

POWER OF





**FOCUS**

Create awareness and support the early management of diabetes in our communities.

**IMPACT CREATED**



Launch of Say Yes to Life Website



Healthy Corners at Government Ministries



Multiple initiatives by businesses

**SAY YES TO LIFE AIMS TO**

- Educating people about diabetes prevention, nutrition, self-care and management.
- Encourage and inspire individuals and families to make healthier choices in how they live, in short challenging them to take charge as they can and should have better lives, to keep NCD's at bay.



**FOCUS**

Providing natural hair wigs, hair products, and counselling sessions to patients undergoing chemotherapy and advocate that women are strong and beautiful with or without hair

**KEY IMPACTS/ACHIEVEMENTS**



Giving new hope to the patients and providing them the necessary support through their cancer journey.



Providing an opportunity for interested parties to be involved in the project by donating hair.



**6,000**  
Patients annually  
(50% of the requirement)

**PLANS**

Providing wigs to **25 cancer hospitals** situated island wide

Raising awareness on the stigma and misconceptions regarding cancer in an effort to create an inclusive world

# THE CAPITALS REPORT

## Social and Relationship Capital



### FOCUS

Tackling period poverty in Sri Lanka



### OBJECTIVES

- Educate Sri Lankan women on menstrual health and dispel long-held myths and misconceptions.
- Providing high-quality affordable sanitary napkins at an attractive price point of below Rs. 100.
- Empowering women to take charge of their own health and wellbeing.

### IMPACT CREATED



**15,000**  
Reached on issues  
around menstruation



**4,000+** women  
Encouraged and  
exposed to use of  
sanitary napkins for  
the first time



**2,500** women  
Directly trained on  
menstrual health and  
hygiene



**18 localities**  
Training Sessions



**6,700**  
Employees of both genders sensitised to menstrual  
health and hygiene and received free sanitary napkins;  
the first in a corporate in Sri Lanka



**FOCUS**

Create equal learning opportunities for children from underprivileged and underserved backgrounds to continue their education

Children who are at risk of dropping out of schools due to financial difficulties are provided with means to continue and complete their education. Educational equipment is also provided for children from low-income families

**IMPACT CREATED**



**15,000+**  
Families



**FOCUS**

Facilitating learning by creating quality educational experiences for every child

**IMPACT CREATED**



**8500+**  
**Teachers**  
Teacher Engagements



**60,000+**  
**Students**  
Student Engagement programmes



**50,000+**  
**Students**  
Free Study Video Lessons and Live Seminars for grade 5 Students



**20,000+**  
**Parents**  
Parental programs

# THE CAPITALS REPORT

## Social and Relationship Capital



Launched in 2014, Hemas Abhimana is a group wide initiative aimed at creating awareness on social issues and inspiring employees and other stakeholders to drive positive change in their communities through their own actions. Initiatives under Abhimana are spearheaded by Abhimana Champions; representatives appointed at each business together with the support of their respective teams and the management.

Each year efforts made by SBU's to champion socially responsible businesses are recognised with the Annual Abhimana Award. This year's winner was 'Atlas Sip Udana' a program aimed at facilitating learning by creating quality educational experiences for every child

In addition, businesses across the Group continued to engage at community level with specific customer groups.

Key activities carried out during the year include:

 Distribution and Donation of Dry Rations and Personal Care items

 Book donations

 Distribution of Surgical Masks, PPE Kits and Sanitary packs

 Donation of Medical Supplies to Hospitals

 Donation of First aid and essential medicines to schools

 Medical Assistance and Free Diagnostics

 Infrastructure Development of Schools, Hospitals and Police Stations

 Infrastructure Development of Hospitals

 Training and Education: Menstrual Health and Hygiene and Inclusive Parenting

### BE AN ANGEL INITIATIVE



For the 10th consecutive year, Hemas held its 'Be an Angel' initiative which strives to make a difference in the lives of extremely poverty stricken children of our country.

Each year with the assistance of the Sri Lanka Army, the program identifies a deserving area in the country and the gifts donated by Hemas employees and other well-wishers are distributed. This year the gifts were distributed in the remote villages of Kanakarayankulan and Kulukunawa Batticaloa.

The 'Be an Angel' initiative is a Christmas tradition at Hemas and we are honoured to play a part in creating moments of joy for the families of our nation.



# SECTOR INTEGRATED REVIEW



## CONSUMER BRANDS SECTOR

- HOME AND PERSONAL CARE (HPC) SRI LANKA
- HOME AND PERSONAL CARE (HPC) INTERNATIONAL
- LEARNING SEGMENT



## CONTRIBUTION TO GROUP



**39.0%**  
Revenue



**42.7%**  
EBITDA



**34.1%**  
Workforce



**32.5%**  
Capital Employed



**38.9%**  
Carbon Footprint

## OVERVIEW

Hemas Consumer Brands Sector delivered strong results in financial year 2021/22, in the backdrop of a challenging external environment. Bolstered by healthy performances by all three business verticals, the overall revenue recorded a significant improvement of 22.8% over the previous year. However, Sector profits declined by 9.9% due to input cost inflation experienced by all Businesses across the Sector.

Adverse impact was partially negated by the strategic initiatives driven by greater focus on strengthening the core portfolio, coupled with investments in expanding innovation pipeline, enhancing the go-to-market approach and margin recovery efforts revolving around efficiency and productivity.

HPC Sri Lanka delivered a 8.3% overall volume increase over the last year. Backed by growth across all major product categories, the Company's market share also increased notably, compared to the previous year.

The ability to grow despite the negative headwinds in the operating environment, stands testament to the versatility of HPC Sri Lanka's product portfolio and effectiveness of its strategies in satisfying the customers' desire for quality and affordability.

HPC International also recorded improved results compared to the previous year. Despite facing operational challenges due to severity of intermittent rains combined with the surge of COVID-19 cases

experienced during the year. Driven by the launch of new products the Company surpassed its revenue and volume targets for the year. Approximately 12.9% of the annual revenue was attributed to these new products.

Post the challenges faced due to the prolonged closure of schools in 2021 due to COVID-19 pandemic and the teachers' strike, the resumption of academic activities in the second half enabled Atlas to benefit from the increased demand for stationery products. Leveraging on its portfolio of innovative products, continued strategic interventions in strengthening supply chain efficiencies and expanding its distribution network led the Learning Segment to record steady volumes across all key products, reinforcing its leadership status in the local stationery market.

# SECTOR INTEGRATED REVIEW

## Consumer Brands

### PERFORMANCE HIGHLIGHTS

#### Financial Highlights



Profitability

**30.8**

(FY 2020/21: 25.1)

↑ 22.8%

Revenue

(Rs. billion)

**3.5**

(FY 2020/21: 3.8)

↓ 8.0%

EBITDA

(Rs. billion)



Efficiency

**24.9**

(FY 2020/21: 20.0)

↑ 4.9%

ROCE

(%)

**9.6**

(FY 2020/21: 13.9)

↓ 4.3%

ROA

(%)



Balance Sheet

**25.4**

(FY 2020/21: 20.5)

↑ 33.6%

Total Assets

(Rs. billion)

**10.9**

(FY 2020/21: 6.4)

↑ 69.7%

Total Liabilities

(Rs. billion)

#### Non-Financial Highlights



Carbon Footprint

**7,644**

(FY 2020/21: 7,231)

↑ 6%

Total Carbon Footprint

(MT)

**0.2**

(FY 2020/21: 0.3)

↓ 14%

Carbon Intensity

(MT per Rs. million revenue)



Water Usage

**45,004**

(FY 2020/21: 47,915)

↓ 6%

Total Water Usage

(m<sup>3</sup>)

**1.5**

(FY 2020/21: 1.9)

↓ 23%

Water Intensity

(m<sup>3</sup>)



Training and Development

**20,371**

(FY 2020/21: 12,732)

↑ 60%

Total Training Hours

**14.1**

(FY 2020/21: 8.9)

↑ 58%

Average Training Hours

(Per Employee)