Hemas Holdings PLC

Investor Presentation

First Half – FY 2021-22



Free Float

Our Portfolio

Consumer Brands

<u>д</u>

USD

210_{mn}

Market

Capitalization

- Home and Personal Care -Sri Lanka (HPC SL)
- Home and Personal Care -International (HPC Int)
- Learning Segment Atlas

Healthcare

- Pharmaceutical Import, Marketing and Distribution
- Pharmaceutical Manufacturing Morison

Long-term

Fitch Rating

• Hospitals

USD

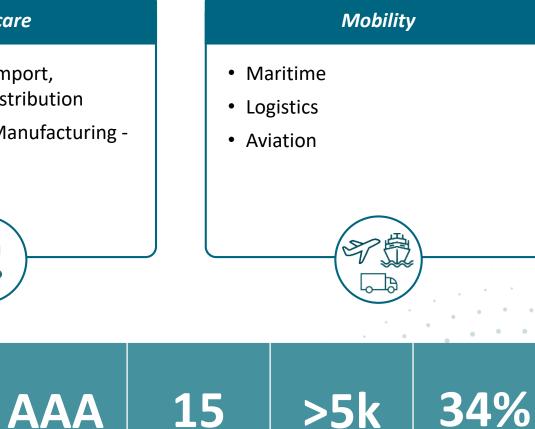
340mn

Total Assets

USD

170mn

Total Equity



Employees

Export

Destinations

Note: As at September 30, 2021

73

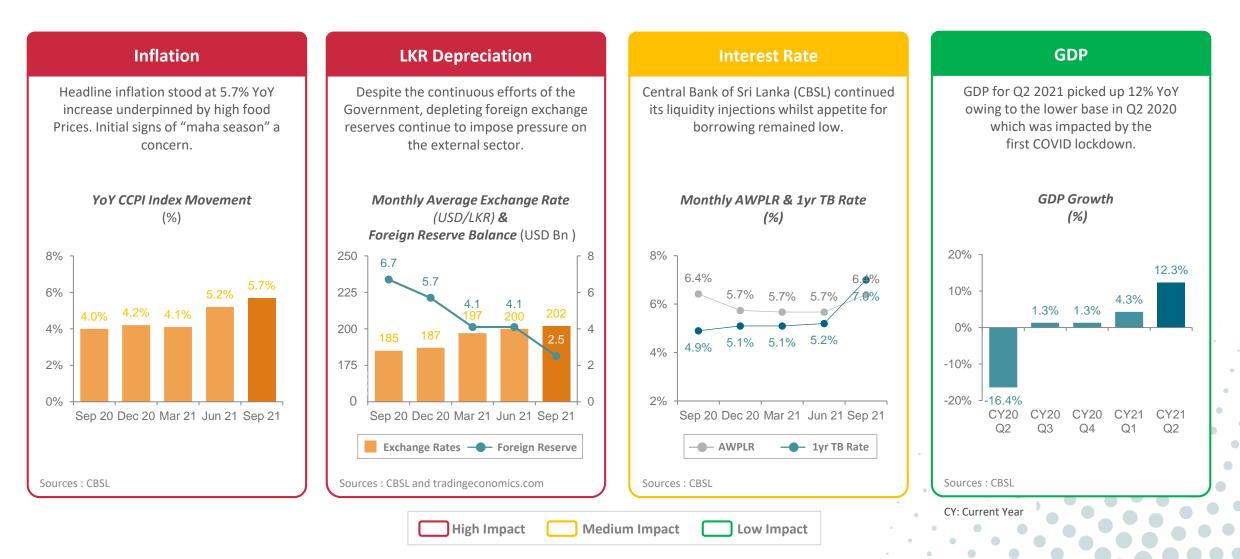
Years in

Operation

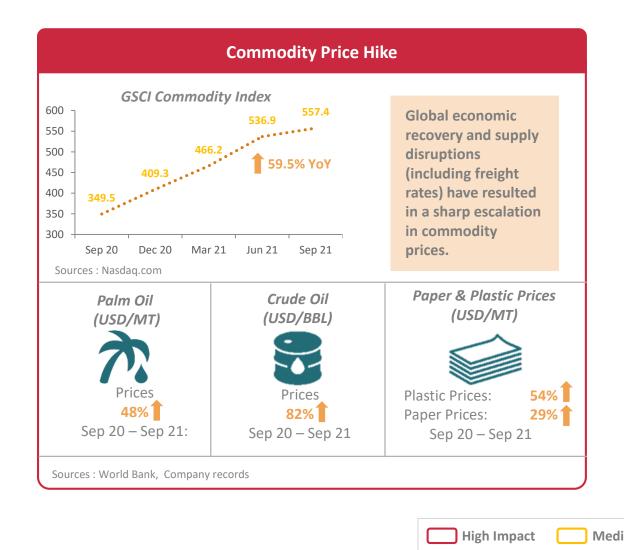
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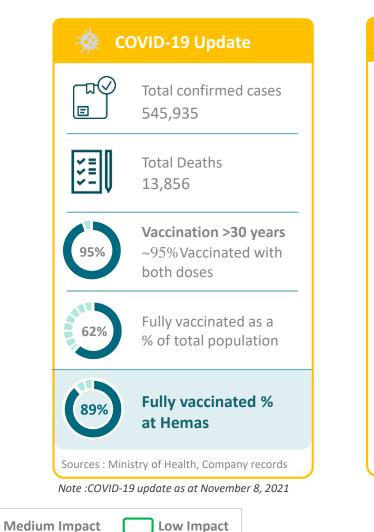
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Macroeconomic Snapshot of Sri Lanka



Macroeconomic Snapshot Continued..





Pandemic Driven Volatility



Supply chain disruptions



Prolonged closure of schools Teachers strikes



Disruption of daily hospital operations due to high number of COVID patients



Travel ban impacting tourism

Our Strategic Building Blocks



MORE FROM THE CORE

Accelerate current business efforts to drive higher value in core business

- **HPC SL** : launched '*Goya*' perfumed soap in two variants pink rose and creamy white.
- HPC SL: relaunched '*Fems*' sanitary napkins and 'Shield' soap with added benefits to meet customer needs.
- Atlas: 'Sipsavi' driving equity and functionality , capturing emotional connect and loyalty towards Atlas Books.
- Atlas: 'Sipudana' conducted Sri Lanka's largest free online seminar series to support Grade 5 scholarship students.



A D J A C E N C I E S

Attractive adjacencies to target for breakout growth

- **HPC SL** : ventured into the high growth beauty care segment with the launch of '*Vivya*' in the face care segment, a unique product innovated using Sri Lankan Heirloom rice.
- Hospitals: added 02 new Intermediary Care Centers (ICC) during the quarter.



NEW WITHIN THE CORE

Capturing new revenue streams to further strengthen the core

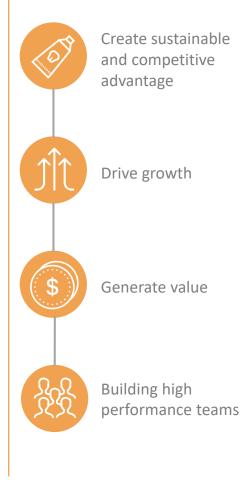
- *'New revenue'*, *generated from recent launches and relaunches* across the Group stood at 7.5% out of total Group revenue.
- **HPC SL:** new floral variant added under the laundry segment: '*Diva*' Fresh – '*Araliya*'.
- **Bangladesh:** launched '*Eva*' hair oil, an entry point to VAHO with Onion and Fenugreek.
- **Pharmaceutical Distribution:** Registered one new principal addressing under indexed therapeutic classes



EFFICENCY AND PRODUCTIVITY

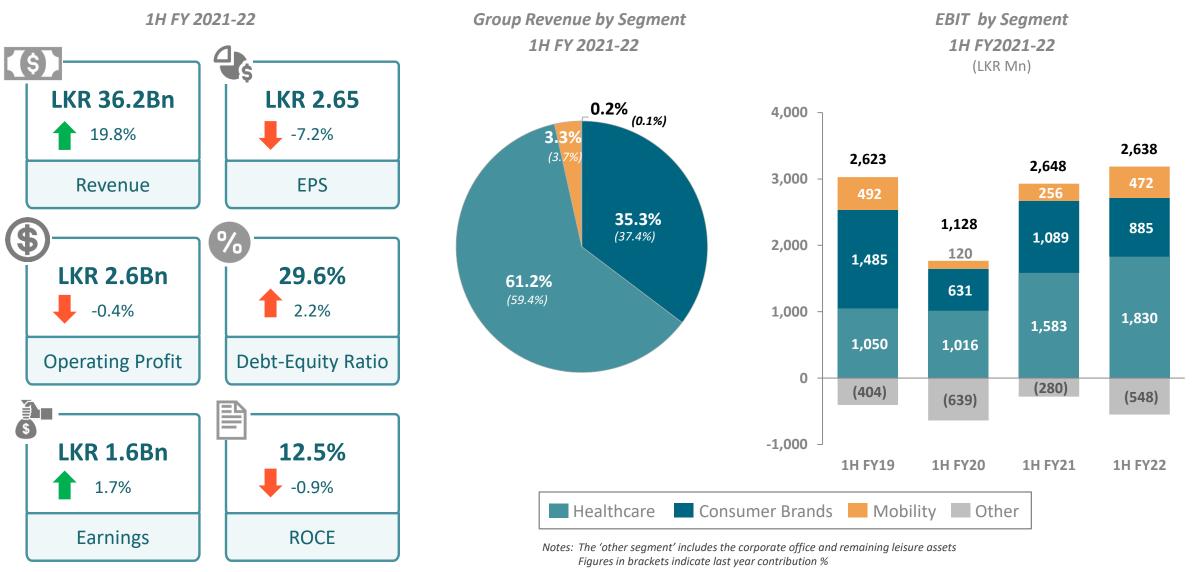
- Efficiency and productivity to further enhance capacity and improve growth
- **Hospitals :** 5S and Kaizen, improving PCR turnaround time, Strong digital presence EHR and ongoing initiatives with IFC.
- **HPC SL** : Ongoing Total Productive Maintenance (TPM) initiatives leading to annual savings.
- Atlas : Initiatives on SFA, Lean initiatives targeting cost savings, Initiatives on auto generated dash boards.

DRIVERS



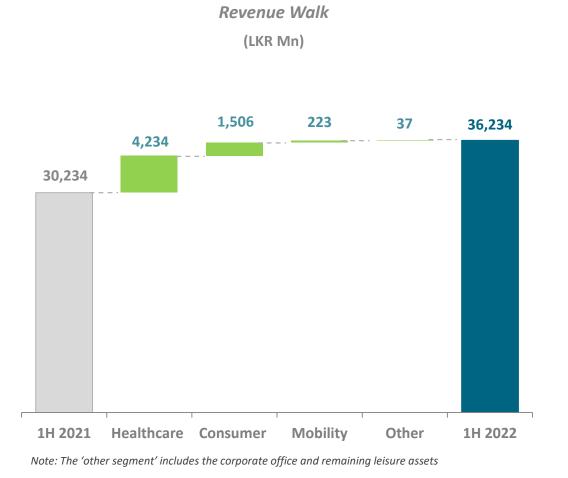
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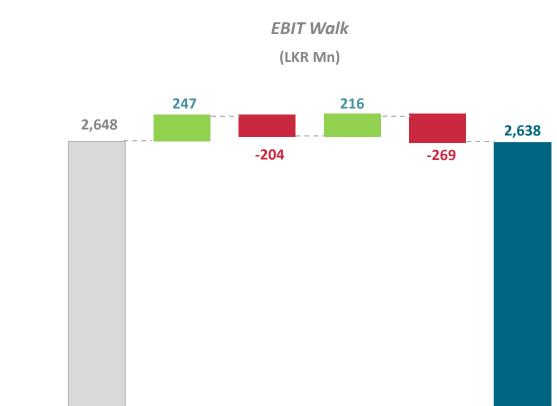
Financial Snapshot of the Group



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Sector Performance Summary – 1H FY 2021-22





Mobility

Other

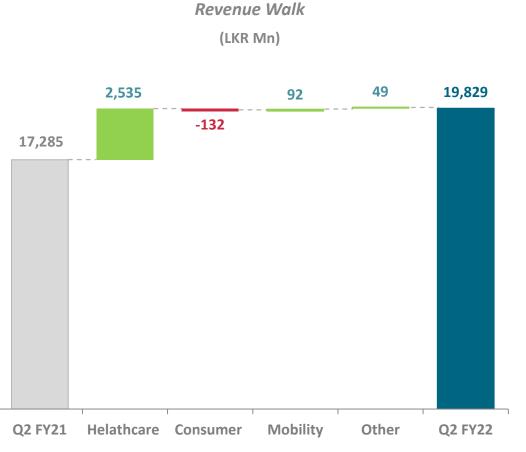
Healthcare Consumer

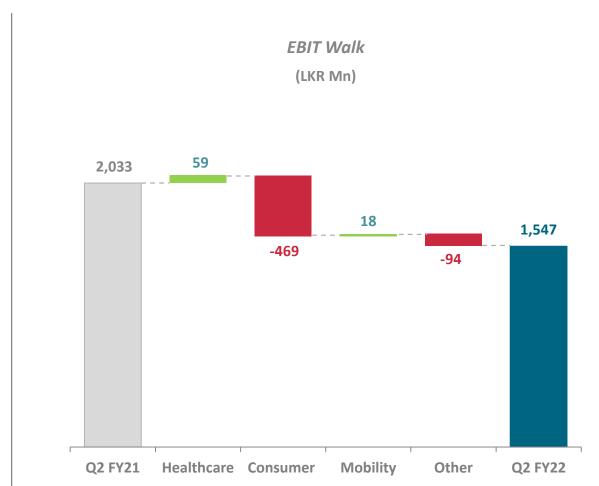
1H FY 21



1H FY22

Sector Performance Summary – Q2 FY 2021-22

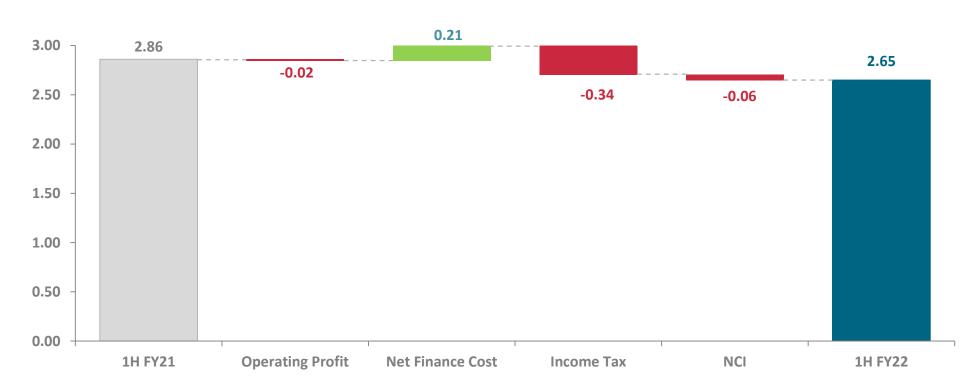




Note: The 'other segment' includes the corporate office and remaining leisure assets

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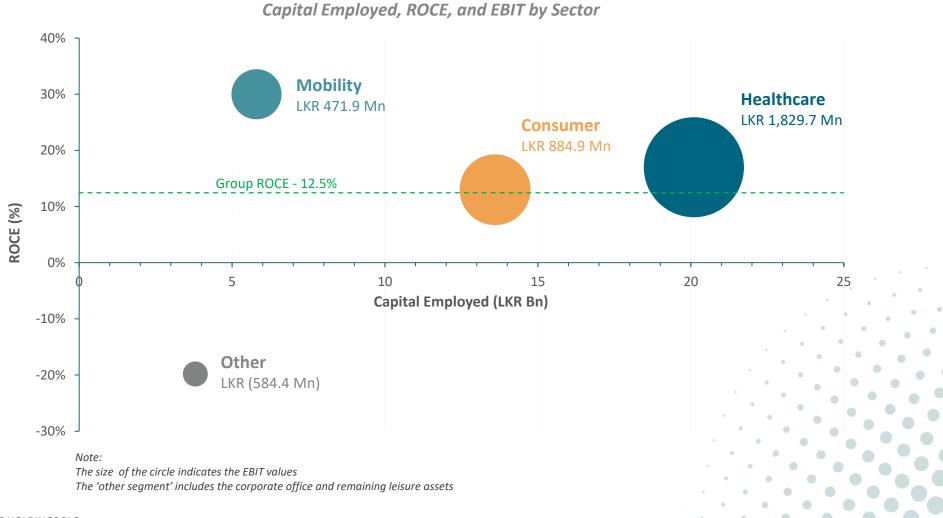
Continuing Operation EPS



EPS Walk (LKR Per Share)

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Capital Employed – 1H FY 2020-21



Sector Efficiency

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Consumer Brands

Home and personal care – Sri-Lanka

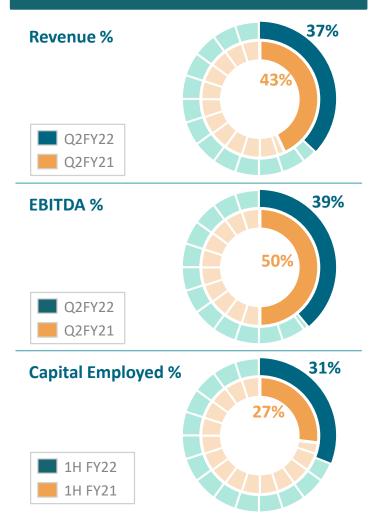
Home and personal care – International



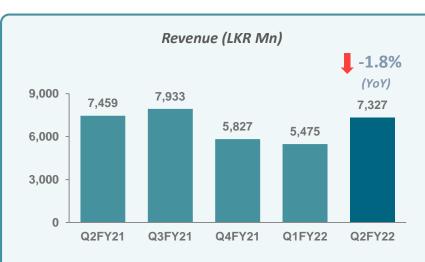


Consumer Brands

Contribution to Group



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EBITDA (LKR Mn)



Sector Performance – Q2 FY 2021-22

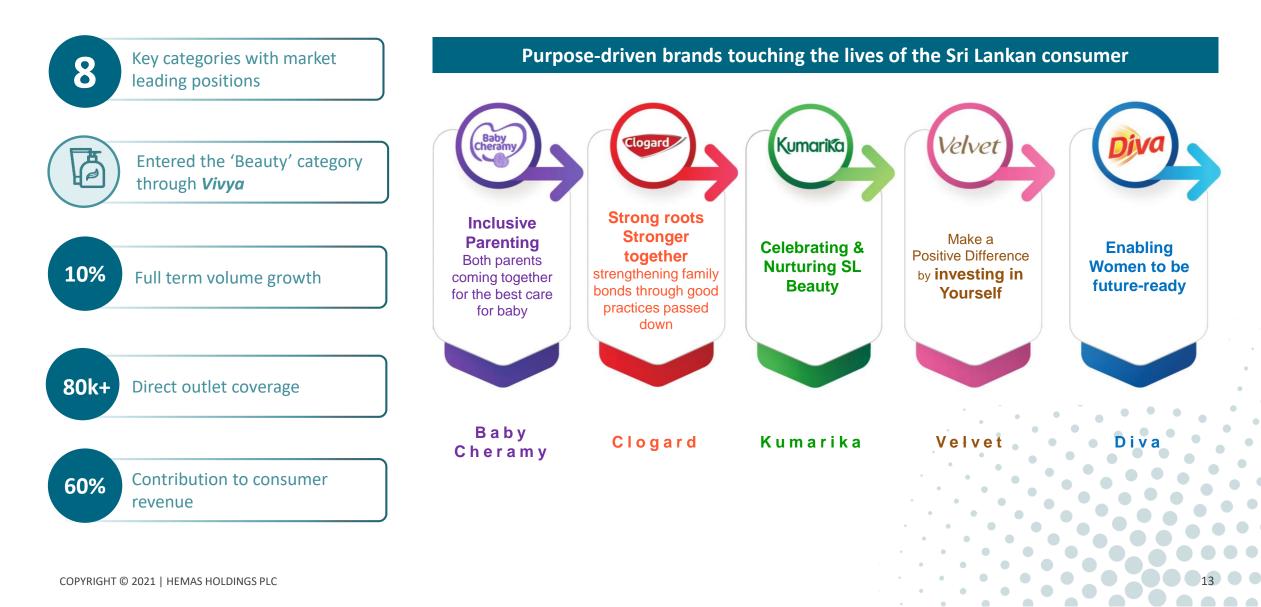
Key Highlights

- The pandemic continued to influence consumer behaviour, sales mix and market channels.
- Q2 last year was a strong comparator with a spike in pipeline filling post first lockdown
- Revenue contribution mix within the sector remained in line with last year.
- Atlas seasonality led to QoQ (Quarter on Quarter) revenue uplift.
- Entered into high growth beauty space with the launch of '*Vivya*'.
- New revenue from recent launches and relaunches stood at 12%.
- Margins were under pressure with commodity inflation and foreign exchange volatility.

Pricing continues to step up in response to growing inflation.

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Home and Personal Care – Sri Lanka

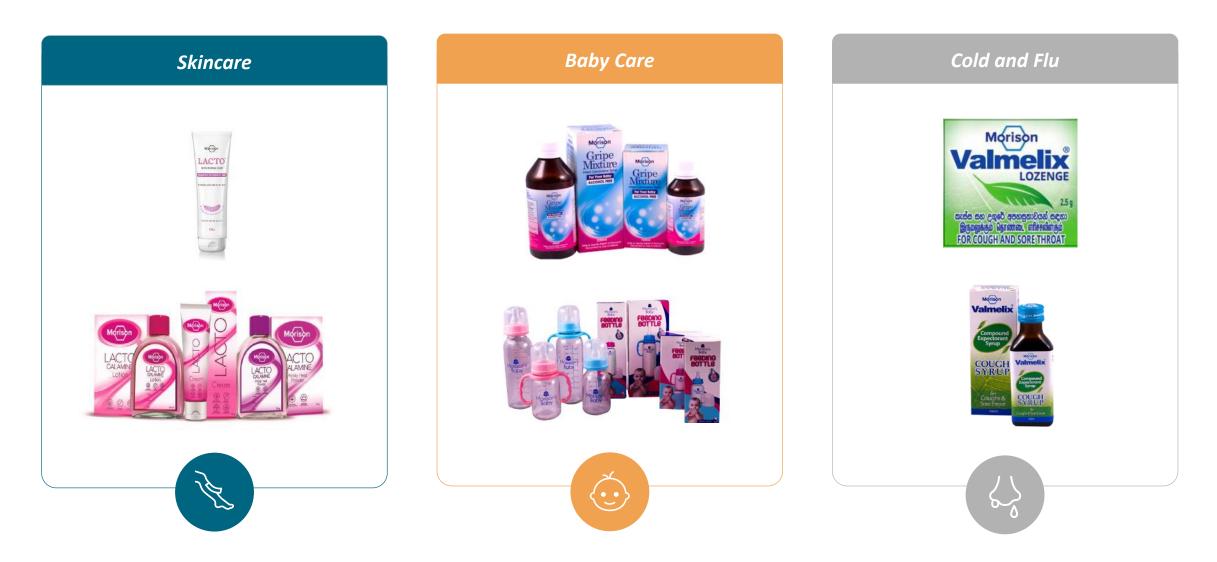


Home and Personal Care Sri Lanka: Strong Brand Portfolio



HE/AS

Our Consumer Health Brands



Home and Personal Care – International





12%

270k+

9%

Key categories Health soap category—**Actisef**

Market share in VAHO (Bangladesh)

Retailers reached in Bangladesh

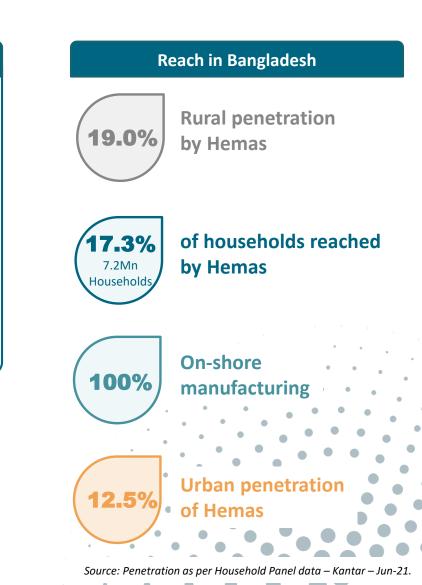
Contribution to Consumer Brands revenue

Note: VAHO – Value Added Hair Oil, CNO – Coconut Oil

Locally led and localized in Bangladesh

- All products are exclusively designed for Bangladesh.
- We have a local leadership team with 90% local talent.
- Kumarika Hair Oil has been relaunched in Mar-21 with an improved USP and design and made 17.3% penetration in Bangladesh.
- Hemas has entered the Value Added CNO Segment in Sep-21. Launched a new brand *Eva*, with unique proposition.





Home and Personal Care – Sri Lanka and International

<u>Sri Lanka</u>

Revenue

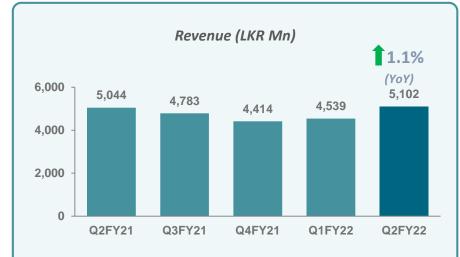
- Increased market shares in the larger Personal Care space such as hair and toothpaste
- First mover advantage from the launch of *Dandex* and *Kumarika* shampoo buddy packs with double digit volume growth and increased market share.
- Over 15% of revenue from new launches and relaunches against ~ 12% last year.

Profitability

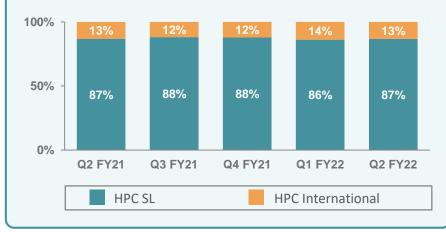
- Over 8% gross profit margin erosion due to raw material cost escalation and exchange volatility.
- Adopted multiple strategies to mitigate the impact of inflationary headwinds whilst continuing to prudently manage cost.

Outlook

- We are cautious of the rising inflation and the resulting household consumption patterns on essential and non-essential items.
- Margins will continue to be under pressure due to increased commodity prices.



International Segment Revenue as a % of total HPC Segment



International Revenue • Operating conditions in Bangladesh continued to be challenging and revenue remained constant both over last year and last quarter. • Revenue contribution from new products in Bangladesh stood at ~ 11%. **Profitability** Amidst the rising commodity inflation and constant revenue, profitability growth was driven by efficiency improvements. Outlook • Current growth momentum in Bangladesh to recover volumes despite the adverse impact of the winter season. • Recent launch, Eva hair oil is expected to pick up momentum. • Margins will continue to be under pressure due to commodity price increase.

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Learning Segment



Atlas: Where We Inspire the Next Generation to Unleash Their Potential

"We provide tools, content and experiences which will enable the next generation to unleash their potential"



KIDS Catering to all stationery and back to school needs



Young/Adults

Growing market due to greater focus on higher education & stationery as a lifestyle product



Office

Providing one stop professional stationery solutions



Institution Service oriented approach

Atlas

- Our story started over 60 years ago in September 1959
- Business continues to drive the lean
 manufacturing agenda
- Focuses on brand building and premiumization and on extending to emerging markets.

Creating A Purpose Based Brand Experience





Facilitating Learning Assisting Learning

Carefully Crafted Brand Portfolio in Line with Growth Areas













Atlas was crowned the school supply brand of the year at SLIM people's awards 2021.

New Product Launches During the Quarter

Home and Personal Care Sri Lanka





Diva Araliya

Goya Soap



 First in the world beauty ingredient – Sri Lankan heirloom rice Home and Personal Care International



EVa by Kumarika Non-sticky Coconut Hair Oil

A unique combination of Coconut oil, Onion, and Fenugreek,

Makes hair thick by ensuring hair health. Fenugreek makes hair silky and healthy. The floral fragrance of this oil is also very soothing and beautiful

Learning Segment

New designs under the *innov8* brand:





Launched the glitter books range:





Healthcare Sector

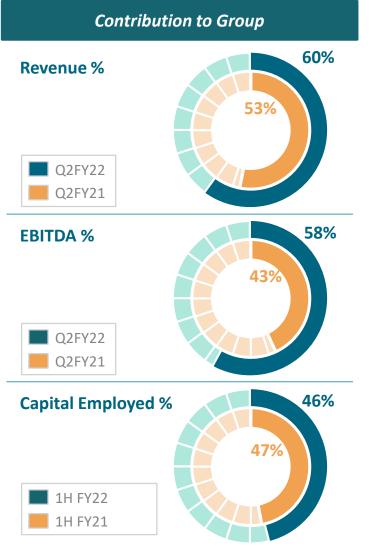
Pharmaceutical Import, Marketing and Distribution

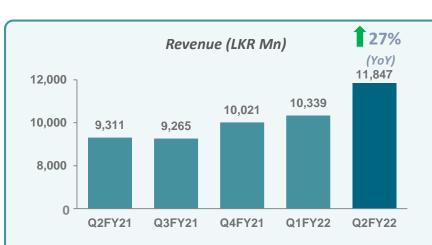






Healthcare Sector







Sector Performance – Q2 FY 2021-22

| | Key Highlights |
|---|---|
| | |
| ٠ | Demand for healthcare services and medicines increased during the peak of COVID cases. |
| ٠ | Hospitals recorded a robust growth with improved surgical revenue mix and ICCs. |
| • | Significant reduction in buy back volumes against guaranteed amounts by the Ministry of Health Sri Lanka adversely impacted overall performance. |
| • | The digital transformation programme with IFC across Hemas Hospitals and Pharmaceutical businesses is progressing well. |

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Pharmaceutical Import, Marketing, Distribution and Pharmaceutical Manufacturing

Pharmaceutical Import, Marketing, and Distribution



Pharmaceutical Manufacturing

70+ Formulations - Manufacturing

 1st and largest Sri Lankan GMP approved manufacturing plant

 Image: Constraint of the second seco



5Bn tablets and **2Mn L** liquids Morison capacity per annum



#1 in volume Highest selling SKU in the country – Morison Ascorbic Acid 100mg



Morison Plant and Key Highlights



NPD focused separate manufacturing line consisting of advanced technology, Partnerships with International CRO



Minimum human interaction using latest global technology 1st zero liquid discharge effluent treatment plant in Sri Lanka



Built in SLINTEC park in collaboration with SLINTEC for research



Contract manufacturing opportunities lined up for leading global brands



Largest supplier of bulk generics to the private market in volumes



Branded Generics- Focus on premium quality at affordable prices

Pharmaceutical Import, Marketing, Distribution and Pharmaceutical Manufacturing



Hospitals



25

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We are the only COVID-Certified Hospital in Sri Lanka

Hemas Hospitals Highlights

Centers of Excellence:

- In vitro fertilization unit (IVF) (29 cycles in Jul-Sep 21)
- Gastrointestinal unit (GI)
- Orthopedic unit
- Urology and Kidney Care unit (17 Kidney Transplants in Jul-Sep 21)
- Dialysis unit (2,400+ Dialyses in Jul-Sep 21)
- Cosmetic unit
- Maternity unit (570+ baby deliveries in Jul-Sep 21)

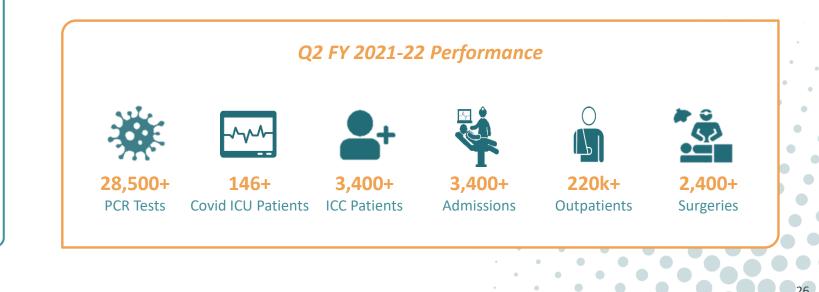




"The first Internationally accredited hospitals chain in Sri Lanka by the Australian Council on Healthcare Standards International (ACHSI)"

Aim To Become Sri Lanka's First SMART & LEAN Hospital Chain International Patient Centre **One Stop Services for** International Patients

Operates Home Care and Primary Care Centres



HEAAS

We have a widespread Lab Network

Lab Network Highlights —

Centers of Excellence:

- Main Lab Services to Hospitals (10 B2B Labs +4 B2B CCs)
- Outer Labs services across the country (14 Labs)
- Collection centers across the country (21 CCs)
- PCR lab service
- 2400+ test portfolio
- Home mobile service
- Digitally connected lab network and patient portal





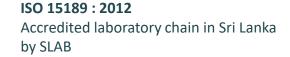
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Test volumes

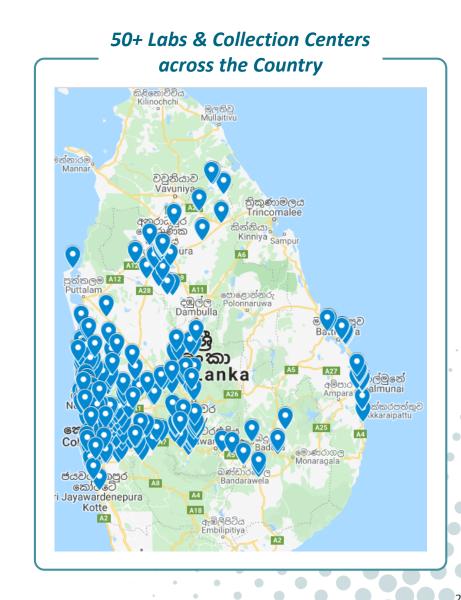








Aims to become the No.02 Laboratory Chain in Sri Lanka by 2024



Mobility Sector

👮 Maritime

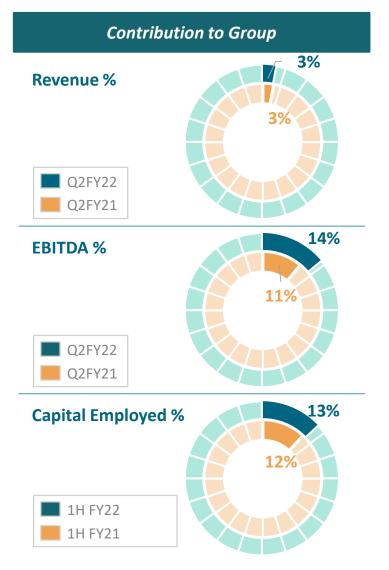
Logistics

Service Aviation

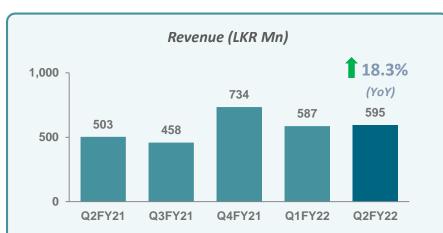
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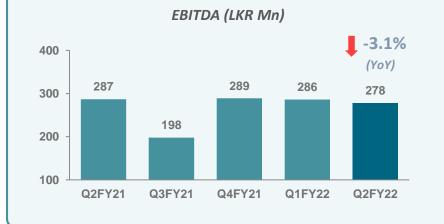


Mobility Sector



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Sector Performance – Q2 FY 2021-22

Key Highlights

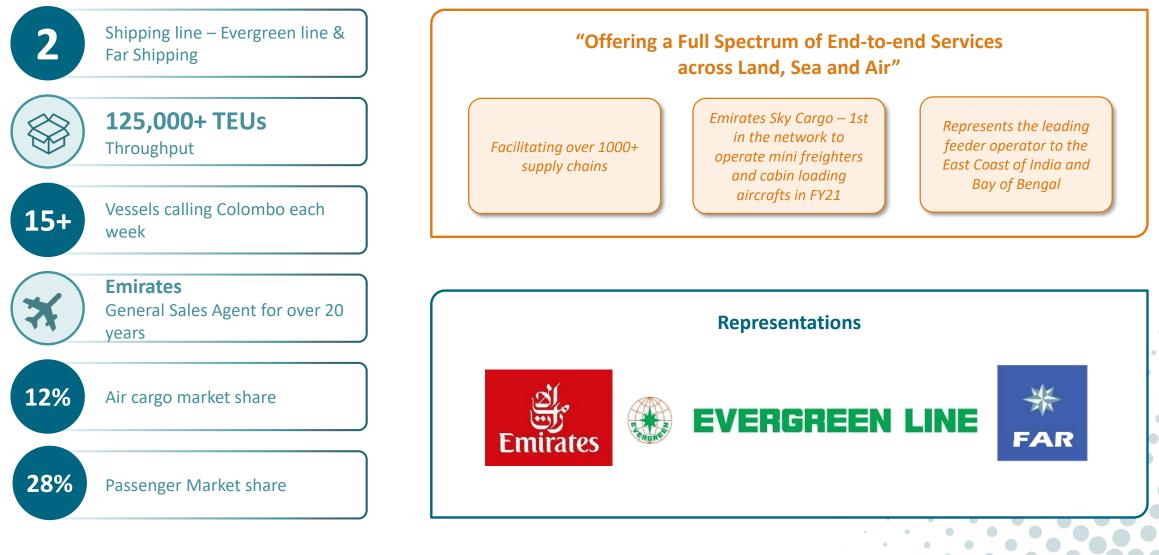
- Industry freight rates hike partially negated the adverse volume impact on declined total TEUs at the Port of Colombo.
- Maritime witnessed a steady growth with revenues growing by 7%.
- Aviation segment doubled profitability over last year with the resumption of passenger travelling.

Post Balance Sheet Event

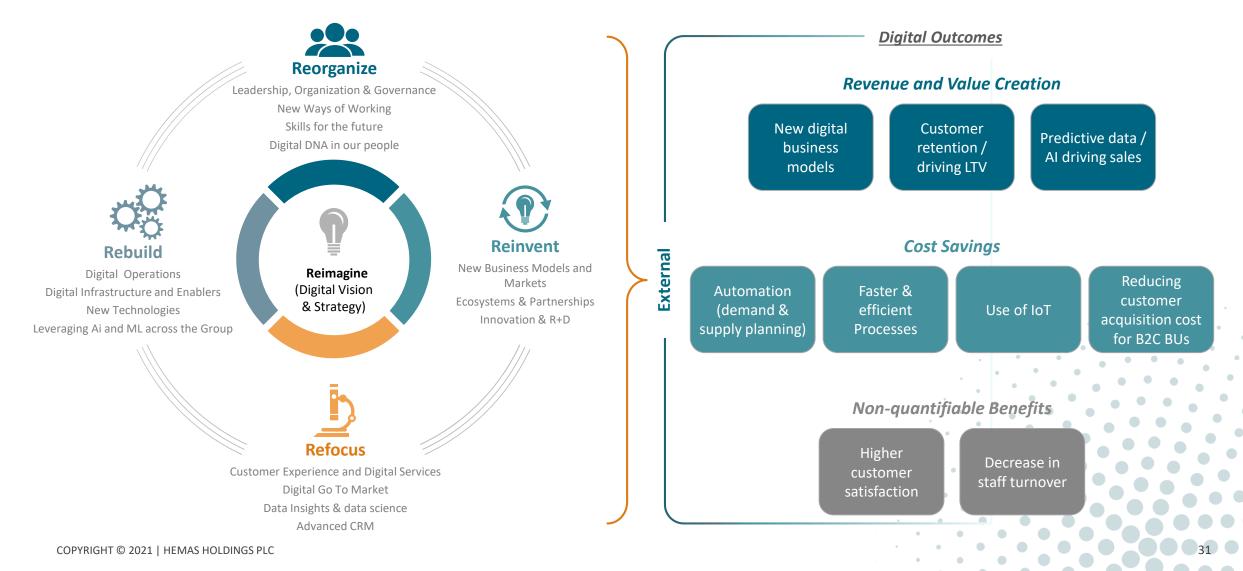
- HHL divested its interest in Spectra Logistics in October at a consideration of Rs. 1.3 Bn.
- Capital gain recorded net of tax was Rs. 272 Mn.
- In line with the Groups' strategy, Mobility sector will focus on investing in the logistics segment, in a model which enables us to leverage on existing capabilities.

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Mobility Sector



A Group Digital Transformation that will Reimagine, Re-organize, Rebuild, Reinvent and Refocus Hemas



HEAAS

Environmental Agenda 2030

Responsible Plastic Manufacture and Disposal Practices



From Design to disposal, we will strive to reduce use of plastic that are harmful to the environment

- Manufacturing: Reduce 30% of plastic used in packaging by 2030
- Plastic waste generated: Recycle 100% of plastic waste generated during manufacturing by 2025
- Extended producer responsibility: Facilitate the collection and offsetting of 100% of plastic sent to the market/consumers by 2025 through initiatives across the country
- Environmentally friendly products: Transform product portfolio to include environmentally friendly and biodegradable products

- Safeguard our Eco System



We will embrace and champion initiatives that protect and nurture our unique eco system

- Reforesting: Protect and nurture our endemic species by reforesting and sustaining over 1,000 acres of forest cover in Sri Lanka by 2030
- Be a catalyst: Collaboration and partnerships in promoting initiatives that protect endemic species

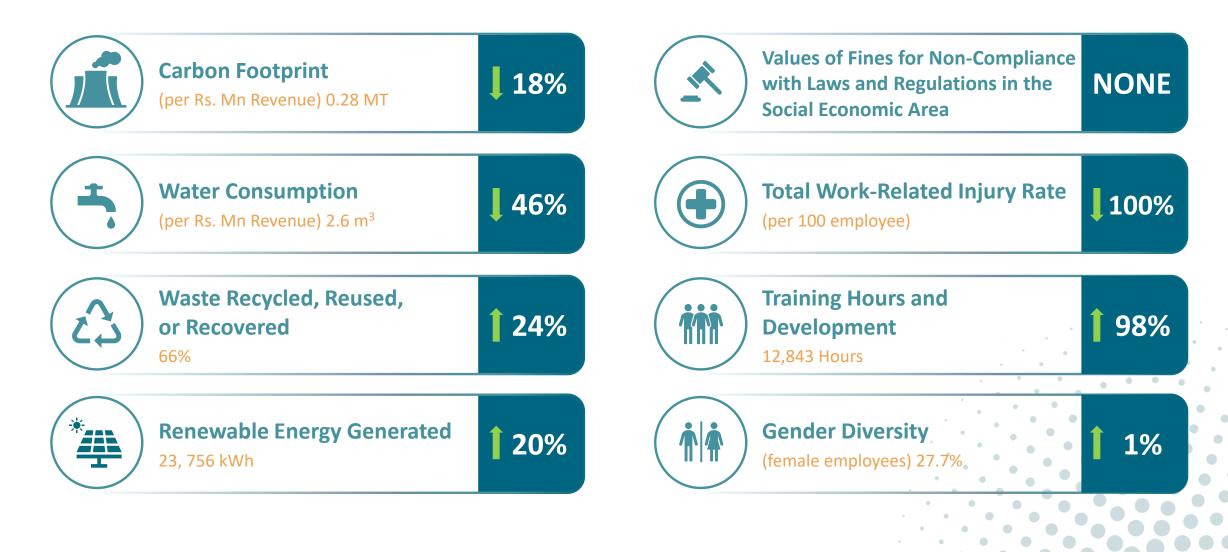
Protect our Natural Resources



Actively pursue the use of natural resources in a responsible manner limiting the impact our operations have on the environment

- Energy reduction: 25% energy reduction by 2030. 25% energy obtained through renewable sources
- Water: 50% reduction of water used in operations by 2030

Sustainability Performance - Q2 FY 2021-22 vs Q2 FY 2020-21



Corporate Governance





Consists of the senior leadership team of 9 members - MDs of our 5 major businesses and 4 leaders from Corporate Office. Responsible for formulation and implementation of Group strategic plan. The COG, as in a gearbox in a vehicle, ensures that the Group works in a collaborative and high-performance manner not-withstanding the circumstances and challenges the Group faces.

The Board

Takes overall responsibility for the performance and affairs of the Group

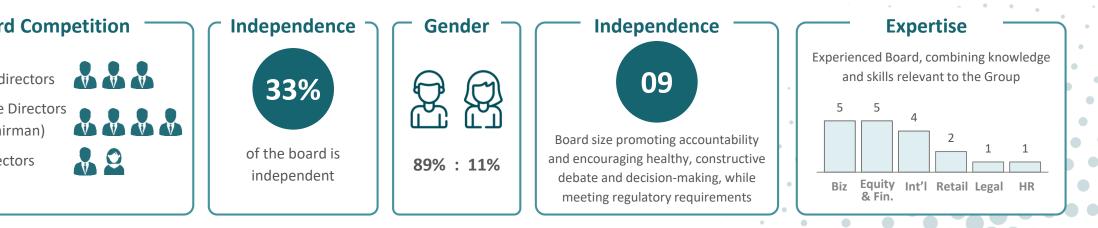
Board Sub-ÅåÅ committees

Ensures in-depth focus on delegated matters



Group CEO

Leads the Executive Management team. Responsible for strategy development, implementation and Group performance



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