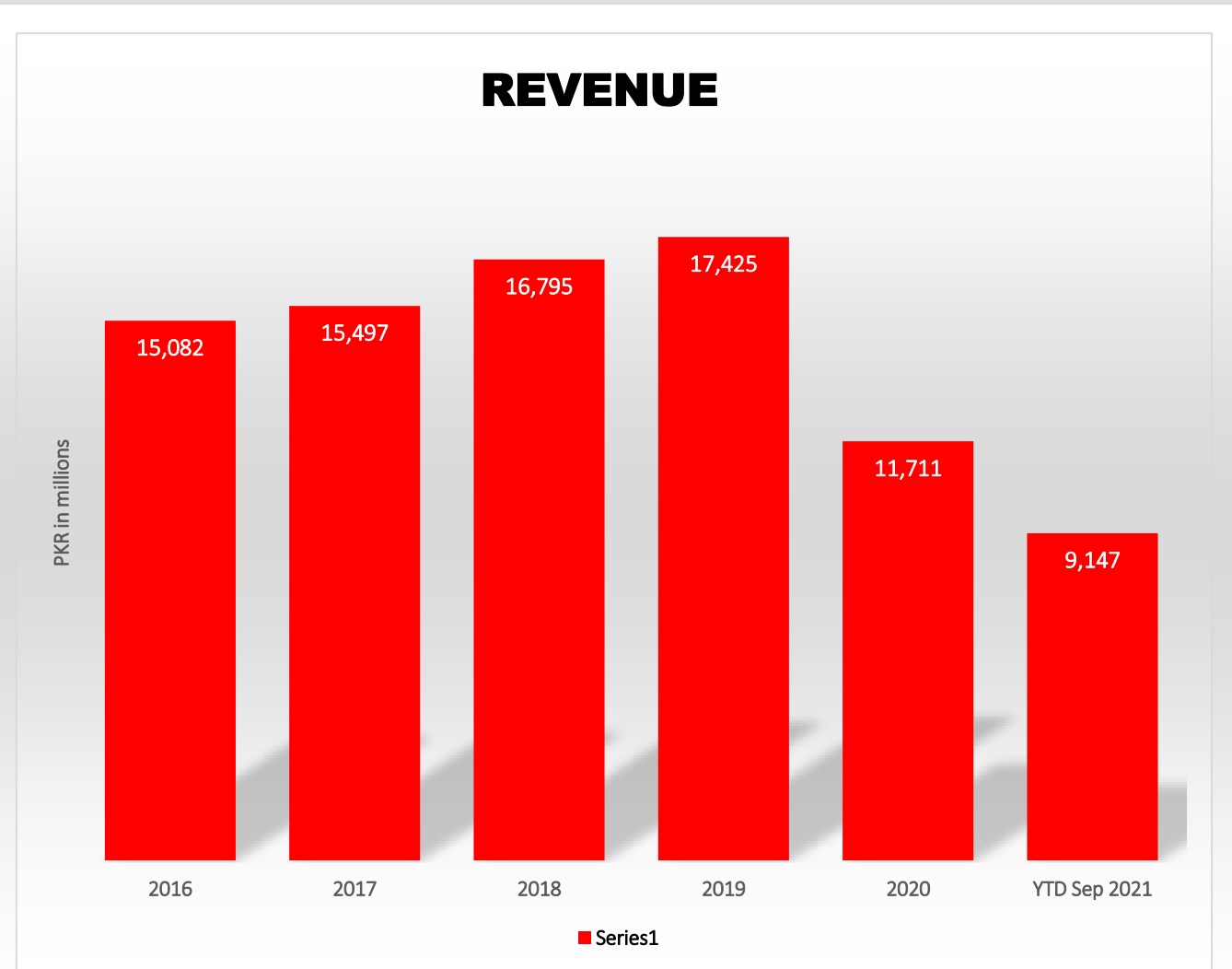
International cost push especially in chemicals coupled with supply chain issues put the margin under pressure

Lockdown on Eid and smart lockdown with business closure on weekends and reduced timings impacted turnover

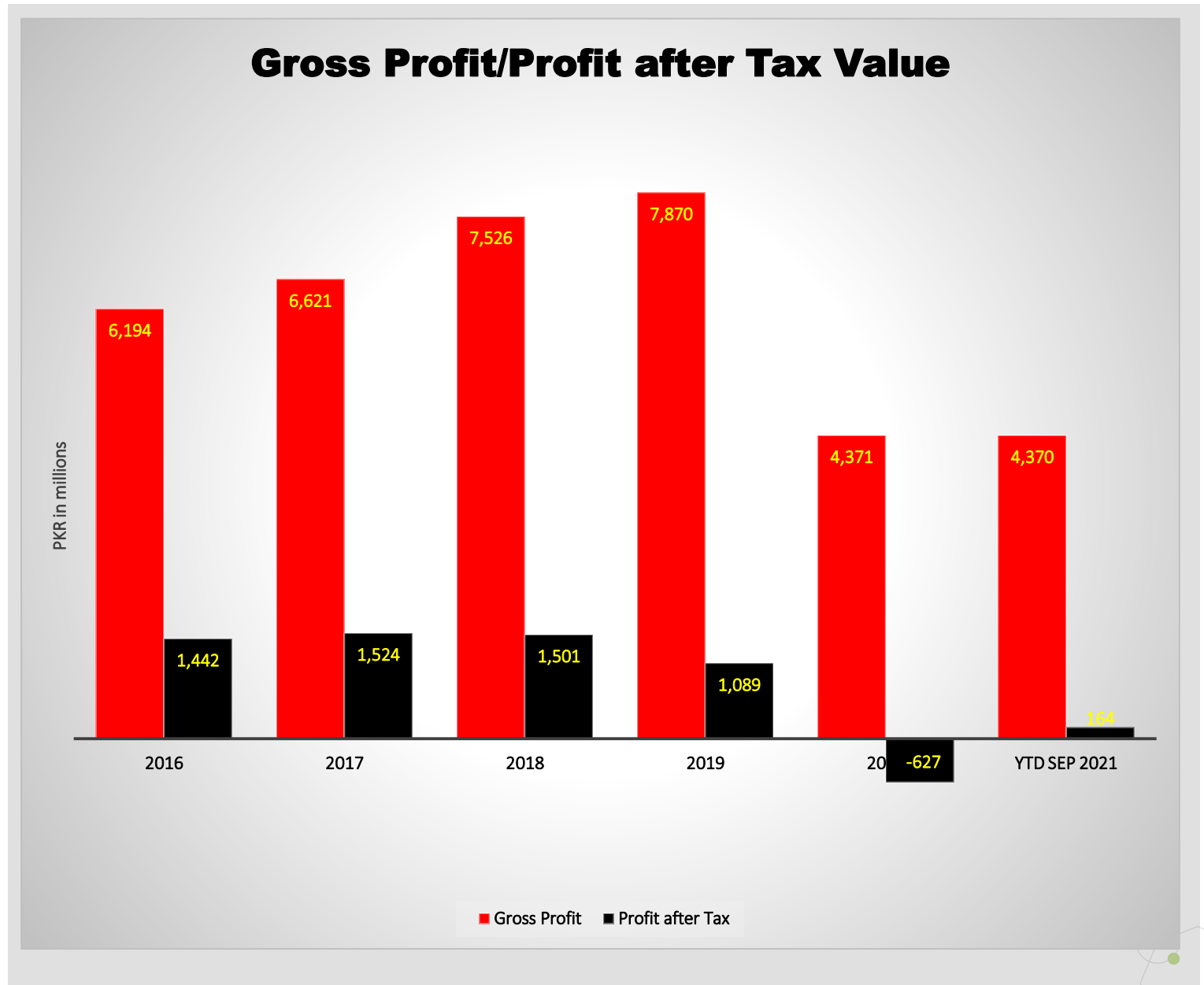
B2B business remained under pressure due to negative business sentiments and our focus on cash business instead of credit

Due to low business, factories operated under capacity which also increased the cost

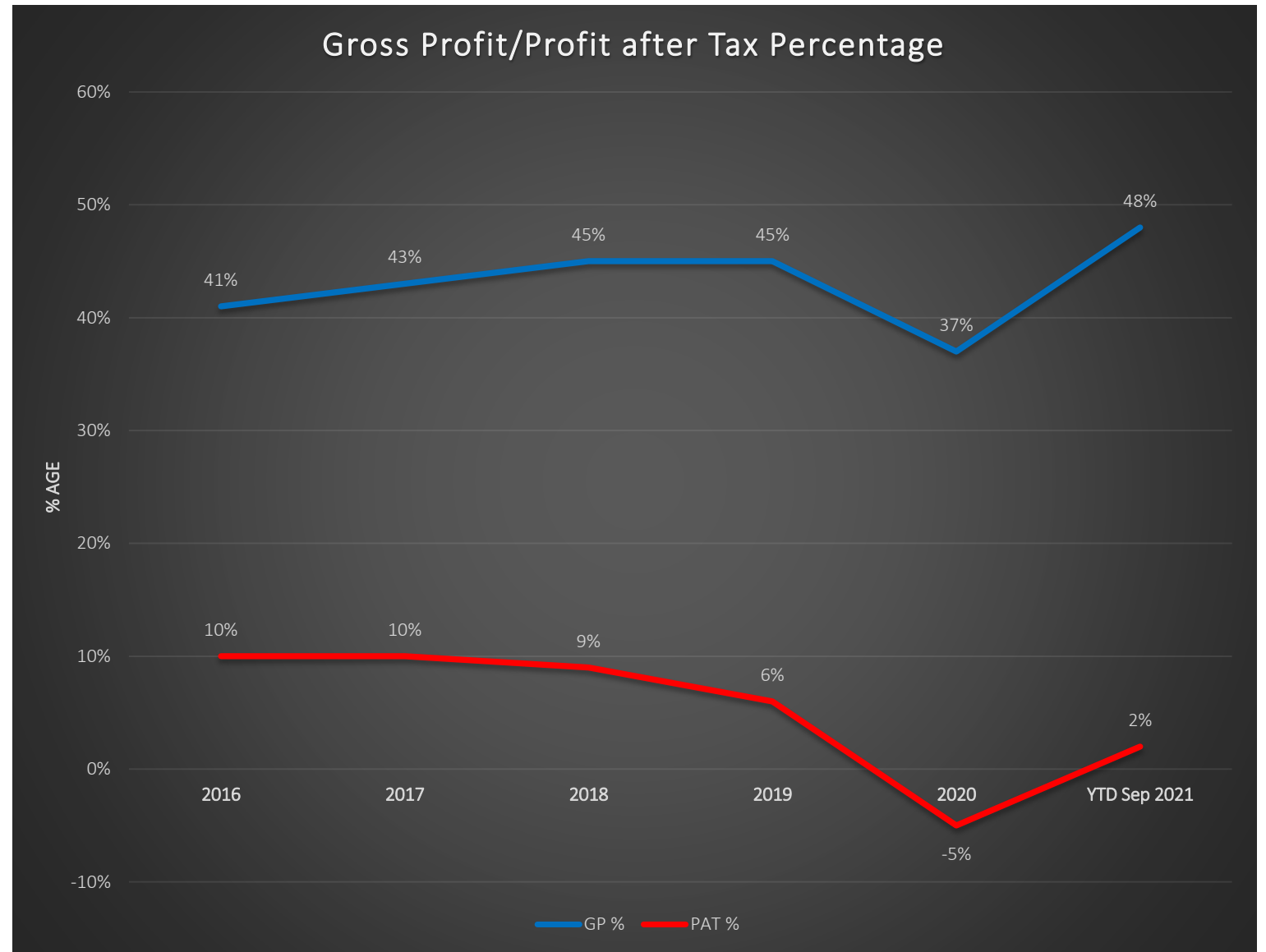
Revenue



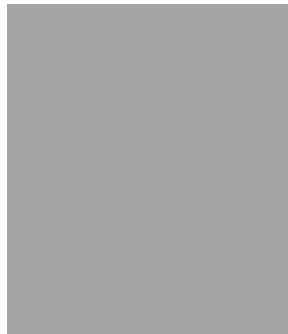
Gross Profit & Profit/(loss) after Tax



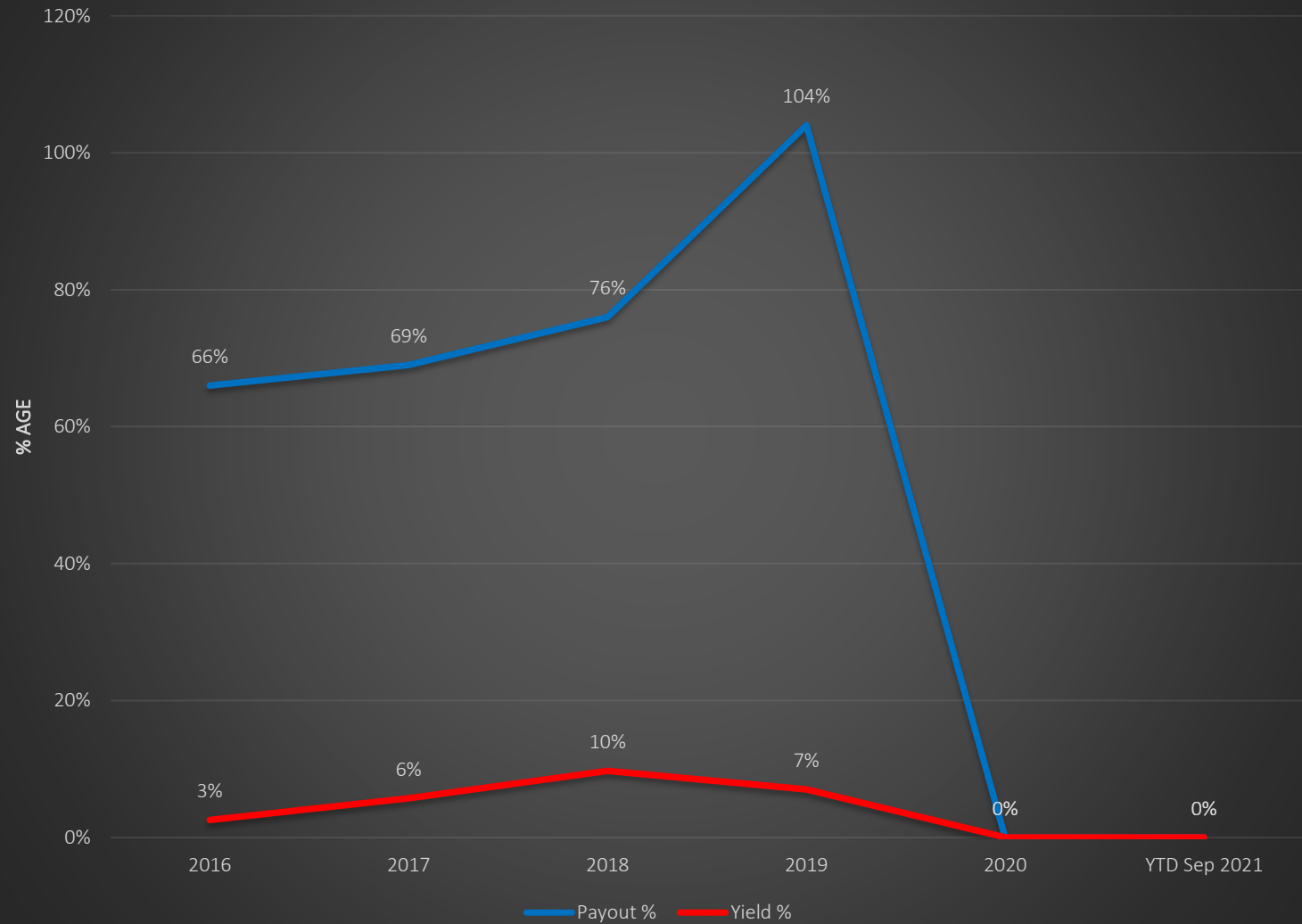
Gross Profit & Profit/(loss) after Tax percentage



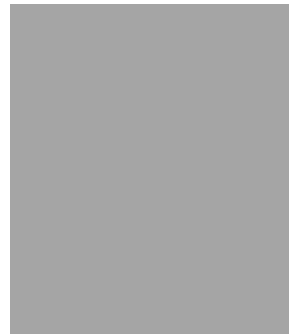
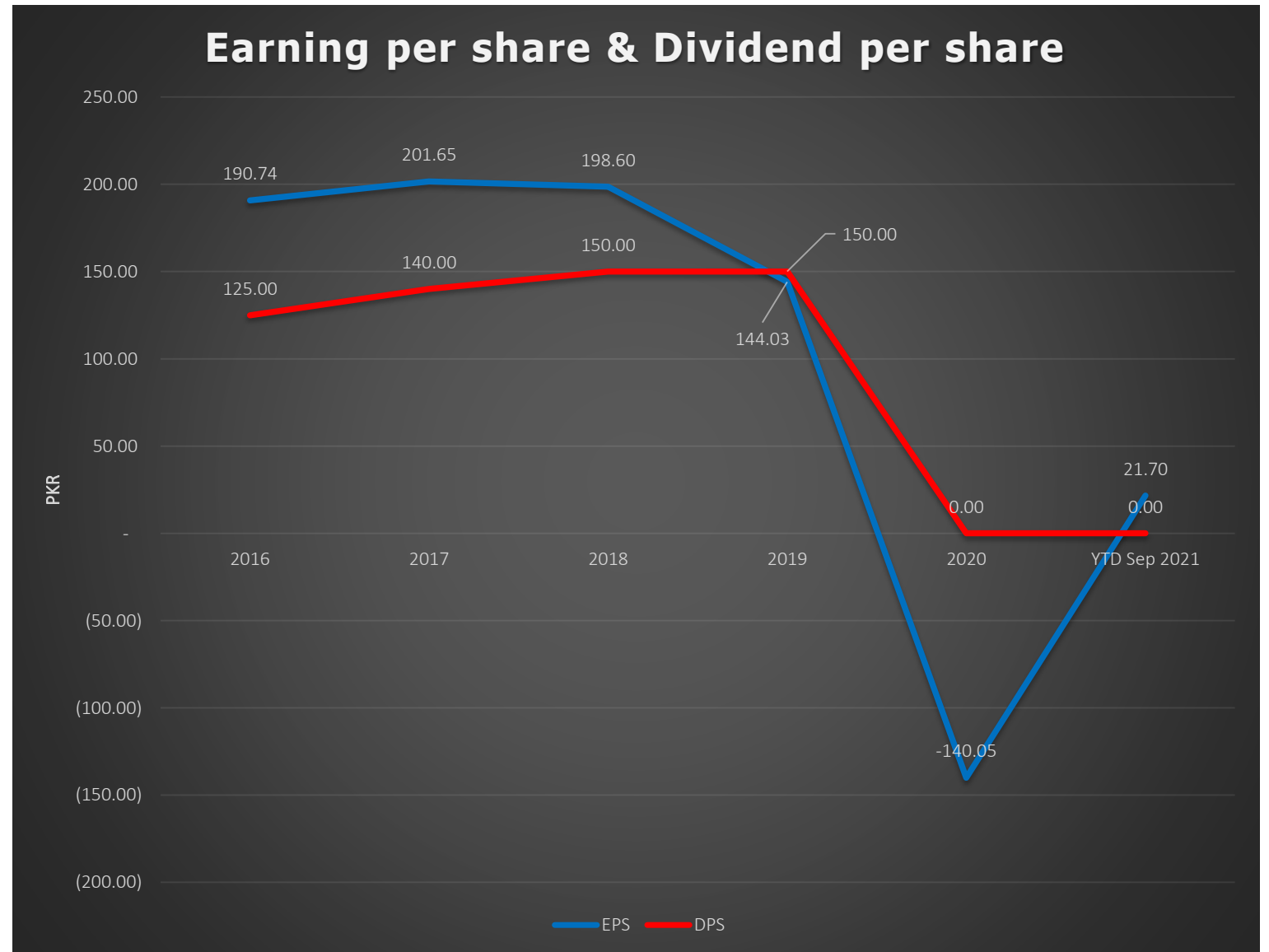
Dividend Payout & Dividend Yield



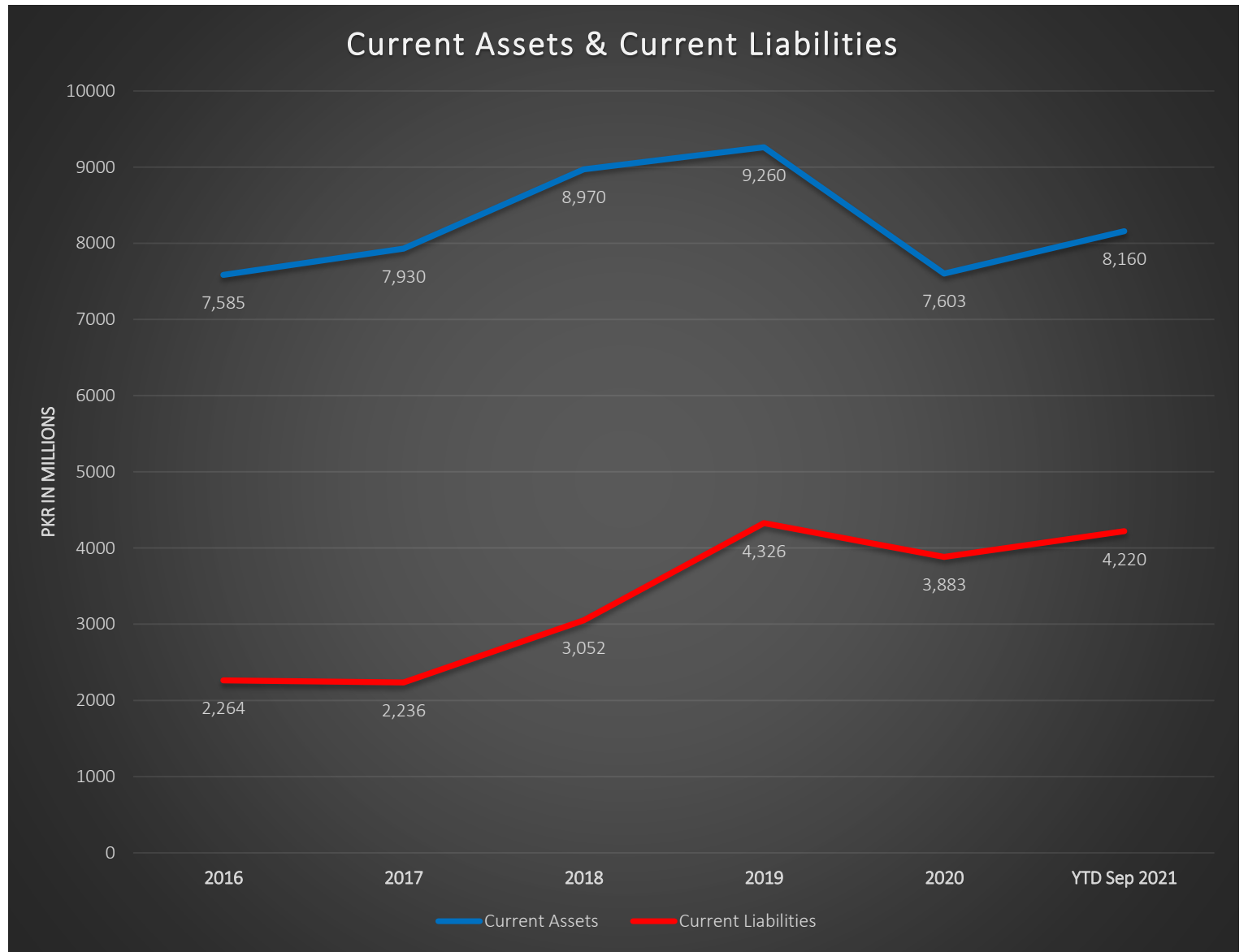
Dividend Payout & Dividend Yield



Earning per share & Dividend per share



Current Assets & Current Liabilities



FUTURE OUTLOOK 2022

Expansion in Retail Network in Tier 1 & 2 Cities to find and fill the white spaces

Enhance Customer Experience Store facelifting & Renovation on latest concepts

To ensure Comparable Stores growth focus will be on trainings .

Penetration in Tier-3 , Tier-4 & Outskirts without CAPEX & OPEX for franchise channel

Adaptation of risk-free model (Marketing & Distribution) in wholesale to control receivables

Continue investment in Online business to target millennials

Lead the market in comfort through innovation with no compromise on styling

Continuous investment on product innovation

To achieve EBIT targets with cost rationalization plan & improvement in working capital

Investment in opening of new stores and renovations

2nd solar power system to be installed in Maraka Factory

Bata

NEW
ARRIVALS
EVERY
FRIDAY

LOVE LIVING IN BATA'S SINCE 1894

NEW ARRIVALS
EVERY FRIDAY

Thank You!

BONANZA SATRANGI
Eid Fiesta '19



Bata

Bata

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NDURE

THE FASHION

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