

FINANCIAL HIGHLIGHTS

SIX YEARS AT A GLANCE

Financial Position (PKR in million)	2016	2017	2018	2019	2020	2021
Assets Employed						
Property, plant and equipment	33,887	37,488	40,913	57,276	60,248	62,390
Intangible Assets	127	80	55	18	11	1
Long term investments	12,422	13,314	24,981	34,314	47,144	53,194
Long term advance	76	85	91	99	87	99
Long term deposit & deferred cost	3	3	3	3	3	8
Current assets	39,395	46,368	42,956	33,379	28,375	40,676
Total Assets	85,909	97,337	108,999	125,089	135,868	156,368
Financed By						
Shareholders' Equity	69,323	79,785	86,367	94,318	99,184	113,200
Long-term liabilities						
Long term finance	–	–	–	–	380	4,042
Current portion of long term finance	–	–	–	–	127	507
	–	–	–	–	507	4,549
Long term deposits and deferred liabilities	6,969	7,209	7,395	7,193	7,349	8,739
Current liabilities	9,618	0,344	15,237	23,578	28,955	30,387
Current portion of long term finance	–	–	–	–	(127)	(507)
	9,618	10,344	15,237	23,578	28,829	29,880
Total Funds Invested	85,909	97,337	108,999	125,089	135,868	156,368
Turnover & Profit						
Turnover - Net	45,135	45,687	47,542	48,021	41,871	62,941
Gross Profit	21,746	21,298	16,952	13,984	6,077	18,956
Operating Profit	18,620	18,573	13,870	10,052	1,188	12,840
Profit before taxation	18,400	18,778	15,119	12,221	3,820	16,992
Profit after taxation	12,944	13,692	12,197	10,490	3,344	14,070
Total comprehensive income	12,974	13,696	12,079	10,539	3,508	14,016
Cash Dividends	2,910	3,234	5,497	2,587	2,102	–
General Reserve	9,467	9,741	8,199	9,492	8,437	3,509
Profit carried forward	12,974	13,696	12,079	10,539	3,509	14,016
Earning per share (Rupees)	40.03	42.34	37.72	32.44	10.34	43.51
Cash Flow Summary						
Net Cash from Operating Activities	16,603	16,864	17,080	17,084	5,047	12,493
Net Cash used in Investing Activities	(3,353)	(6,688)	(25,793)	(28,155)	(8,396)	(5,762)
Net Cash (Outflow) / Inflow from Financing Activities	(2,889)	(3,243)	(5,477)	(2,573)	(1,667)	4,022
(Decrease) / Increase in Cash and Bank Balance	10,361	6,933	(14,190)	(13,644)	(5,016)	10,752
Cash and cash equivalent at the beginning of the Year	16,445	26,806	33,738	19,548	5,904	889
Cash and cash equivalent at the end of the Year	26,806	33,738	19,548	5,904	889	11,641

ANALYSIS OF STATEMENT OF FINANCIAL POSITION

PKR in '000	2016	2017	2018	2019	2020	2021
Share Capital & Reserves	69,322,838	79,784,981	86,366,822	94,318,417	99,183,861	113,200,258
Non Current Liabilities	6,968,744	7,208,757	7,395,033	7,192,747	7,729,261	12,780,738
Current Liabilities	9,617,734	10,343,627	15,237,262	23,578,050	28,955,352	30,387,066
Total Equity & Liabilities	85,909,316	97,337,365	108,999,117	125,089,214	135,868,474	156,368,062
Non Current Assets	46,514,689	50,969,440	66,043,440	91,710,415	107,493,561	115,691,694
Current Assets	39,394,627	46,367,925	42,955,677	33,378,799	28,374,913	40,676,368
Total Assets	85,909,316	97,337,365	108,999,117	125,089,214	135,868,474	156,368,062

Vertical Analysis - (%)	2016	2017	2018	2019	2020	2021
Share Capital & Reserves	80.69	81.97	79.24	75.40	73.00	72.39
Non Current Liabilities	8.11	7.41	6.78	5.75	5.69	8.17
Current Liabilities	11.20	10.62	13.98	18.85	21.31	19.44
Total Equity & Liabilities	100.00	100.00	100.00	100.00	100.00	100.00
Non Current Assets	54.14	52.36	60.59	73.32	79.12	73.99
Current Assets	45.86	47.64	39.41	26.68	20.88	26.01
Total Assets	100.00	100.00	100.00	100.00	100.00	100.00

Horizontal Analysis (i) Cumulative (%)	2016	2017	2018	2019	2020	2021
Share Capital & Reserves	-	15.09	24.59	36.06	43.08	63.29
Non Current Liabilities	-	3.44	6.12	3.21	10.91	83.40
Current Liabilities	-	7.55	58.43	145.15	201.06	215.95
Total Equity & Liabilities	-	13.30	26.88	45.61	58.15	82.02
Non Current Assets	-	9.58	41.98	97.16	131.10	148.72
Current Assets	-	17.70	9.04	(15.27)	(27.97)	3.25
Total Assets	-	13.30	26.88	45.61	58.15	82.02

Horizontal Analysis (ii) Year on Year (%)	2016 vs 2015	2017 vs 2016	2018 vs 2017	2019 vs 2018	2020 vs 2019	2021 vs 2020
Share Capital & Reserves	16.98	15.09	8.25	9.21	5.16	14.13
Non Current Liabilities	8.95	3.44	2.58	(2.74)	7.46	65.36
Current Liabilities	29.43	7.55	47.31	54.74	22.81	4.94
Total Equity & Liabilities	17.55	13.30	11.98	14.76	8.62	15.09
Non Current Assets	0.97	9.58	29.57	38.86	17.21	7.63
Current Assets	45.81	17.70	(7.36)	(22.29)	(14.99)	43.35
Total Assets	17.55	13.30	11.98	14.76	8.62	15.09

ANALYSIS OF STATEMENT OF PROFIT OR LOSS

PKR in '000	2016	2017	2018	2019	2020	2021
Turnover	45,135,037	45,687,043	47,541,724	48,021,399	41,870,796	62,940,805
Cost of Sales	23,389,268	24,388,760	30,589,363	34,037,568	35,794,031	43,984,873
Gross Profit	21,745,769	21,298,283	16,952,361	13,983,831	6,076,765	18,955,932
Distribution Cost	2,018,376	1,703,785	1,992,454	2,728,809	3,699,154	4,859,096
Administrative Cost	1,107,527	1,021,694	1,089,446	1,202,939	1,189,638	1,257,074
Operating Profit	18,619,866	18,572,804	13,870,461	10,052,083	1,187,973	12,839,762
Finance Cost	-	-	-	24,933	176,378	332,905
(Other Income)/Charges	219,644	(205,449)	(1,248,194)	(2,194,065)	(2,808,333)	(4,485,356)
Profit before taxation	18,400,222	18,778,253	15,118,655	12,221,215	3,819,928	16,992,213
Taxation	5,456,037	5,086,004	2,921,565	1,730,986	475,995	2,922,024
Profit after taxation	12,944,185	13,692,249	12,197,090	10,490,229	3,343,933	14,070,189
Other Comprehensive Income	30,258	3,644	(117,874)	48,366	164,550	(53,792)
Total Comprehensive Income	12,974,443	13,695,893	12,079,216	10,538,595	3,508,483	14,016,397

Vertical Analysis - (%)	2016	2017	2018	2019	2020	2021
Turnover	100.00	100.00	100.00	100.00	100.00	100.00
Cost of Sales	51.82	53.38	64.34	70.88	85.49	69.88
Gross Profit	48.18	46.62	35.66	29.12	14.51	30.12
Distribution Cost	4.47	3.73	4.19	5.68	8.83	7.72
Administrative Cost	2.45	2.24	2.29	2.51	2.84	2.00
Operating Profit	41.25	40.65	29.18	20.93	2.84	20.40
Finance Cost	-	-	-	0.05	0.42	0.53
(Other Income)/Charges	0.49	(0.45)	(2.63)	(4.57)	(6.71)	(7.13)
Profit before taxation	40.77	41.10	31.80	25.45	9.12	27.00
Taxation	12.09	11.13	6.15	3.60	1.14	4.64
Profit after taxation	28.68	29.97	25.66	21.84	7.99	22.35
Other Comprehensive Income	0.07	0.01	(0.25)	0.10	0.39	(0.09)
Total Comprehensive Income	28.75	29.98	25.41	21.95	8.38	22.27

Horizontal Analysis (i) Cumulative - (%)	2016	2017	2018	2019	2020	2021
Turnover	-	1.22	5.33	6.39	(7.23)	39.45
Cost of Sales	-	4.27	30.78	45.53	53.04	88.06
Gross Profit	-	(2.06)	(22.04)	(35.69)	(72.06)	(12.83)
Distribution Cost	-	(15.59)	(1.28)	35.20	83.27	140.74
Administrative Cost	-	(7.75)	(1.63)	8.61	7.41	13.50
Operating Profit	-	(0.25)	(25.51)	(46.01)	(93.62)	(31.04)
Finance Cost	-	-	-	100.00	100.00	100.00
(Other Income)/Charges	-	(193.54)	(668.28)	(1,098.92)	(1,378.58)	(2,142.10)
Profit before taxation	-	2.05	(17.83)	(33.58)	(79.24)	(7.65)
Taxation	-	(6.78)	(46.45)	(68.27)	(91.28)	(46.44)
Profit after taxation	-	5.78	(5.77)	(18.96)	(74.17)	8.70
Other Comprehensive Income	-	(87.96)	(489.56)	59.85	443.82	(277.78)
Total Comprehensive Income	-	5.56	(6.90)	(18.77)	(72.96)	8.03

Horizontal Analysis (ii) Year vs Year - (%)	2016 vs 2015	2017 vs 2016	2018 vs 2017	2019 vs 2018	2020 vs 2019	2021 vs 2020
Turnover	0.83	1.22	4.06	1.01	(12.81)	50.32
Cost of Sales	(4.84)	4.27	25.42	11.27	5.16	22.88
Gross Profit	7.74	(2.06)	(20.41)	(17.51)	(56.54)	211.94
Distribution Cost	(35.45)	(15.59)	16.94	36.96	35.56	31.36
Administrative Cost	17.40	(7.75)	6.63	10.42	(1.11)	5.67
Operating Profit	15.56	(0.25)	(25.32)	(27.53)	(88.18)	980.81
Finance Cost	-	-	-	100.00	607.41	88.75
(Other Income)/Charges	9.33	(193.54)	507.54	75.78	28.00	59.72
Profit before taxation	15.64	2.05	(19.49)	(19.16)	(68.74)	344.83
Taxation	56.77	(6.78)	(42.56)	(40.75)	(72.50)	513.88
Profit after taxation	4.12	5.78	(10.92)	(13.99)	(68.12)	320.77
Other Comprehensive Income	(155.38)	(87.96)	(3,334.74)	141.03	240.22	(132.69)
Total Comprehensive Income	4.83	5.56	(11.80)	(12.75)	(66.71)	299.50

NOTES ON ANALYSIS

COMMENTS ON SIX YEAR STATEMENT OF COMPREHENSIVE INCOME ANALYSIS

Turnover

Revenues increased from PKR 45.14 billion in 2016 to PKR 62.94 billion in 2021 with an increase of 39.45%. Due to upward surge in construction activity, both local & export sales have shown an upward trend. The company was able to meet demand in the market with increased production capacity at Pezu.

Cost of Sales

Cost increased from PKR 23.39 billion in 2016 to PKR 43.98 billion in 2021 billion with an increase of 88.06%. This is mainly due to increase in fuel and gas prices, higher transportation cost on input material, increased packing material prices and adverse rupee exchange parity.

Gross Profit

GP decreased from PKR 21.75 billion in 2016 to PKR 18.96 billion in 2021 with a decrease of 12.83%. This is mainly attributed to change in sales mix from cement to clinker that resulted in lower net retentions. Moreover, higher prices of bought-in materials and other costs also contributed to the decrease of gross profit.

Finance Cost

Finance cost is minimal since debt financing is principally based on loans bearing lower rates of mark-up. Further, the Company's capital structure is significantly based on equity financing.

Comprehensive Income

Net Profit increased from PKR 12.97 billion in 2016 to PKR 14.02 billion in 2021 with an increase of 8.03%.

COMMENTS ON SIX YEAR STATEMENT OF FINANCIAL POSITION ANALYSIS

Share Capital & Reserves

The share capital remained the same however, reserves increased due to increase in undistributed profits retained for financing new projects & investments.

Non Current Liabilities

There is an increase of 83.40% in NCL from 2016 to 2021 mainly due to loans obtained for financing new projects & investments.

Non Current Assets

There is an increase of 148.72% in NCA from 2016 to 2021 mainly due to capital expenditure on capacity expansion & enhancement, alternative energy, WHR, Ventometric Packing Plant, Vertical Grinding Mill, Vertical Cement Mills and equity investments in Lucky Motor Corporation (formerly KIA Lucky Motors), Lucky Electric Power and other offshore projects in Iraq & Congo.

COMMENTS ON SIX YEAR STATEMENT OF CASH FLOWS ANALYSIS

Lucky has a prudent cash flow approach. The Company's projects and investments are primarily financed by internally generated cash flows and the company has minimal borrowings as of June 30, 2021.

FINANCIAL PERFORMANCE

Financial Ratios	UoM	2016	2017	2018	2019	2020	2021
Profitability Ratios							
Gross profit to sales	percent	48.18%	46.62%	35.66%	29.12%	14.51%	30.12%
Operating Cost to sales	percent	58.75%	59.35%	70.82%	79.07%	97.16%	79.60%
Profit before tax to sales	percent	40.77%	41.10%	31.80%	25.45%	9.12%	27.00%
Net profit after tax to sales	percent	28.68%	29.97%	25.66%	21.84%	7.99%	22.35%
EBITDA to sales	percent	46.95%	46.41%	35.52%	27.80%	12.03%	27.25%
Operating Leverage	percent	1841.56%	(20.67%)	(623.68%)	(2728.45%)	688.49%	1940.09%
Return on Equity after tax	percent	18.72%	17.17%	13.99%	11.17%	3.54%	12.38%
Return on Capital Employed	percent	20.18%	18.37%	14.54%	11.67%	3.62%	12.89%
Liquidity Ratios							
Current ratio	times	4.10 : 1	4.48 : 1	2.82 : 1	1.42 : 1	0.98 : 1	1.34 : 1
Quick/Acid test ratio	times	3.31 : 1	3.67 : 1	2.12 : 1	0.95 : 1	0.65 : 1	0.89 : 1
Cash to Current Liabilities	times	2.79 : 1	3.26 : 1	1.28 : 1	0.25 : 1	0.03 : 1	0.38 : 1
Cash flow from Operations to Sales	times	0.37 : 1	0.37 : 1	0.36 : 1	0.36 : 1	0.12 : 1	0.20 : 1
Activity / Turnover Ratios							
Inventory turnover	times	3.30	3.05	3.22	3.15	3.49	3.81
No. of days in Inventory	days	110.61	119.67	113.35	115.87	104.58	95.80
Debtor turnover	times	21.37	24.27	23.73	21.42	15.28	20.53
No. of days in Receivables	days	17.08	15.04	15.38	17.04	23.89	17.78
Creditor turnover	times	3.13	2.74	2.73	2.11	1.86	2.19
No. of days in Payables	days	116.61	133.21	133.70	172.99	196.24	166.67
Operating Cycle	days	11.08	1.50	(4.97)	(40.08)	(67.77)	(53.09)
Total assets turnover	times	0.53	0.47	0.44	0.38	0.31	0.40
Fixed assets turnover	times	1.33	1.22	1.16	0.84	0.69	1.01
Investment Valuation Ratios							
Earnings per share (after tax)	rupees	40.03	42.34	37.72	32.44	10.34	43.51
Price / Earning ratio (after tax)	times	16.20	19.75	13.47	11.73	44.64	19.84
Dividend Yield	percent	1.54%	1.43%	2.56%	1.71%	0.00%	0.00%
Dividend Payout ratio	percent	24.98%	28.34%	34.47%	20.04%	0.00%	0.00%
Cash Dividend per share	rupees	10.00	12.00	13.00	6.50	-	-
Break up value per share	rupees	214.37	246.73	267.08	291.67	306.71	350.06
Market Value Per Share as on 30th June	rupees	648.51	836.26	507.93	380.47	461.58	863.44
Year High Close	Rupees	663.19	994.65	723.19	583.66	566.47	940.74
Year Low Close	Rupees	448.88	644.71	445.80	344.27	310.30	488.93
Price to Book Ratio	percent	3.03%	3.39%	1.90 %	1.30%	1.50%	2.47%
Capital Structure Ratios							
Financial leverage ratio	times	0.00 : 1	0.00 : 1	0.00 : 1	0.03 : 1	0.09 : 1	0.14 : 1
Weighted Average Cost of Debt	percent	0.00%	0.00%	0.00%	1.72%	3.11%	3.32%
Debt to Equity ratio	times	0.00 : 1	0.00 : 1	0.00 : 1	0.00 : 1	0.01 : 1	0.04 : 1
Interest Coverage ratio	times	-	-	-	403.16	6.74	38.57

ANALYSES OF VARIATION IN INTERIM PERIOD

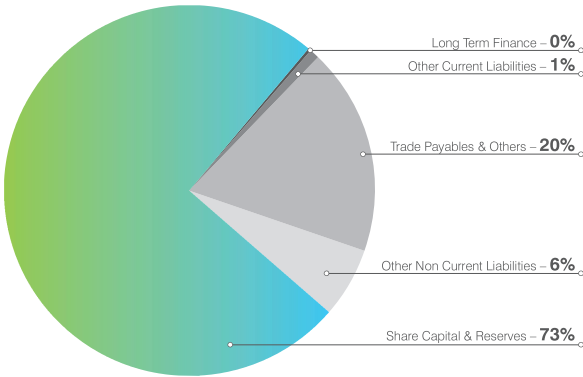
Particulars	Qtr-1	Qtr-2	Qtr-3	Qtr-4	FY 2020-21
Sales Volume (in '000 Tons)	2,430	2,567	2,609	2,358	9,964
Sales Revenue	14,335	15,740	17,027	15,839	62,941
Cost of Goods Sold	10,341	11,150	10,908	11,586	43,985
Gross Profit	3,994	4,590	6,119	4,253	18,956
Gross Profit Margin	28%	29%	36%	27%	30%
Operating Profit	2,351	2,960	4,562	2,967	12,840
Operating Profit Margin	16%	19%	27%	19%	20%
EBITDA	3,426	4,037	5,628	4,058	17,149
EBITDA Margin	24%	26%	33%	26%	27%
Net Profit Before Tax	2,686	2,832	8,278	3,196	16,992
Taxation	460	517	1,132	813	2,922
Net Profit After Tax	2,226	2,315	7,146	2,383	14,070
Net Profit After Tax Margin	16%	15%	42%	15%	22%
EPS in PKR	6.89	7.16	22.10	7.36	43.51

Third quarter outperformed during the year 2020-21 in terms of Gross Profit Margin (36%), Operating Profit (OP) Margin (27%) as well as EBITDA Margin (33%) mainly on account of lower input costs of coal & power. It also stood out in terms of bottom-line profitability & Earnings Per Share (EPS), the main contributor of which remained the payouts from the subsidiaries ICI Pakistan Limited and Lucky Motor Corporation (formerly KIA Lucky Motors). The Company was also able to dispatch high volumes of cement (2.6 Million Tons) during 3rd quarter.

COMPOSITION OF BALANCE SHEET

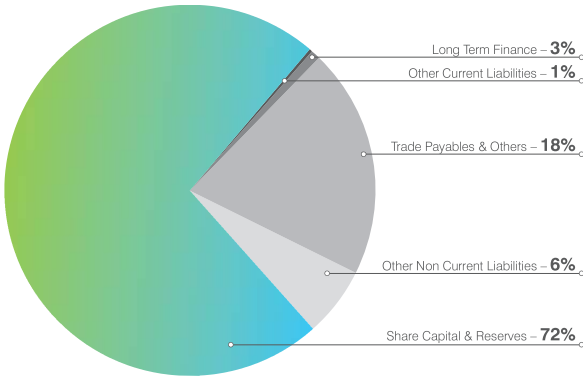
Equity and Liabilities - FY 2020

Percentage



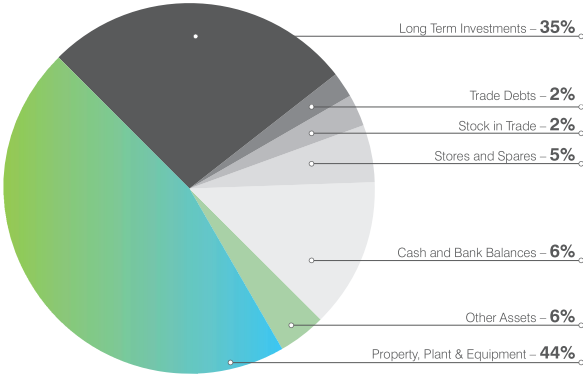
Equity and Liabilities - FY 2021

Percentage



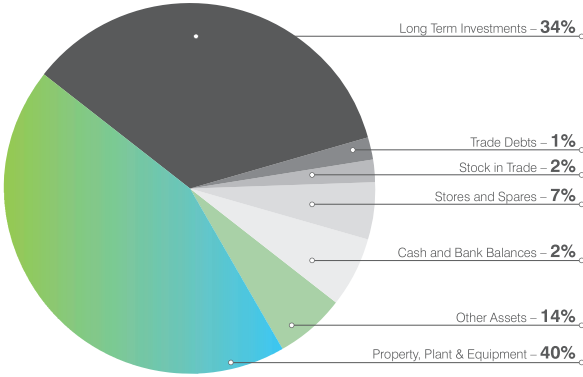
Assets - FY 2020

Percentage



Assets - FY 2021

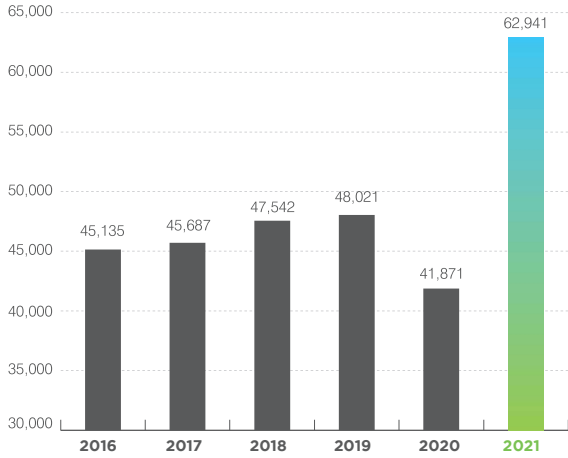
Percentage



FINANCIAL AT A GLANCE

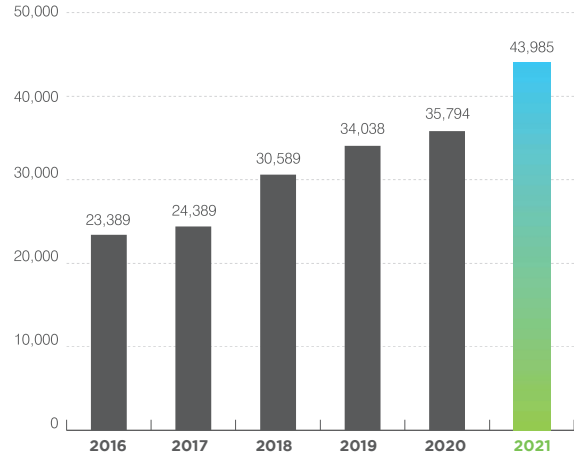
Sales Revenue

(PKR in Million)



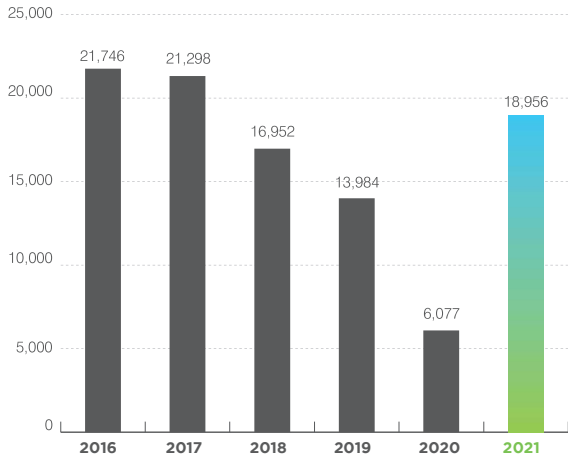
Cost of Sales

(PKR in Million)



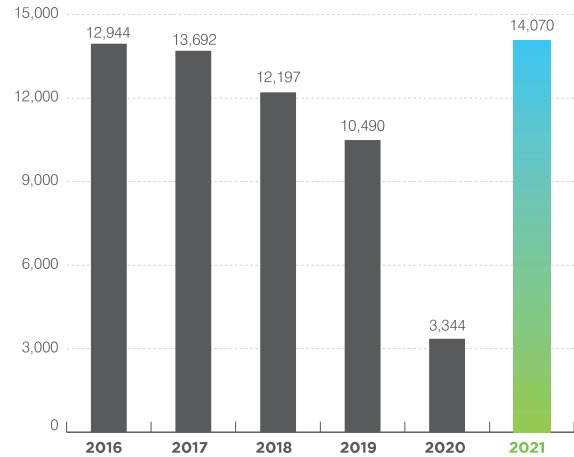
Gross Profit

(PKR in Million)



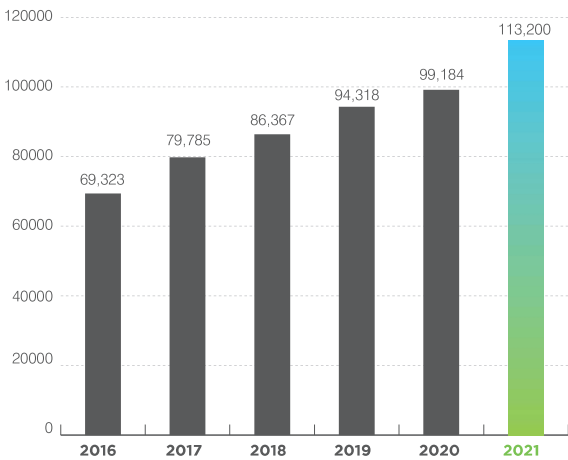
Net Profit

(PKR in Million)



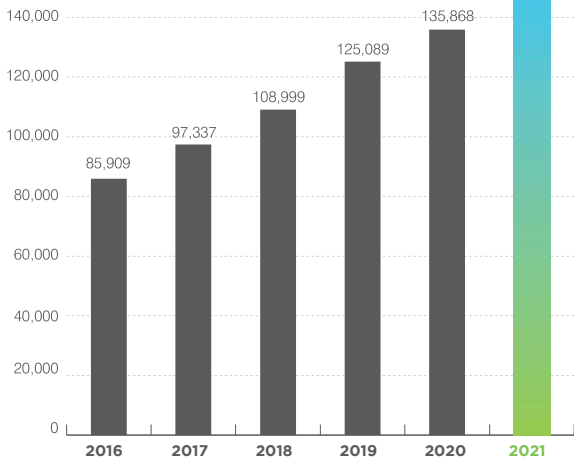
Shareholders' Equity

(PKR in Million)



Total Assets

(PKR in Million)



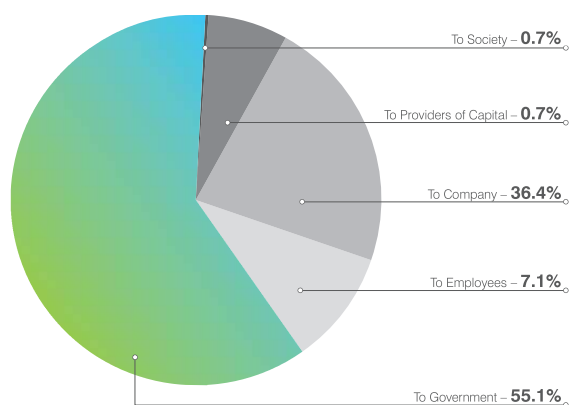
STATEMENT OF VALUE ADDITION AND WEALTH DISTRIBUTION

	2021 PKR in '000'	%	2020 PKR in '000'	%
Financial Position				
Gross Sales/ Revenues	88,357,695		62,302,086	
Bought-in-material and services	(37,964,034)		(29,226,320)	
	50,393,661	100.0%	33,075,766	100.0%

WEALTH DISTRIBUTION				
To Employees				
Salaries, benefits and other costs	3,590,228	7.1%	3,234,962	9.8%
To Government				
Income tax, sales tax, excise duty and others	27,802,700	55.1%	20,028,443	60.6%
To Society				
Donation towards education, health and environment	342,018	0.7%	174,748	0.5%
To Providers of Capital				
Dividend to shareholders		0.0%	2,101,938	6.4%
Markup / Interest expenses on borrowed funds	332,905	0.7%	176,378	0.5%
To Company				
Depreciation, amortization & retained profit	18,325,810	36.4%	7,359,297	22.2%
	50,393,661	100.0%	33,075,766	100.0%

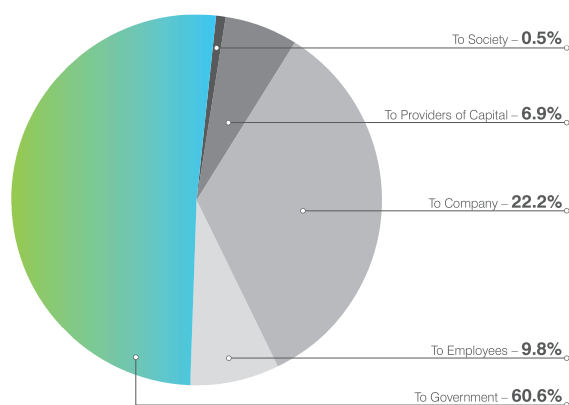
Wealth Distribution - 2021

Percentage



Wealth Distribution - 2020

Percentage



ECONOMIC VALUE ADDED (EVA)

EVA is the relevant yardstick for measuring economic profits. EVA is the company's net operating profit after tax, after deducting the cost of capital. Companies, which return higher than the cost of capital, create wealth for the shareholders and on the other hand companies earning returns lower than the cost of capital, destroy shareholders wealth.

PKR in '000' unless otherwise mentioned

		2018-19	2019-20	2020-21
Cost of capital				
Cost of Equity	%	19.34%	11.20%	11.26%
Weighted average cost of capital (WACC)	%	21.06%	14.31%	10.85%
Average capital employed		90,342,620	96,751,139	108,719,960
Economic Value Added				
NOPAT		10,515,162	3,520,311	14,103,458
Less: Cost of capital		19,025,720	13,846,217	11,790,749
Economic Value added		(8,510,558)	(10,325,906)	2,312,709
Enterprise Value				
Market Value of Equity		123,034,487	149,263,433	279,214,910
Add: Debt		-	506,908	4,548,892
Less: Cash and cash equivalent		5,904,430	888,638	11,641,039
Enterprise Value		117,130,057	148,881,703	272,122,763
Return ratios				
NOPAT / Average capital employed	%	12%	4%	13%
EVA / Average capital employed	%	-9%	-11%	2%
Enterprise value / Average capital employed	times	1.19	1.46	2.50

FREE CASH FLOW (FCF)

PKR in '000'

	2018-19	2019-20	2020-21
Net cash provided by operating activities	17,083,851	4,953,941	12,492,631
Less: Capital Additions & Investments	(29,015,835)	(15,807,497)	(12,520,913)
Add: Net Debt Issued	-	506,908	4,548,892
FCF - Total	(11,931,984)	(10,346,648)	4,520,610

DUPONT ANALYSIS



DuPont Analysis				
Year	Profit Margin	Assets Turnover	Financial Leverage	ROE
	(Net Profit/Turnover)	(Turnover/Total Assets)	(Total Assets/Total Equity)	A x B x C
	A	B	C	
2021	22.27%	0.40	1.38	12.4%
2020	8.38%	0.31	1.37	3.5%
2019	21.84%	0.38	1.33	11.1%
2018	25.41%	0.44	1.26	14.0%
2017	30.00%	0.47	1.22	17.2%
2016	28.70%	0.53	1.24	18.7%

The main highlights of DuPont analysis are as follows:

1. The profit margins for the company increased during current year on account of better retentions and higher dividend income from subsidiaries.
2. The assets turnover of the company has improved during the current year mainly on account of cost savings and stimulus in demand of cement leading to higher turnover..

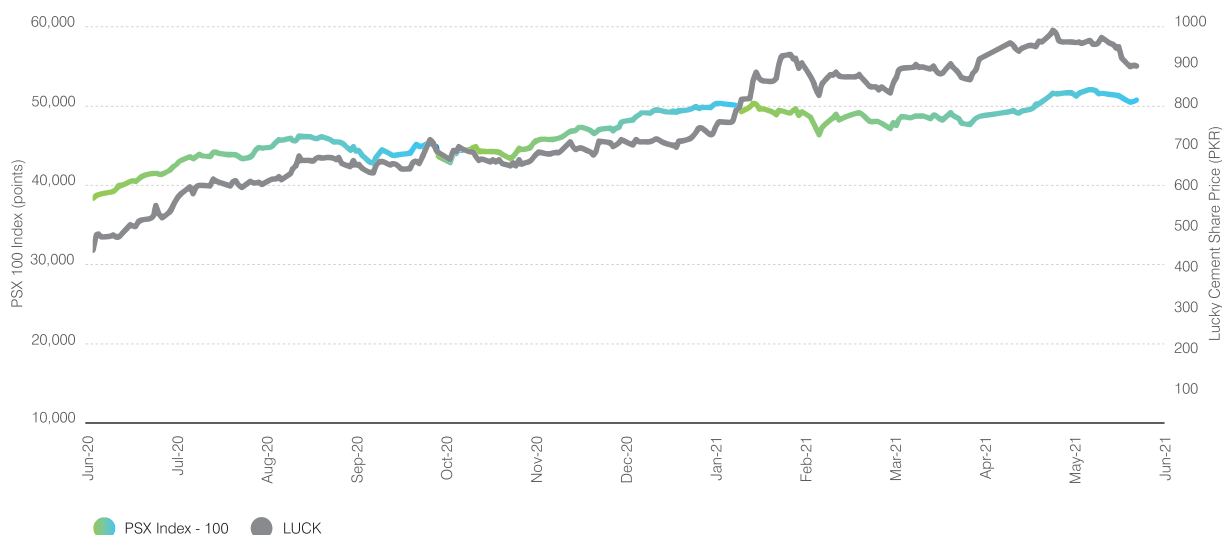
3. Though the financial leverage of the Company has increased due to ITERF loans, improved profits equally enhanced the equity stabilizing the financial leverage ratio.

CONCLUSION

Overall, the operational & assets efficiency and Equity Multiplier are monitored on a regular basis to remain aware of the financial health of the Company. The DuPont analysis for the last 6 years depicts a positive trend in Return on Equity (ROE) of the Company, regaining particularly in the current year after a dip in last year.

SHARE PRICE SENSITIVITY ANALYSIS

Share Price Sensitivity



Shares of Lucky Cement Limited (LUCK) are traded on Pakistan Stock Exchange (PSX) and London Stock Exchange. Our free float is 33.02% and market capitalization at the end of day of fiscal year was PKR 279 Billion. There are many factors, which might affect the share price of our Company, few of which are listed below.

PROFITABILITY

Reduced margins on account of increasing production costs can contribute towards lower profitability and EPS which may decrease the share price in the market.

COMMODITY PRICES

Increase in major input price (coal, power and raw material tariffs) can negatively affect the margins and decrease the EPS which in turn can drive the share price downwards.

REGULATIONS AND GOVERNMENT POLICIES

The share price is also sensitive to any changes in policies by the government and regulatory authorities, both specific to the cement sector as well as overall business activities may affect the share prices in the market; either positively or negatively, depending on whether the policy is in favor of or against the industry.

CURRENCY RISK

The volatility in currency exchange rates can also affect the share price as the Company is involved in both export (of cement) and import (of input fuels). As such the margins can be affected positively or adversely.

MARKET RISK

Apart from systematic risk, the market share price is also exposed to all the risks of the platforms it is trading on. The Beta of LCL with respect to the stock exchange of Pakistan is 1.05.

DIVERSIFICATION

The Company has diversified both in terms of geographical location and in terms of nature of business. Our international footprint also opens us to the benefits and risks of the markets we are operating in and our business diversification affects our consolidated earnings, which in turn also affects our EPS and therefore can drive our share price positively or negatively.

GOODWILL

The market share price can also vary with the investor sentiments towards the company which changes very quickly in response to the news and events and because of the investors following the general market trend.