

Corporate Briefing 2023

Bata Pakistan Limited

Bata





Leading by example:

Being a global brand, we are still a private family business, run by passionate multicultural leadership team.

Areas Covered

- Profile of company
- Strategic / Operational Developments
- Details of financial information
- Q &A

Profile of Company



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 
70+ countries 	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 2,000 people

Bata's production line included

- Leather – Canvas – Rubber – Thongs – Synthetic



Bata Pakistan's retail network comprises of more than 400 stores & catering to largest customer base of footwear;

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



Front Side

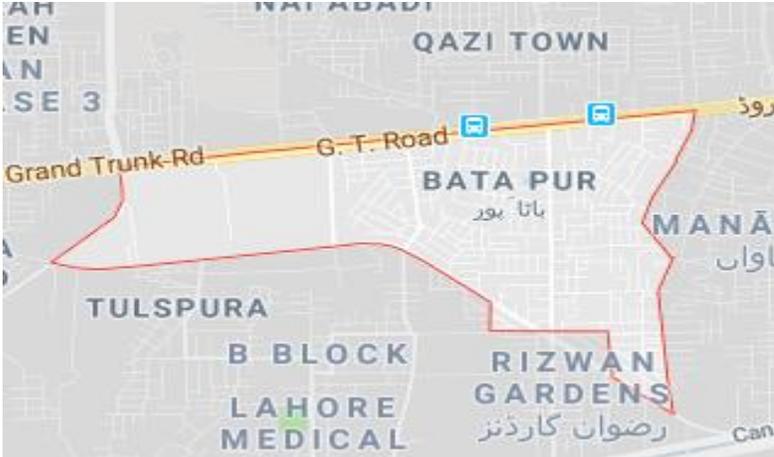


Corner Store



Better Store Dynamics

Production Facilities



Batapur Plant

Batapur Plant established in

- 1940

Maraka Plant established in

- 1985

Total Capacity

- 18.38 Million Pairs

Production Processes:

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



Maraka Plant

Bata Network

Retail Network



Largest Footwear Retailer in Pakistan

436 stores including concepts

- Family
- City
- Destination
- Liquidation



Existence in more than **100 cities**

Franchise



72 stores

Cash Franchise Stores in Pakistan

Wholesale Network



Distributors: 13

MBO's: 3,000

Bata

Program Focus:

Education, Mentoring, Health & Environment of underprivileged children

Strategies:

- Alignment with global initiatives
- Flexibility to select local initiatives within the purview of the Global BCP strategy
- Promote employee volunteering culture

ACTIVITIES

Q1	Q2	Q3	Q4
Renovated six flood effected schools	Health Awareness & Medical Camp	Founder's Day Volunteering Activities	Renovated a House at SOS Village
Sports Events in Schools	Mentoring Session on Character Building	Shoe Donation to Less Privileged Children	Health Awareness & Medical Camp
Tree Plantation in Schools and Communities	Celebrating World Environment Day	Mentoring Session to Impart IT Skills	Celebrating International Day of Girl Child

Bata Children's Program 2023

School Renovation



Sports Events



Tree Plantation



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Bata Children's Program 2023

Health Awareness



Mentoring Sessions



World Environment Day



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Bata Children's Program 2023

Founder's Day Activities



Renovating a House at SOS



International Day of Girl Child



Strategic/Operational Developments

LOVE LIVING IN BATAS SINCE 1894

COMFORT

Bata
CLUB

SHOP ONLINE
WITH LIVE CHAT
ASSISTANCE



Turnover YTD September

- 328 Million PKR (+49% vs. Last Year)
- 20 Franchises newly opened-2023

Automate the entire franchise business process;

- Digital Catalogue
- Ordering
- Suggested Buying
- Paper Less Work
- Tracking
- Analytics
- Instant Payment Solution



New Stores: 10 Stores
Facelift: 23 Stores
Renovation: 14 Stores
Sneaker Studio: 60

CAPEX:

- YTD 2023 - Rs 335 Million PKR approx.

Facelift & Renovation



New Store



Sneaker Studio



Turnover YTD
September

382 Million PKR
(+89% vs. Last Year)



Omnichannel

- Integrated 30 stores in 2023 YTD.
- Share of order fulfillment from live shops at 20% in 2023.
- Increased assortment depth by addition of new stores & exclusive lines.



Marketplace

- Daraz store updated with latest collection.
- Positive seller rating greater than 90% in 2023.
- Daraz Integration completed with Ginkgo. This has led to increase in product assortment and decreased cancellation rate by 1.8% in 2023.

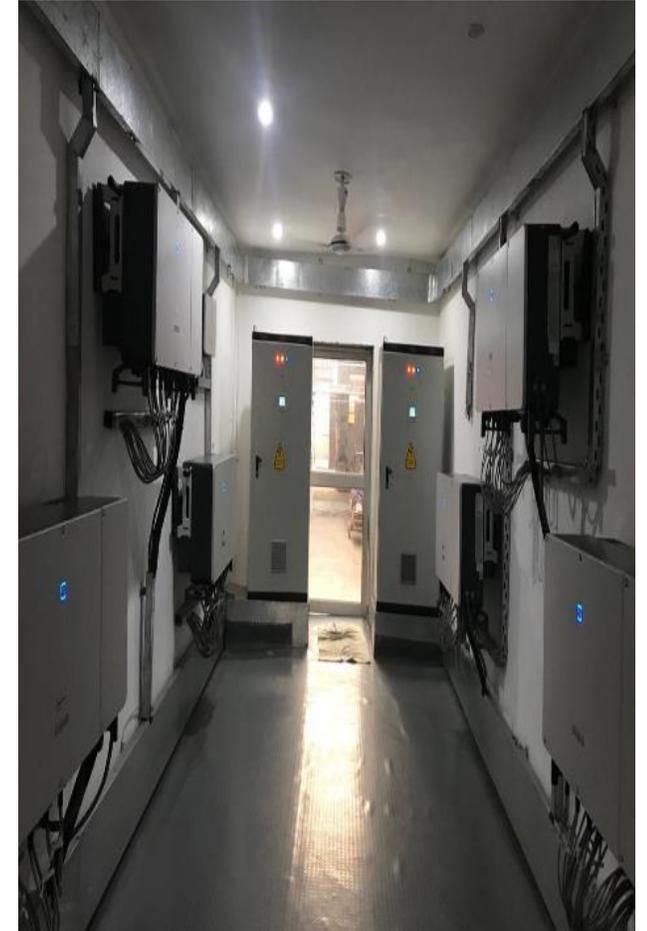


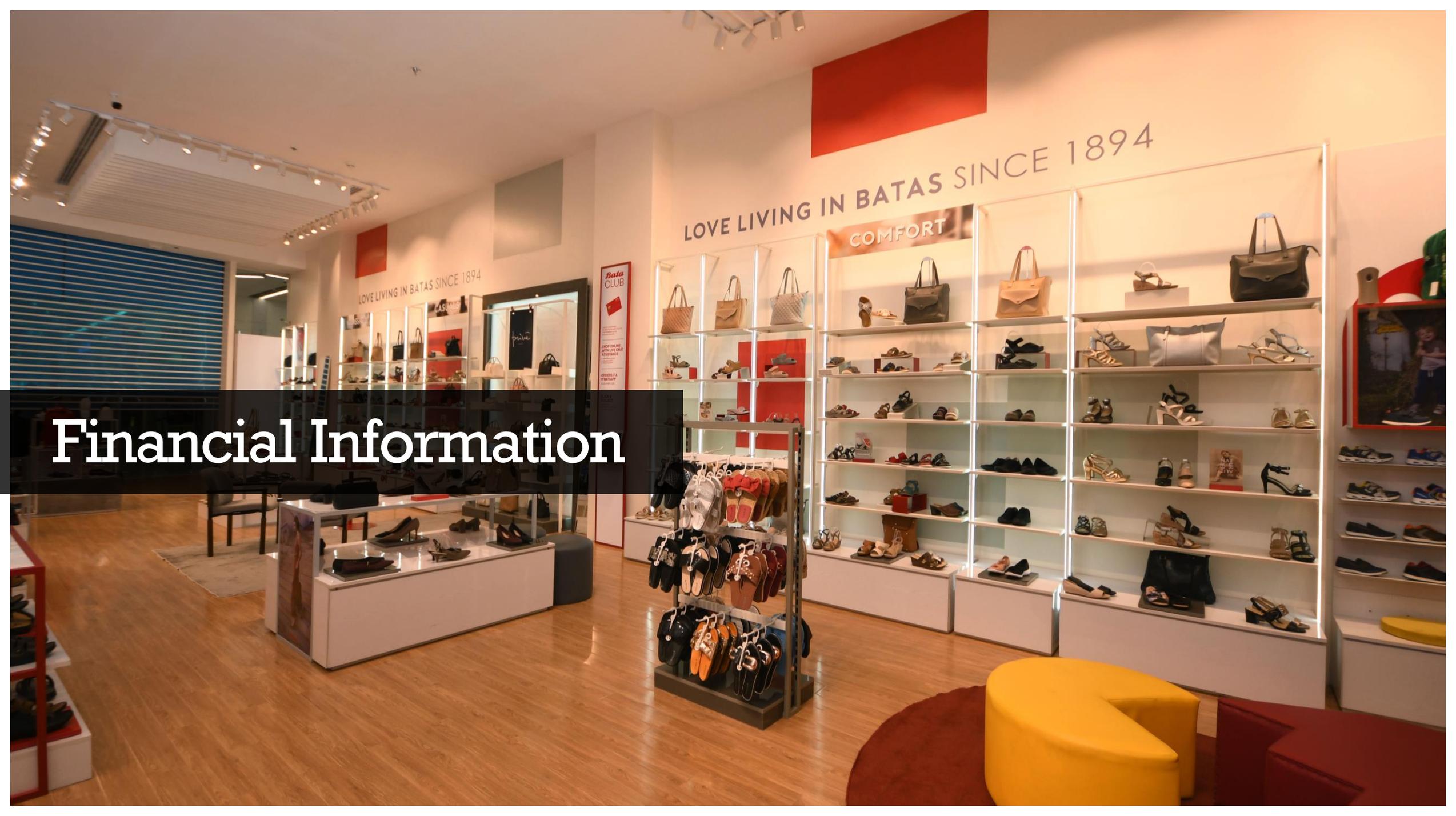
ISS Stores

- ISS testing is completed by H1 2023.
- Almost 334 stores have integrated with ISS in 2023 YTD.
- This integration leads to a better customer experience and decrease in lost opportunity of sales.
- YTD Turnover Rs 40 million

Maraka Plant

- **Installed Power:** 1 MW
- **Electricity Production:**
1,300,000 KWH
- **YTD Electricity Production:**
2023: 700,000 KWH
- **Cost Savings 2023:** PKR 28
Million Approx.





LOVE LIVING IN BATAS SINCE 1894

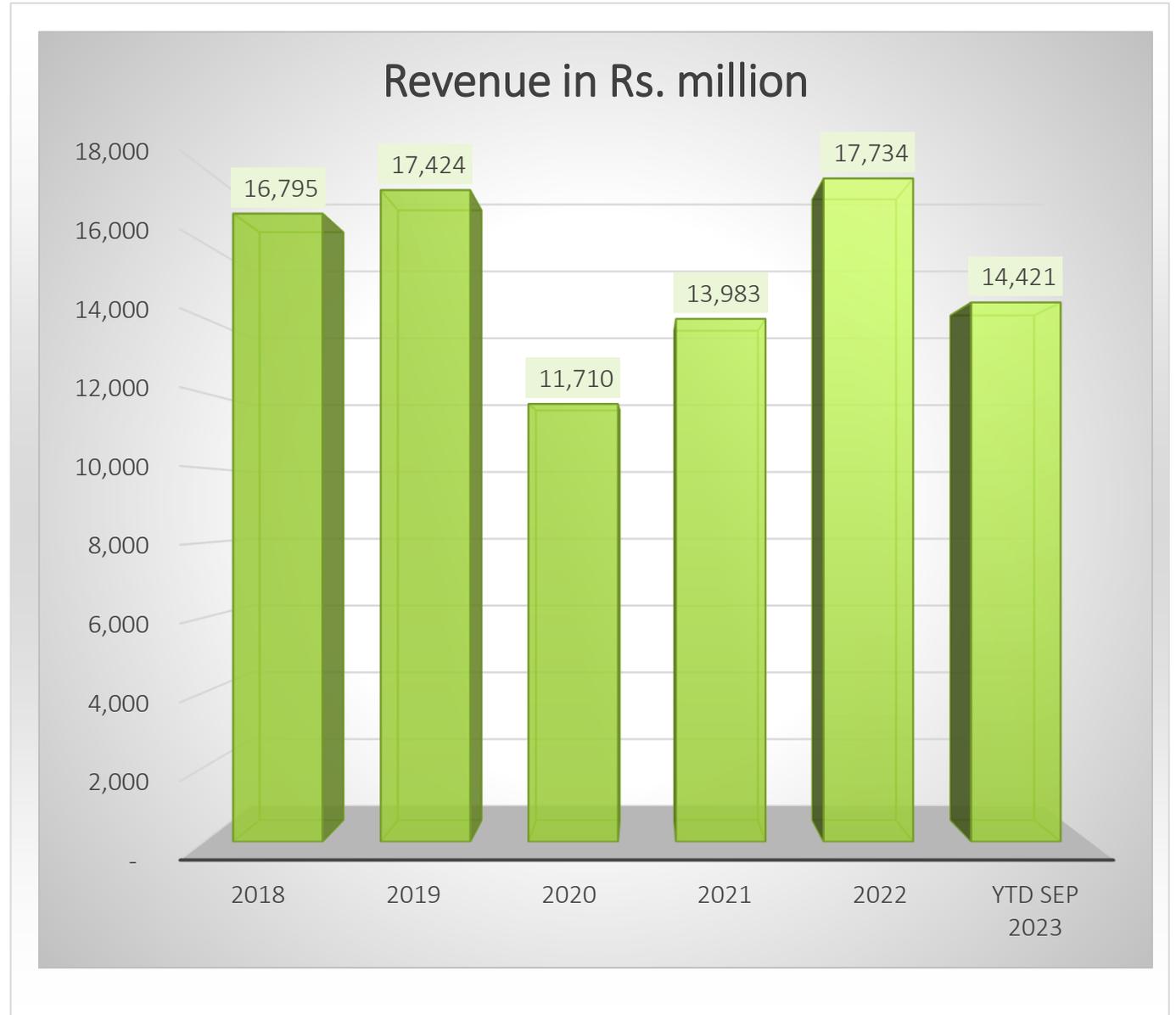
LOVE LIVING IN BATAS SINCE 1894

COMFORT

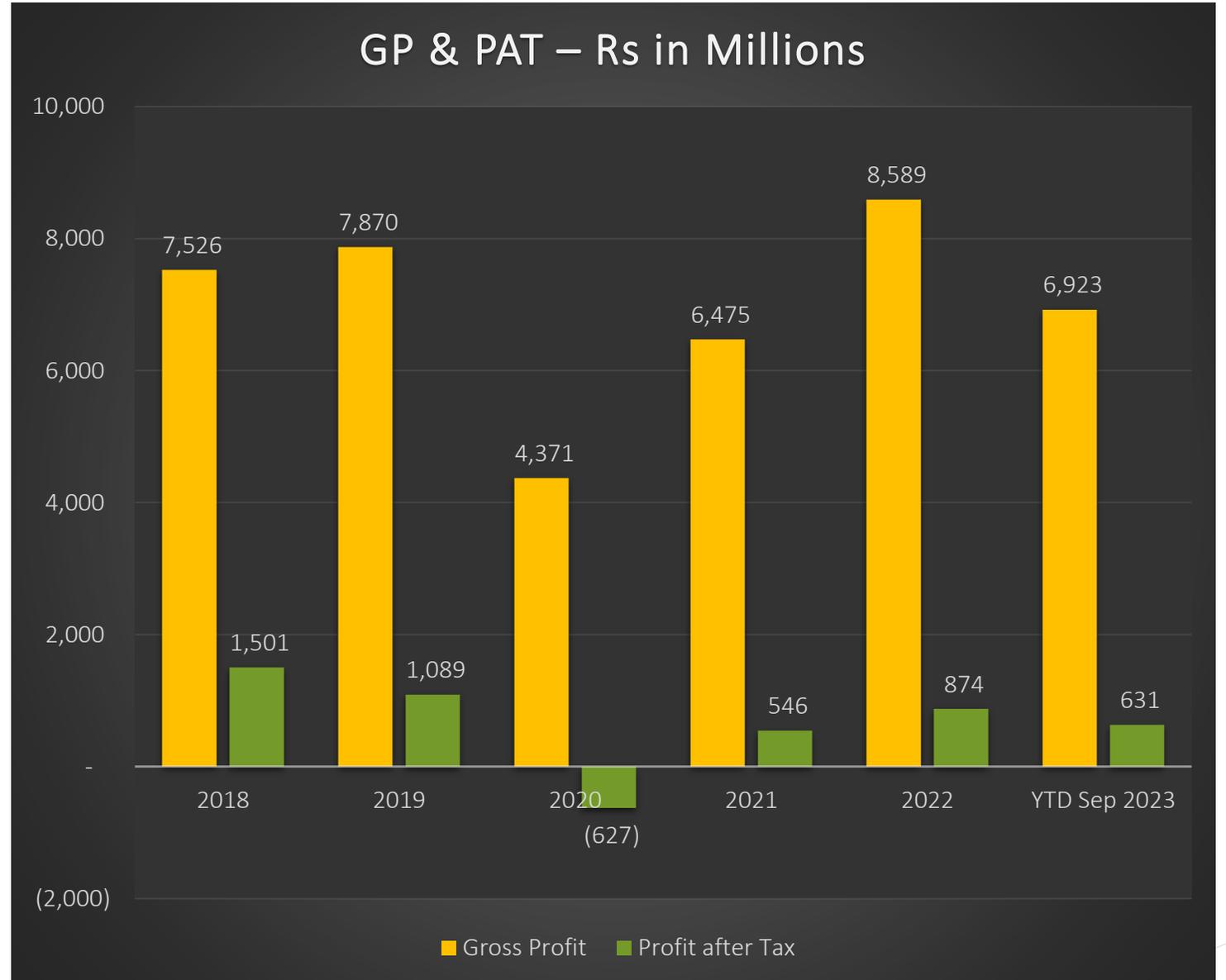
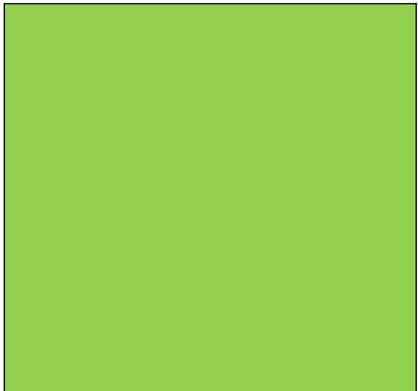
Financial Information

Bata CLUB
KUPON DISKON
UNTUK BELANJA
KEMUDIAN
DIPEROLEH
DI BATA

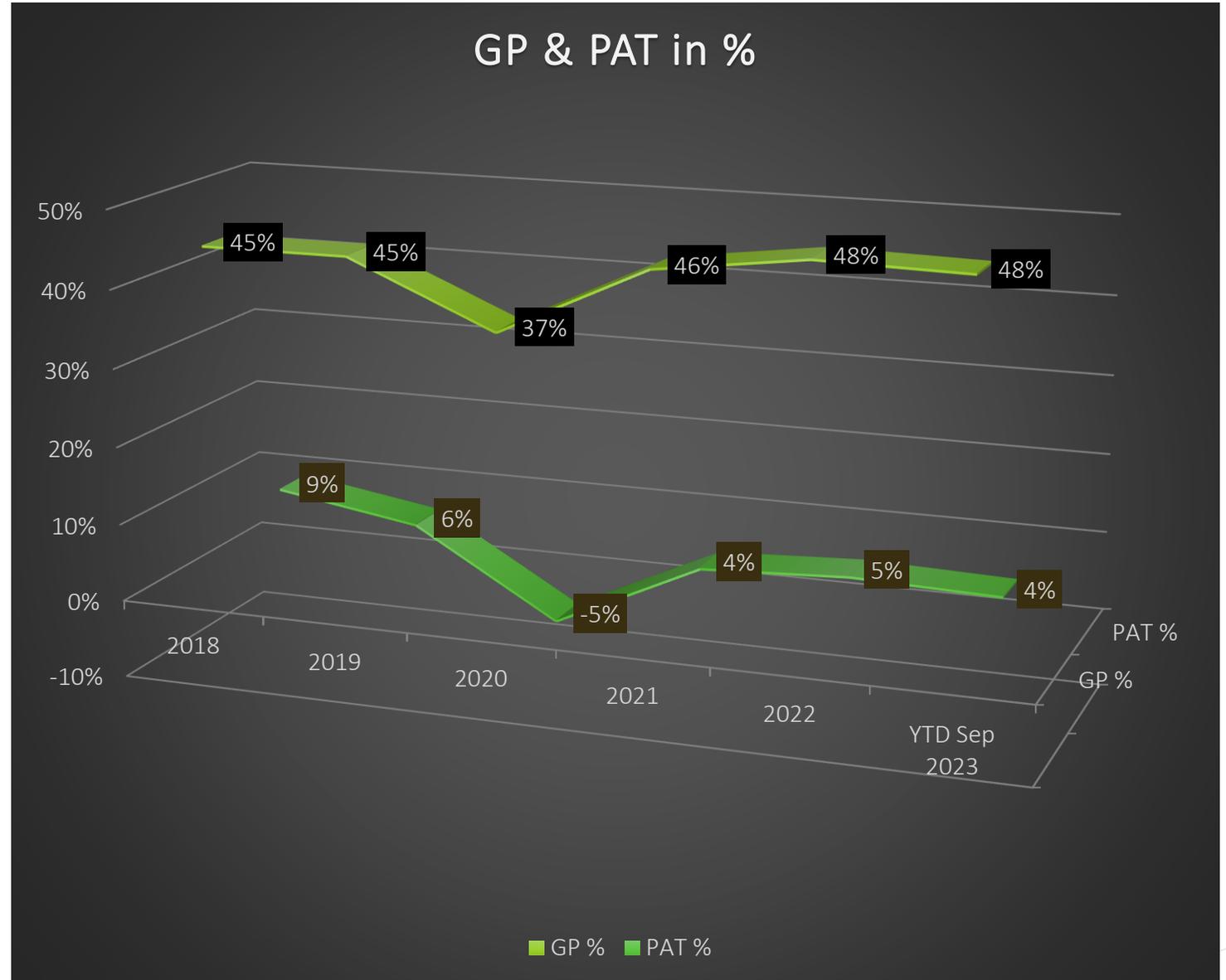
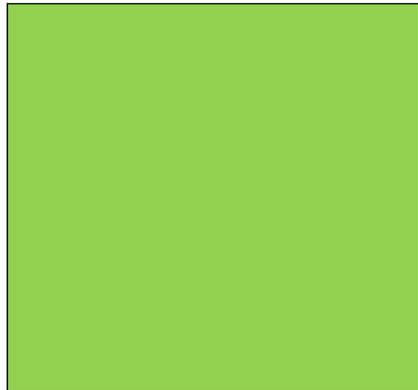
Revenue - net



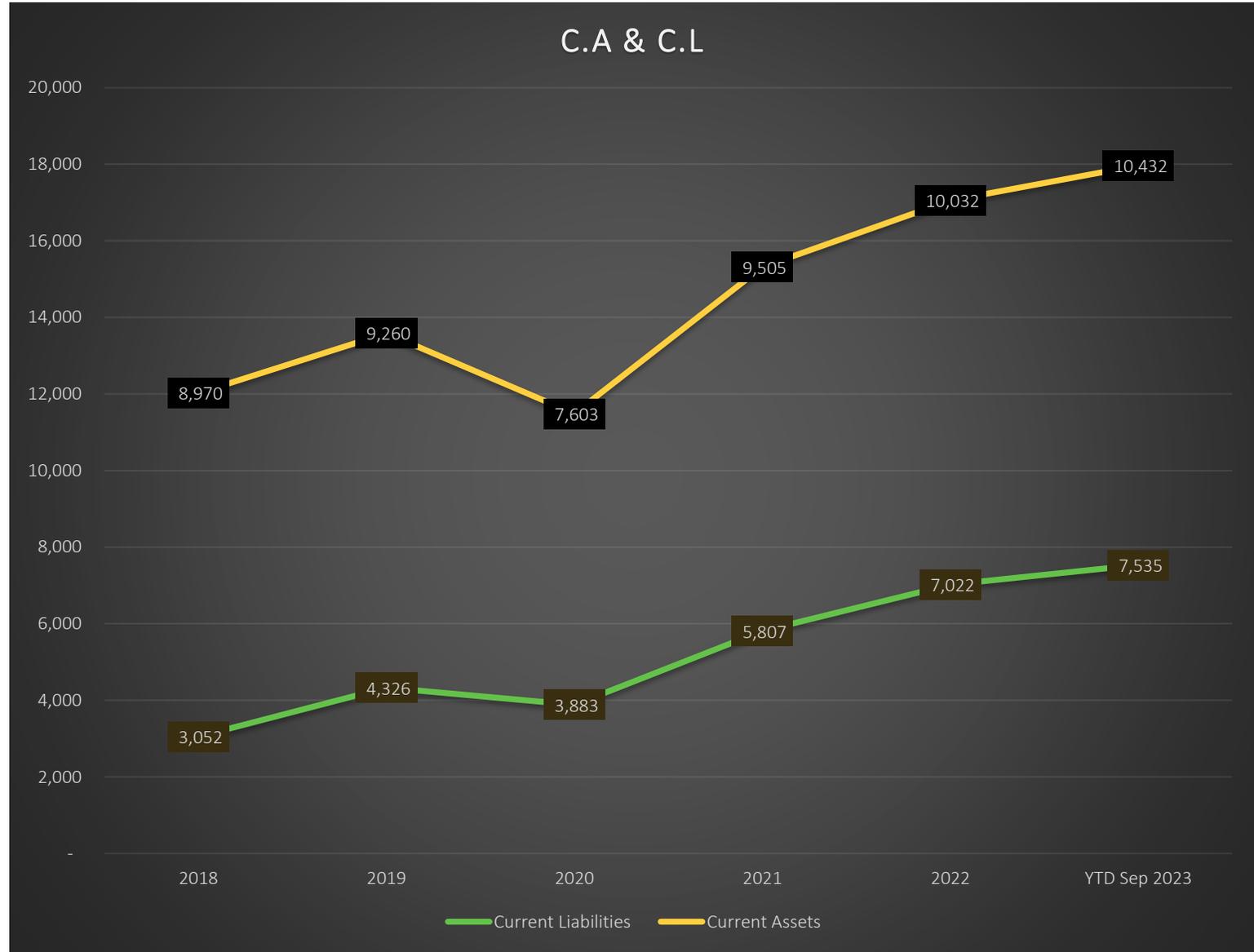
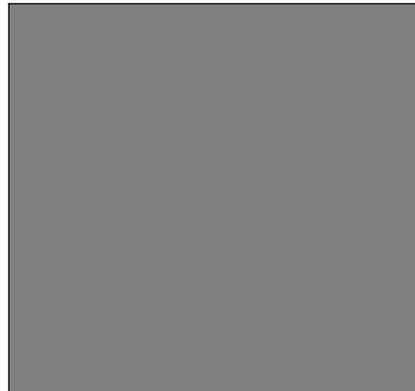
Gross profit & Profit/(loss) after tax



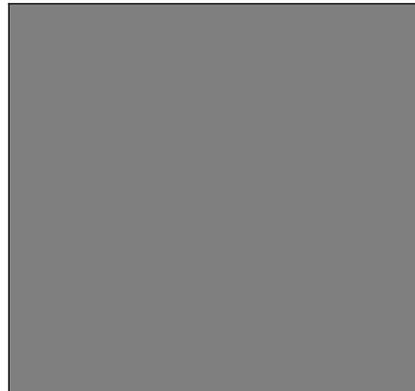
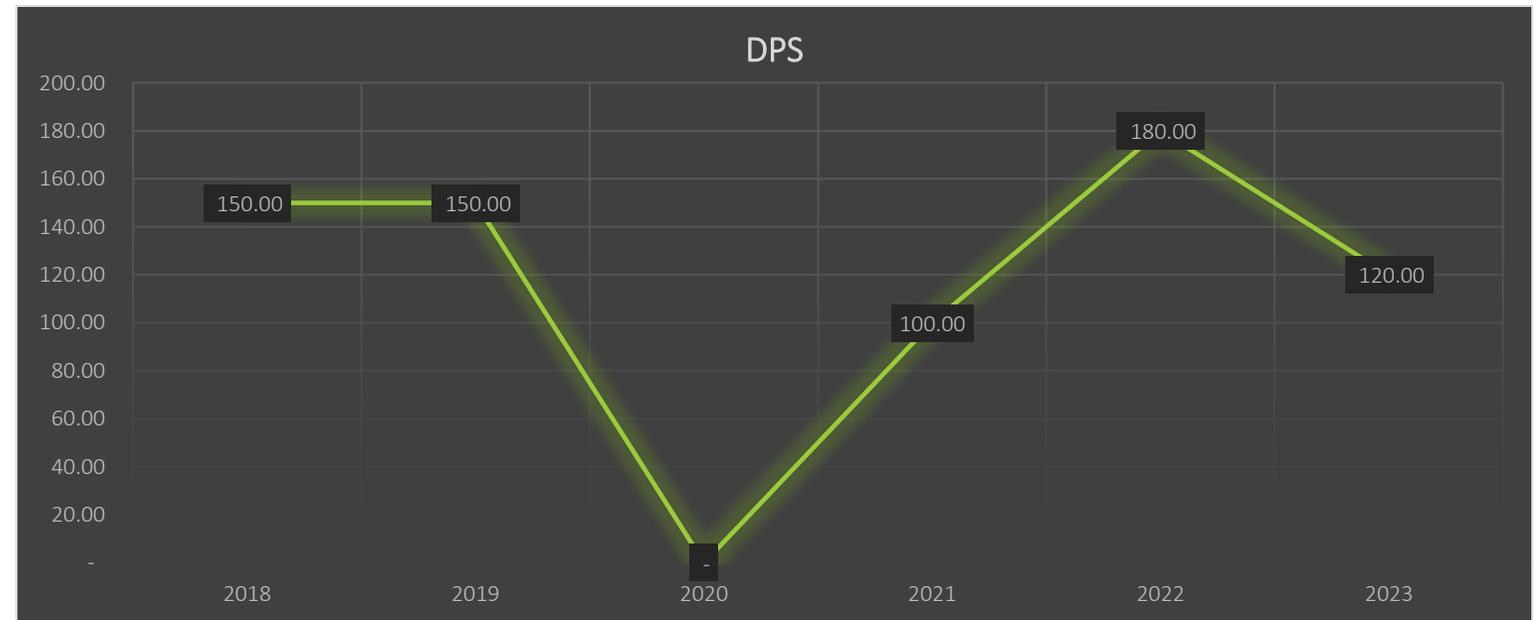
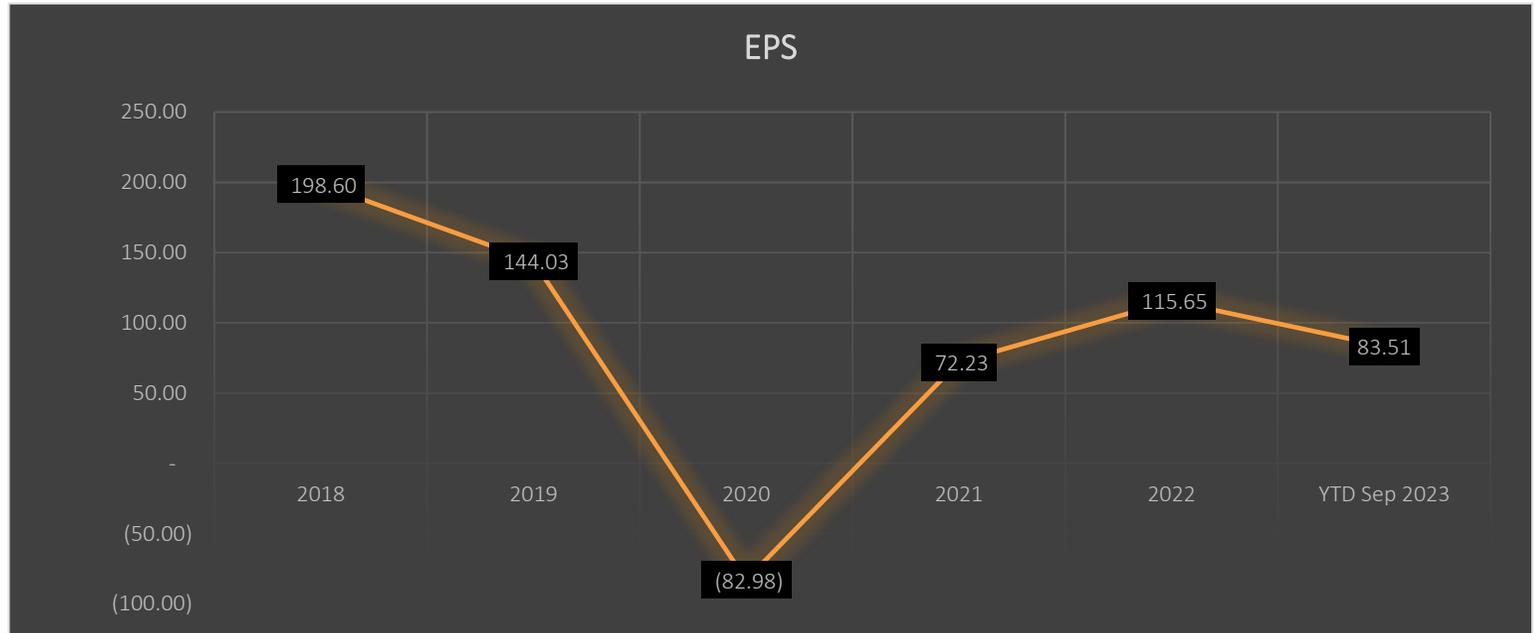
Gross profit & Profit/(loss) after tax Percentage



Current Assets and Current Liabilities



Earning per share and Dividend per share



FUTURE OUTLOOK 2024

01

Capture consumer spending by enhancing product/pricing assortment

- Higher contribution of NOOS/BS to Retail gross margin & ISS at more retail stores, which resulting product availability, better SOR & Turnover achievement.
- Rationalize supply chain for vendor development & intelligently handling of merchandising spending in accordance with market trend.

02

Leveraging Organic Growth (focus to increase comparable)

- Space Optimization by relocating/releasing/re-sizing excessive space,
- Induction of more Sneakers Stores
- Drive Retail Productivity
- Drive customer satisfaction

03

Capitalize revenue growth with Distribution Model and new/emerging trending channels: ISS & Omni channel

- Cash Led Distribution
- Focus on Brand Trading
- OMS Integration

04

**De-risking the financials: Franchise Business
To bring Franchise at par DOS**

- Penetration in Un-Tapped Areas : Penetration in Tier-3 & Tier-4 areas for Franchise Expansion

05

Improve and robust financial position with better inventory management & CAPEX investment on right projects

- Marketing & Distribution Model (for secure turnover, reduction in Receivables & Bad debts enabling EBIT growth for coming years)
- To enhance NOOS & BS contribution for better stock management & gross margins of company
- Factory utilization

06

Build & develop the best Team

- ONE Team development with KPI culture focus

Bata

NEW
ARRIVALS
EVERY
FRIDAY

LOVE LIVING IN BATAS SINCE 1894

NEW ARRIVALS
EVERY FRIDAY

Thank You!

BONANZA SATRANGI
Eid Fiesta '19



Bata

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