

Hemas Holdings PLC



Investor Presentation

First Nine Months ending December 31, 2021 – Q3 FY 2021-22

Our Portfolio

Consumer Brands

- 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*
- Hospitals



Mobility

- Maritime
- Logistics
- Aviation



73

Years in
Operation

USD

199_{mn}

Market
Capitalization

USD

165_{mn}

Total Equity

USD

358_{mn}

Total Assets

AAA

Long-term
Fitch Rating

15

Export
Destinations

>4.5k

Employees

34%

Free Float

Note: As at December 31, 2021

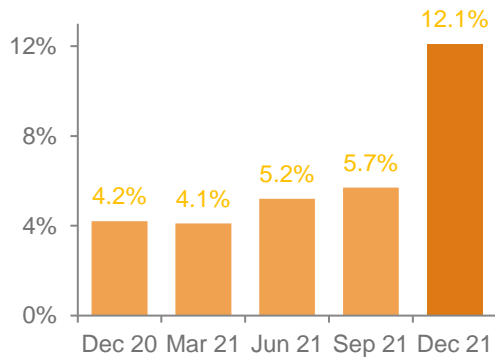
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Macroeconomic Snapshot of Sri Lanka

Inflation

Colombo Consumer Price Index (CCPI) reached a record high of 12.1% YoY in December on the back of accelerated food prices.

YoY CCPI Index Movement (%)

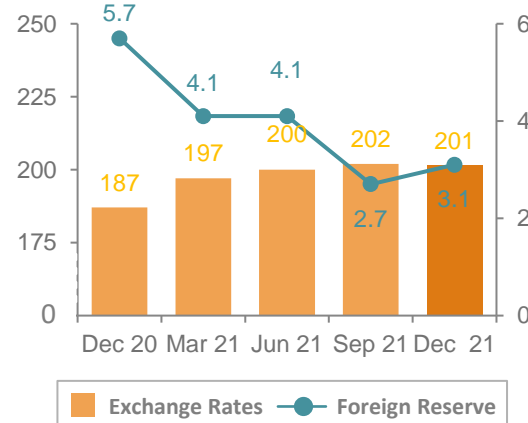


Sources : CBSL

LKR Depreciation

After a three-month downward trend, official reserves were reported at Rs 3.1 Bn in December covering ~ 2.0 months of imports.

Monthly Average Exchange Rate (USD/LKR) & Foreign Reserve Balance (USD Bn)

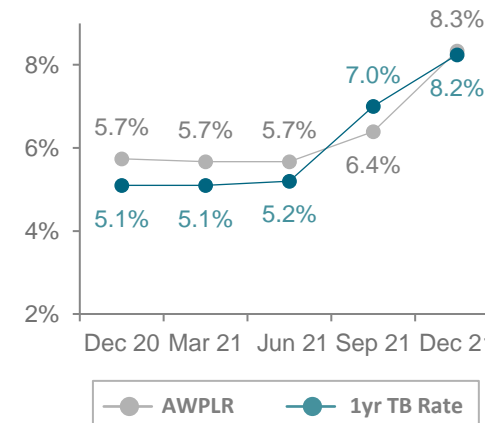


Sources : CBSL and tradingeconomics.com

Interest Rate

AWPLR is continuously on the rise with the expectation of CBSL increasing policy rates.

Monthly AWPLR & 1yr TB Rate (%)

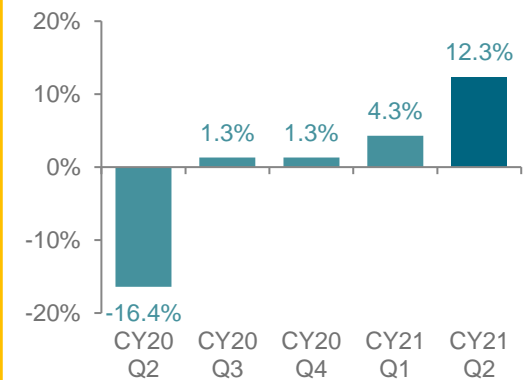


Sources : CBSL

GDP

GDP for Q2 2021 picked up 12% YoY owing to the lower base in Q2 2020, which was impacted by the first COVID lockdown.

GDP Growth (%)

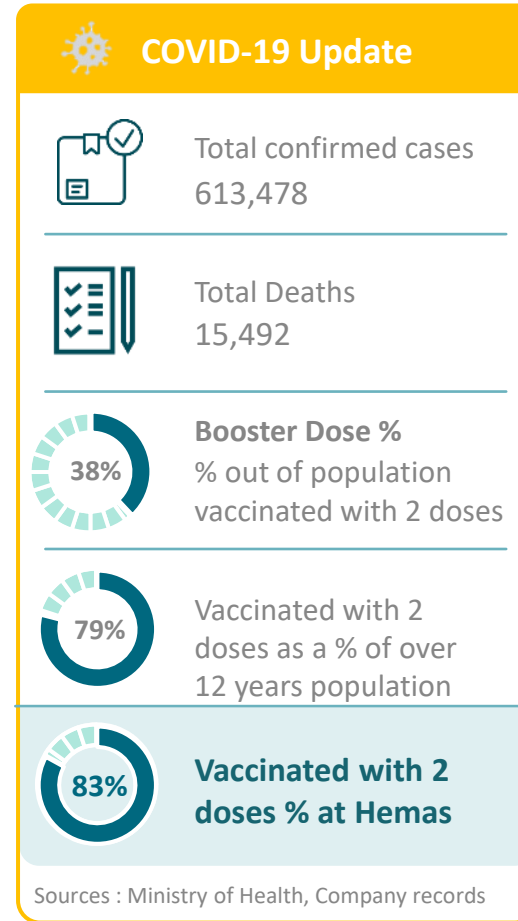
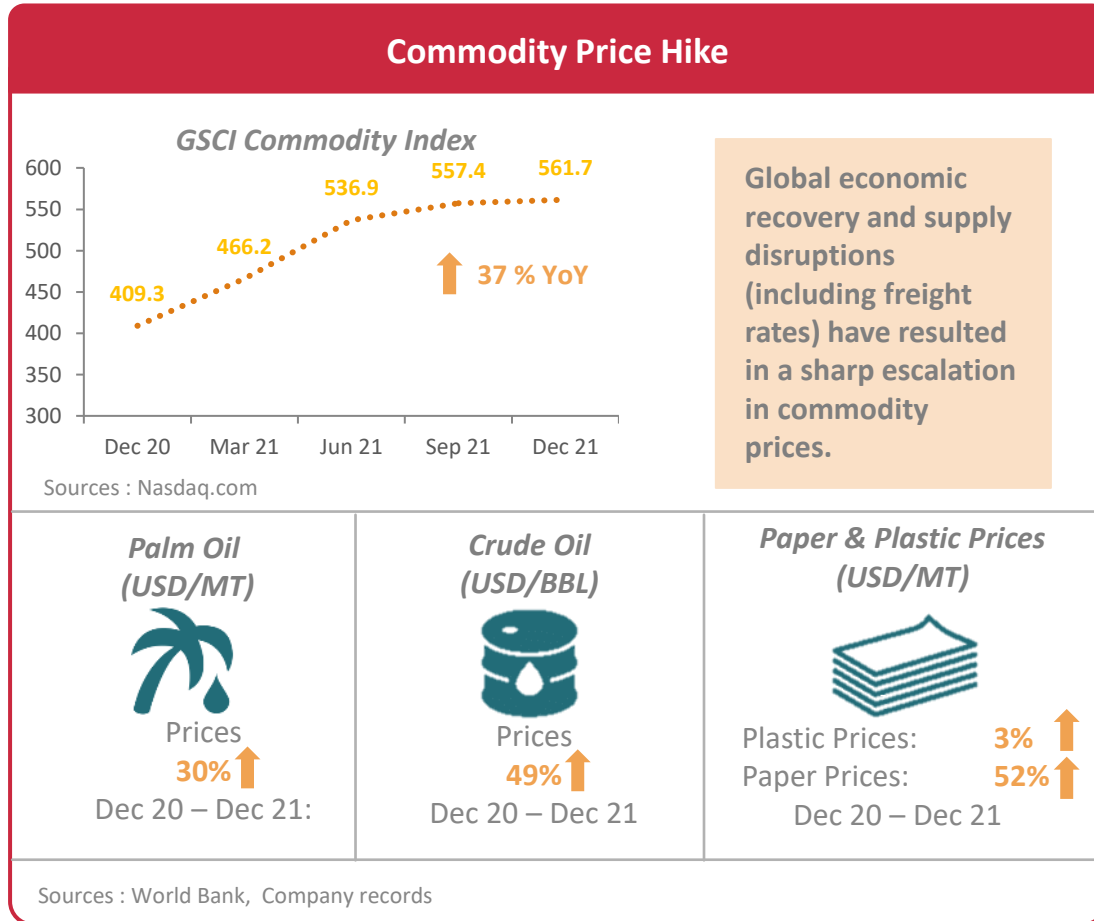


Sources : CBSL

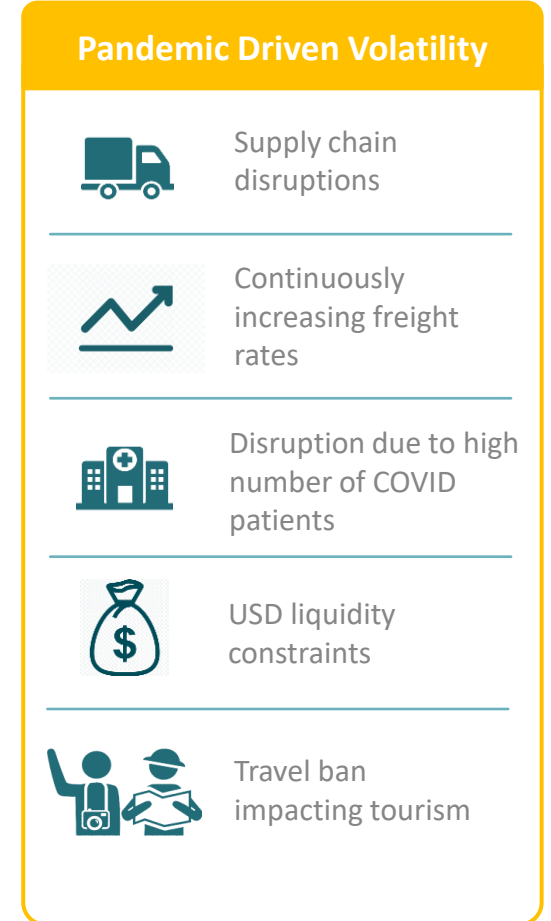
CY: Current Year

High Impact Medium Impact Low Impact

Macroeconomic Snapshot Continued..



Note :COVID-19 update as of February 02, 2022



 High Impact
 Medium Impact
 Low Impact

Our Strategic Building Blocks – Q3 FY 2021-22



MORE FROM THE CORE

Accelerate current business efforts to drive higher value in core business

- **HPC SL** : Launched floral variants of washing powder and washing liquid for baby laundry under Baby Cheramy.
- **HPC SL**: Line extensions introduced for Baby Cheramy herbal lotions.
- **Atlas**: Introduced triangular colour pencils for enhanced grip.
- **Atlas**: *Sip Savi* – A virtual panel discussion was conducted to raise awareness of 22k+ kids who dropped out of school due to financial difficulties.
- **Pharma**: Launched 28 new pharmaceutical products and 43 new surgical/ diagnostic products in partnership with existing principals.



NEW WITHIN THE CORE

Capturing new revenue streams to further strengthen the core

- *'New revenue'* stood at 6.0% out of total Group revenue.
- **HPC SL** : Launched the salon channel operation
- **Atlas**: Relaunched 'Innovate' to penetrate the premium segment and relaunched Atlas pastels with improved stick width.
- **HPC INT**: Launched 'Actisef Nourish' enriched with milk protein which keeps the skin soft.
- **Pharmaceutical Distribution**: Registered one new principal addressing high demand therapeutic classes.



ADJACENCIES

Attractive adjacencies to target for breakout growth

- **HPC SL** : Introduced a range of skin care products to salons under the 'Swa' brand name.
- **Hospitals**: Post COVID clinics were introduced offering post COVID screening packages



EFFICIENCY AND PRODUCTIVITY

Efficiency and productivity to further enhance capacity and improve growth

- **Hospitals** : *5S and Kaizen initiatives. 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.*
- **Pharma**: Commenced providing analytics and automation support to warehouse teams

DRIVERS



Create sustainable and competitive advantage



Drive growth



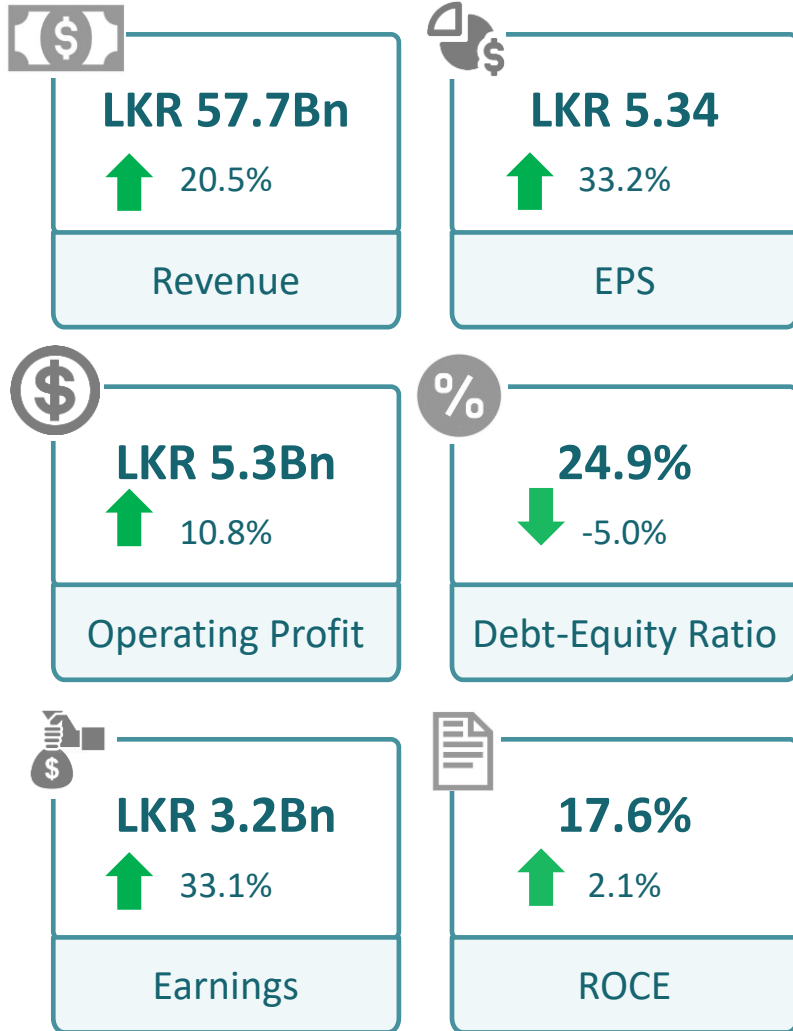
Generate value



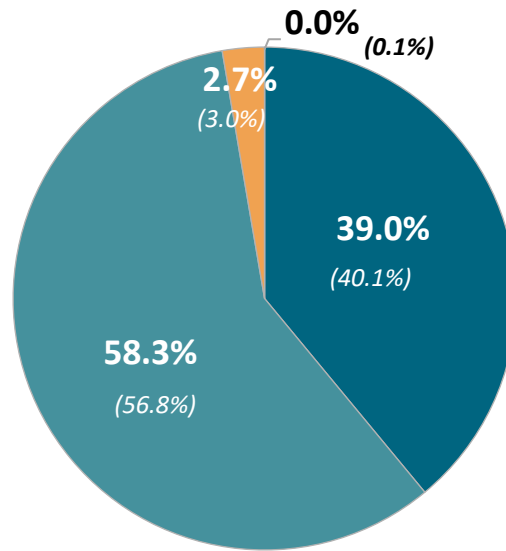
Building high performance teams

Financial Snapshot of the Group

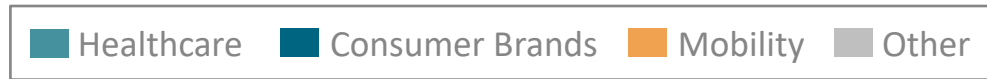
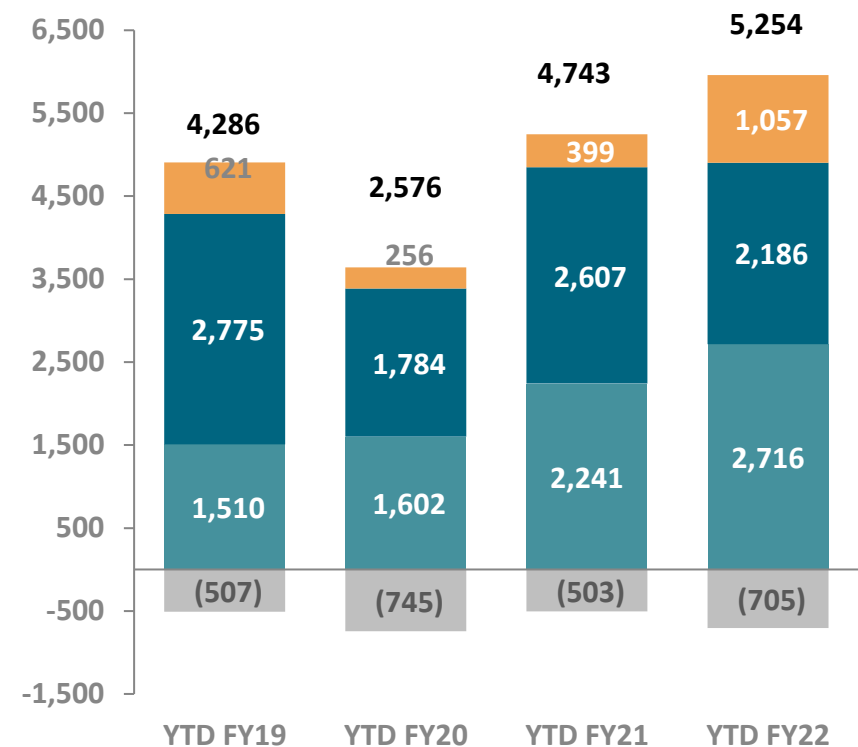
YTD FY 2021-22



Group Revenue by Segment
YTD FY 2021-22



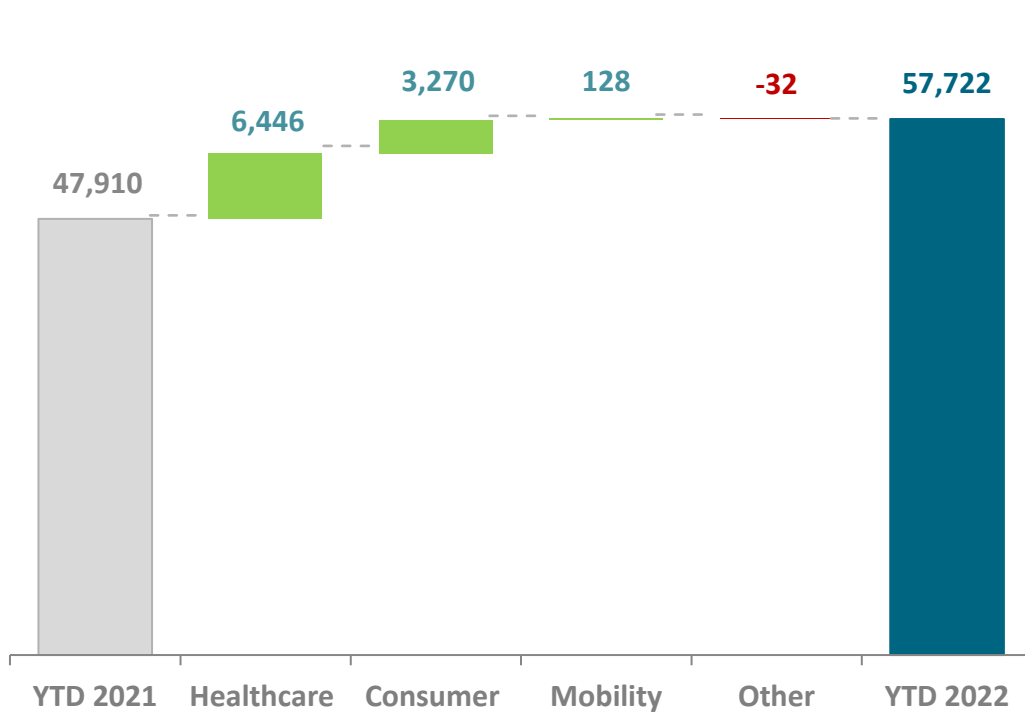
EBIT by Segment
YTD FY 2021-22
(LKR Mn)



Notes: The 'other segment' includes the corporate office and remaining leisure assets
 Figures in brackets indicate last year contribution %

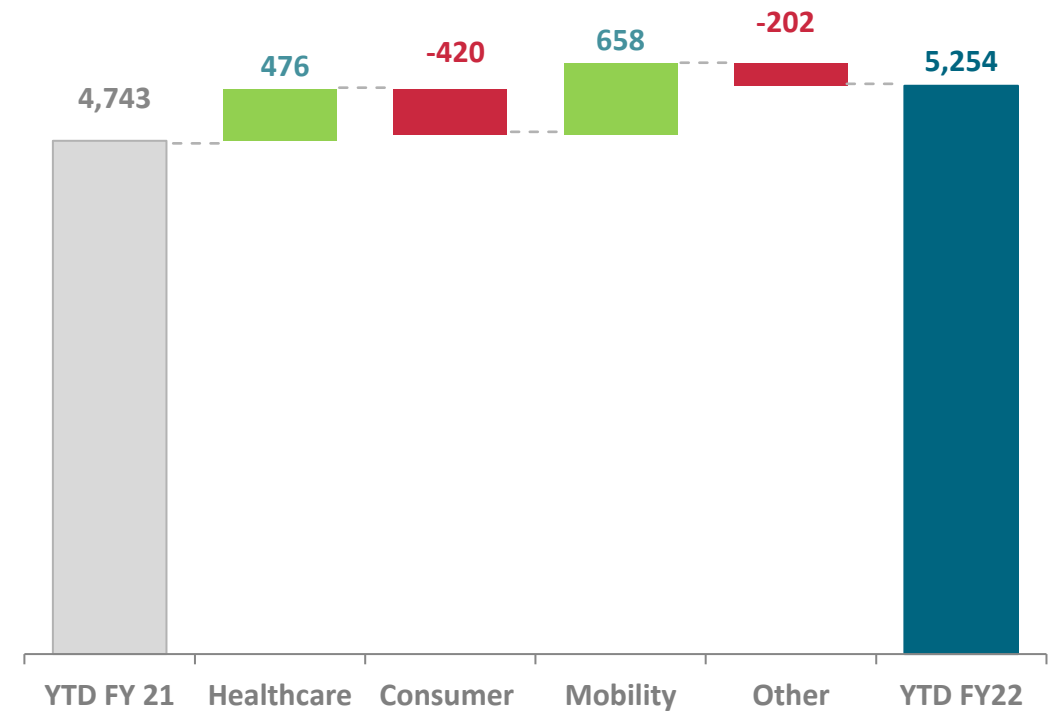
Sector Performance Summary – YTD FY 2021-22

Revenue Walk
(LKR Mn)

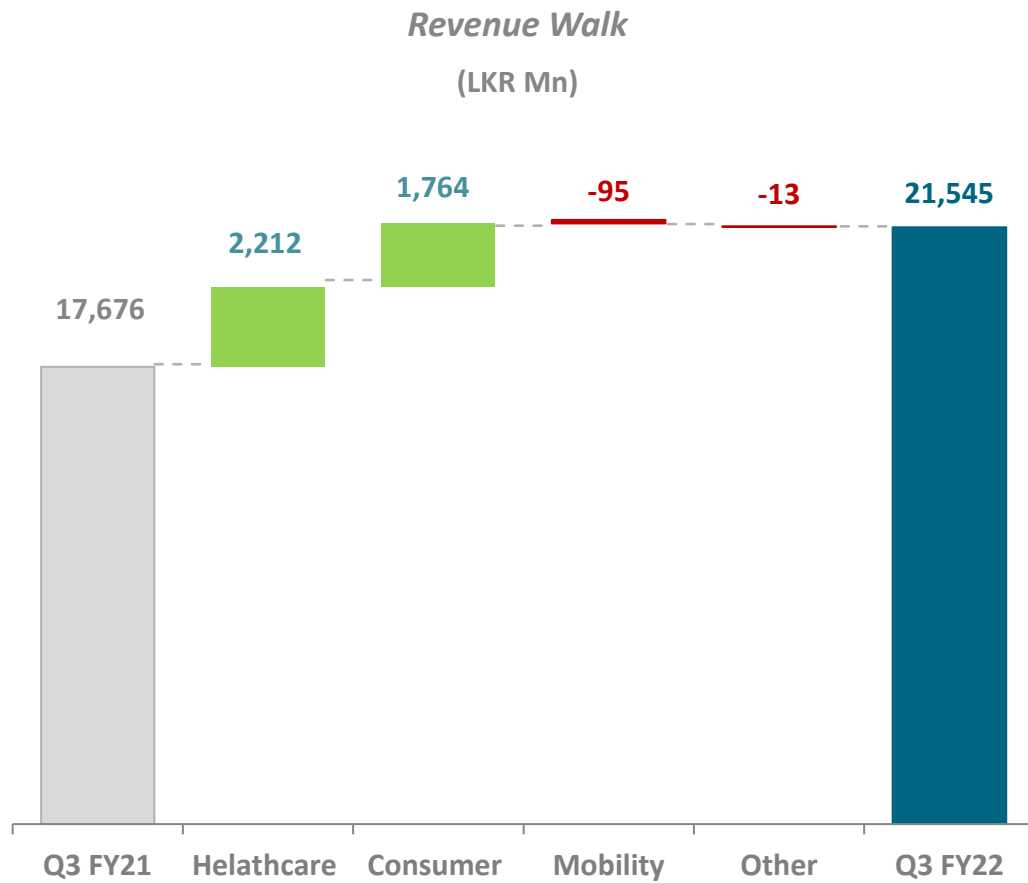


Note: The 'other segment' includes the corporate office and remaining Leisure assets

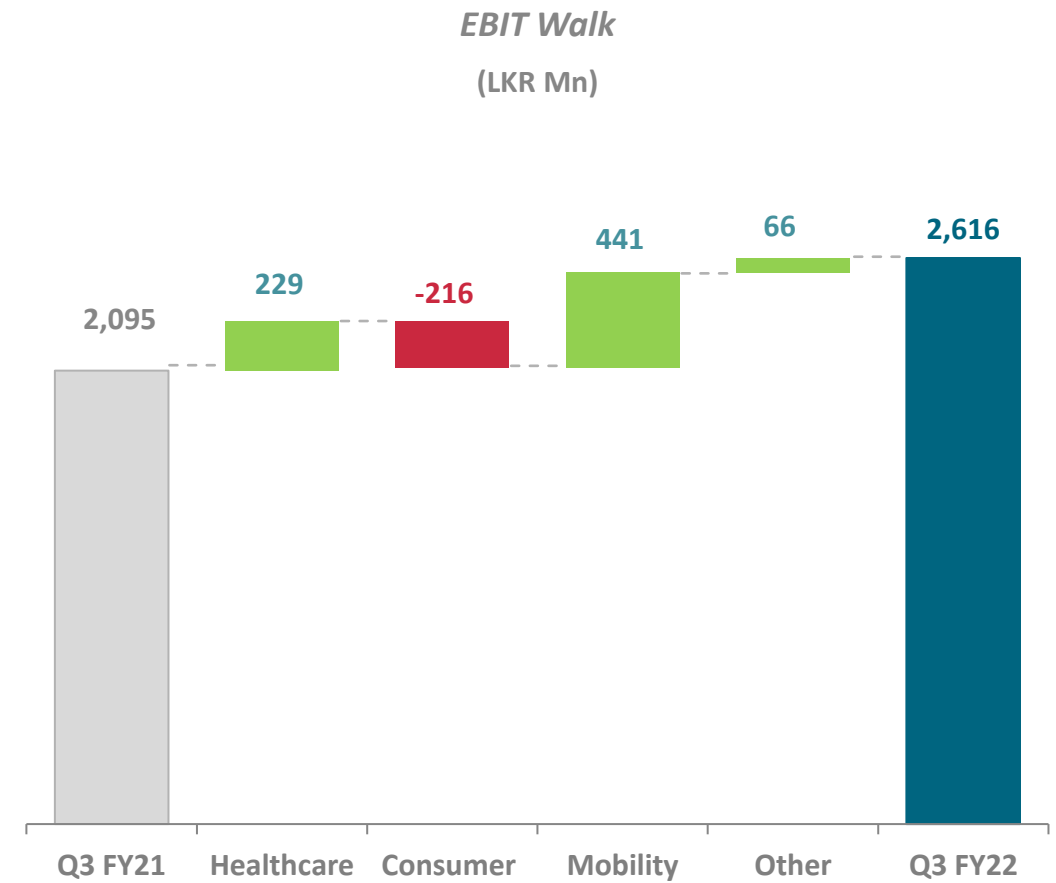
EBIT Walk
(LKR Mn)



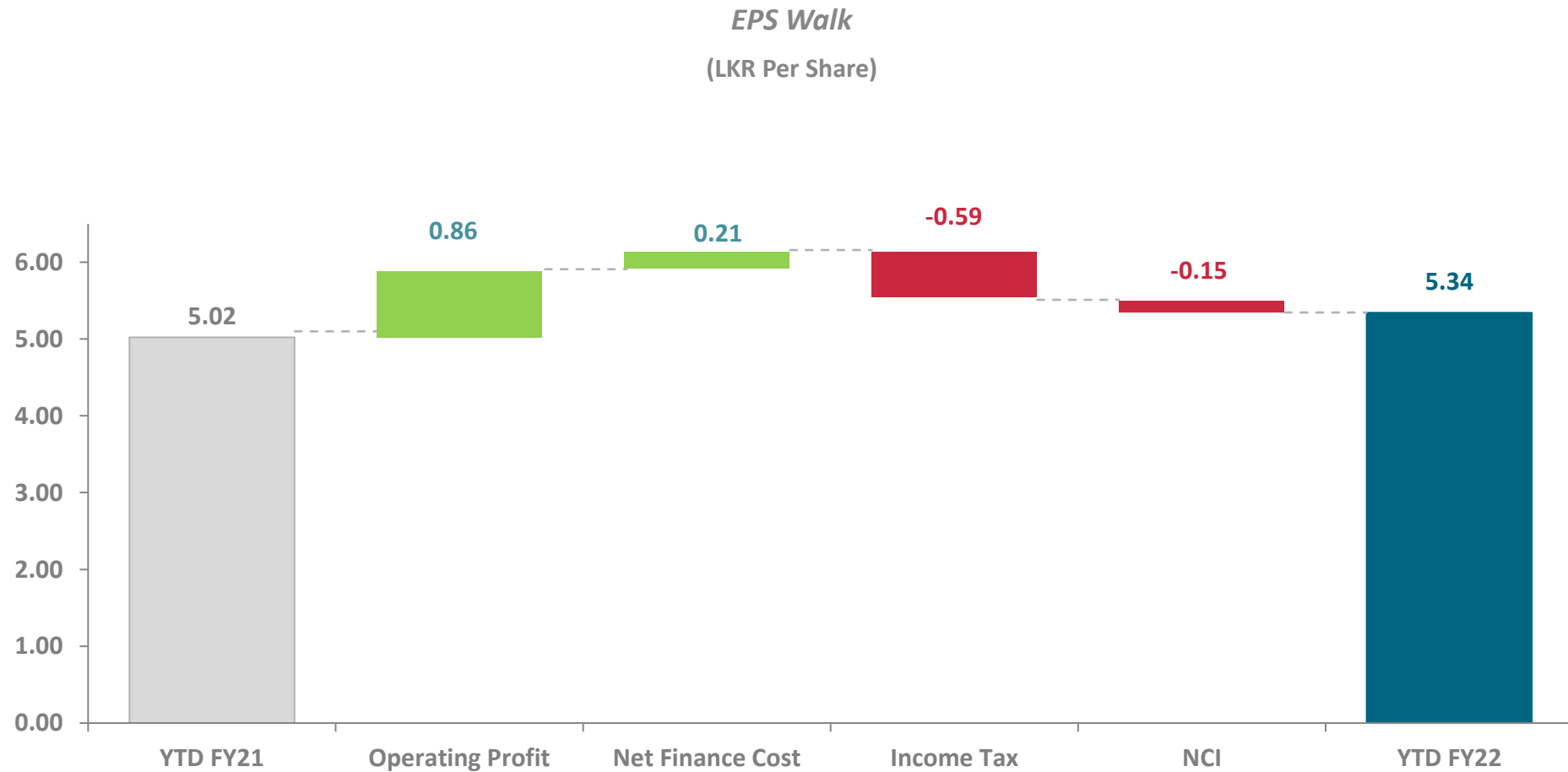
Sector Performance Summary – Q3 FY 2021-22



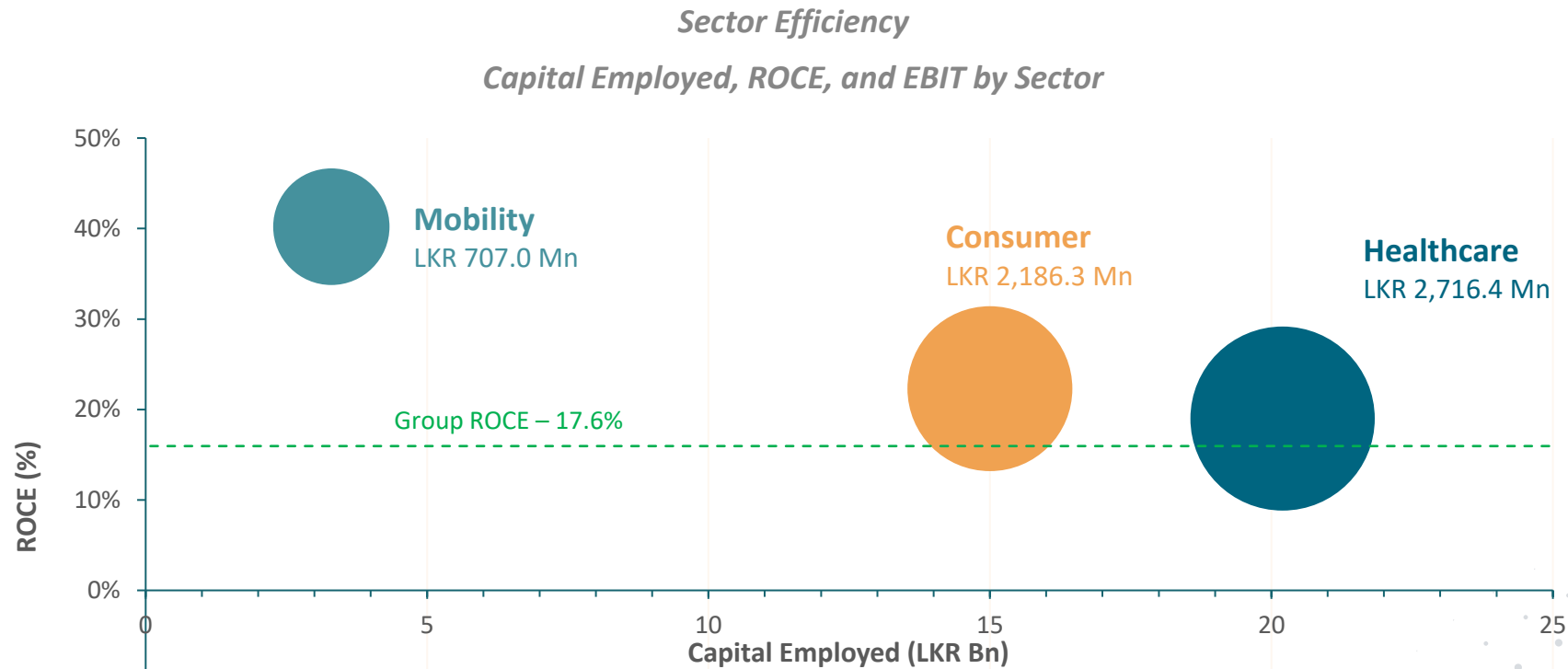
Note: The 'other segment' includes the corporate office and remaining Leisure assets



Continuing Operation EPS



Capital Employed – YTD FY 2020-21



Note:

The size of the circle indicates the EBIT values

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

Mobility sector figures excluding logistics and gains from divestment

Consumer Brands



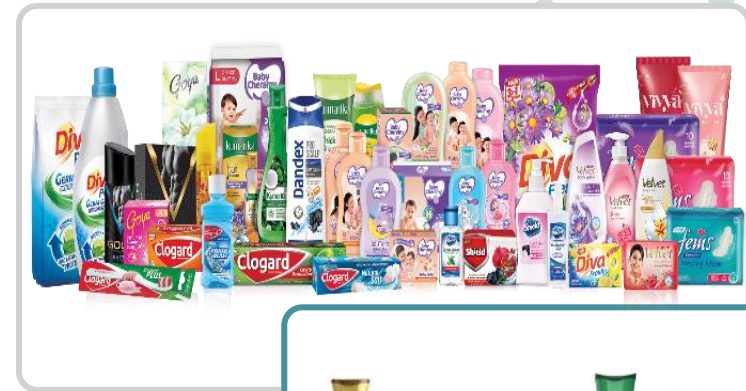
Home and personal care – Sri-Lanka



Home and personal care – International



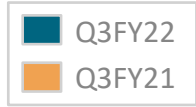
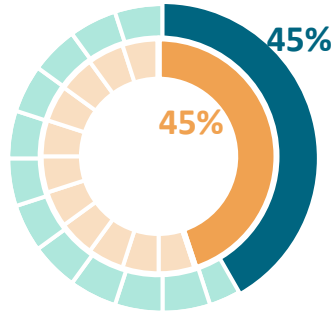
Learning Segment



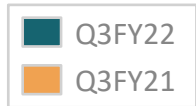
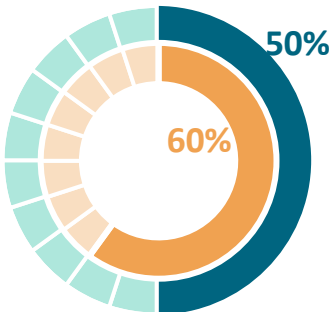
Consumer Brands

Contribution to Group

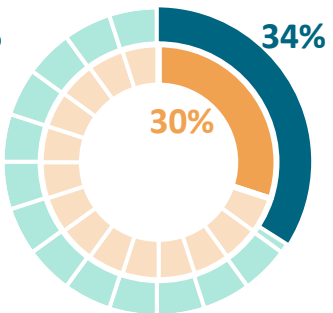
Revenue %



EBITDA %

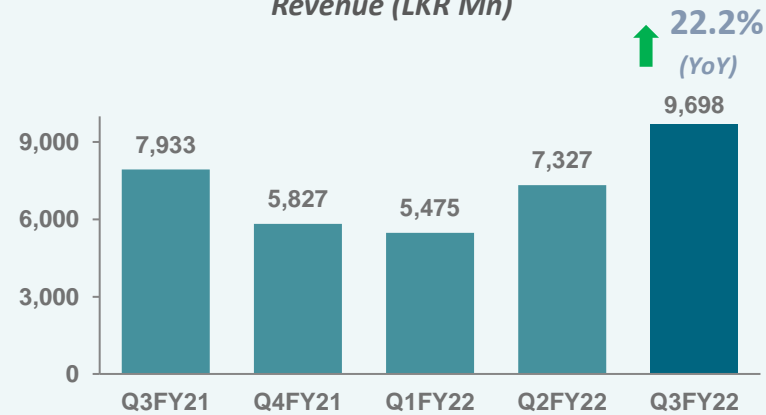


Capital Employed %

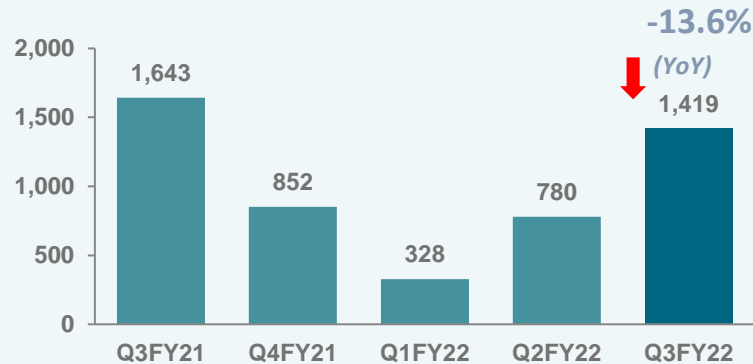


Sector Performance – Q3 FY 2021-22

Revenue (LKR Mn)



EBITDA (LKR Mn)



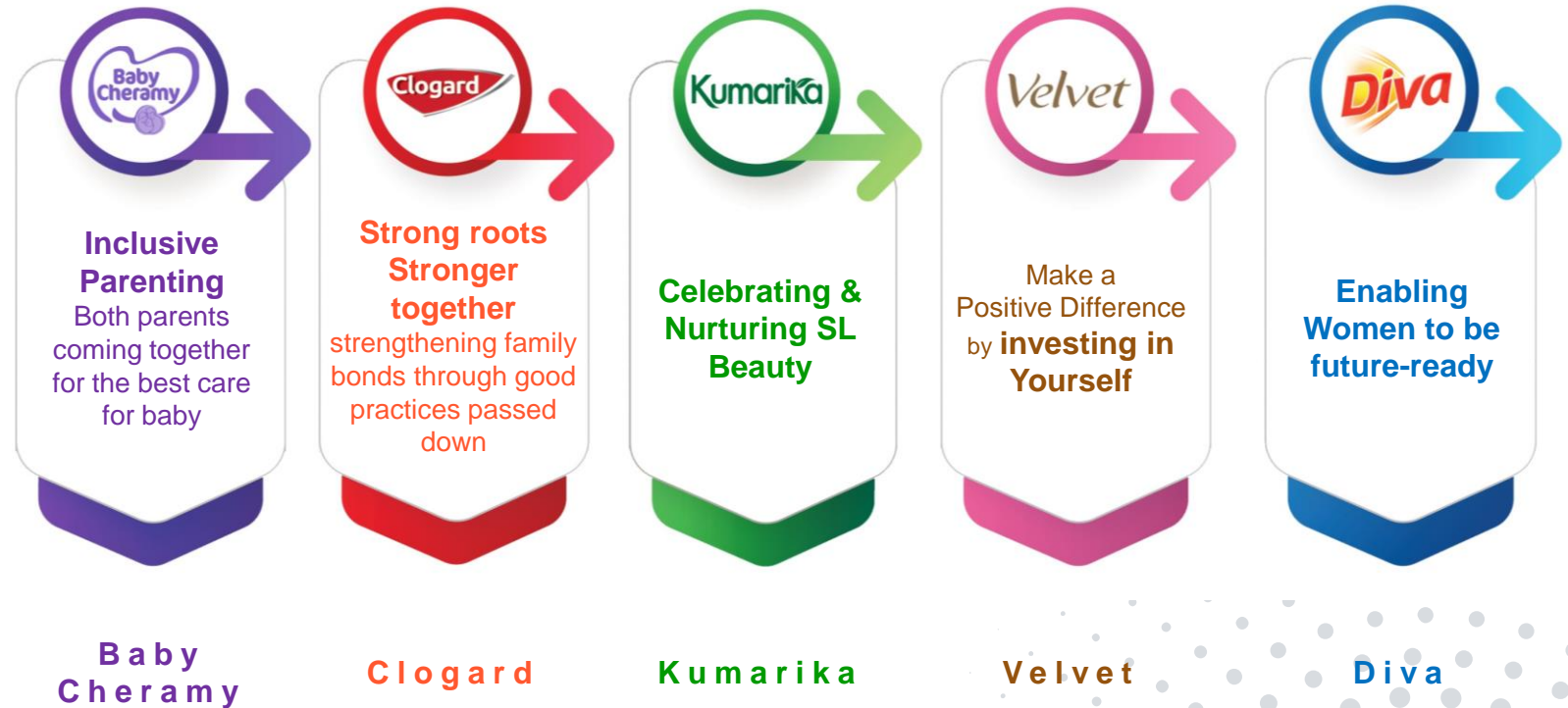
Key Highlights

- The pandemic continued to influence consumer behaviour, sales mix and market channels.
- Resulting from lower infection rates, quarter was a near 'normal' quarter with minimal disruptions to trade and operations.
- Revenue contribution mix within the sector remained in line with last year with contribution from Atlas being higher.
- Atlas seasonality led to QoQ (Quarter on Quarter) revenue growth.
- New revenue from recent launches and relaunches stood at 9%.
- Margins were under pressure with commodity inflation and challenges around foreign exchange liquidity.
 - Pricing continues to step up in response to growing inflation.

Home and Personal Care – Sri Lanka

- 8** Key categories with market leading positions
- Entered the 'Salon Channel' with 'Swa'
- 8%** Full term volume growth
- 80k+** Direct outlet coverage
- 59%** YTD contribution to consumer revenue

Purpose-driven brands touching the lives of the Sri Lankan consumer



Home and Personal Care Sri Lanka: Strong Brand Portfolio

<p>#1 In Hair Oil</p>	<p>#1 In Beauty Soap</p>	<p>#1 In Baby Care</p>	<p>#2 In Feminine Care</p>
<p>#2 In Laundry Care</p>	<p>#2 In Oral Care</p>	<p>Beauty Care</p>	
<p>Hygiene Care</p>	<p>Female Fragrances</p>	<p>Male Grooming</p>	<p>Shampoo</p>

95% of business where Hemas is among the Top 3 players

Presence in all modern trade chains and outlets

98% of households reached by Hemas brand

Strong 3rd party manufacturing partnerships

New partners such as Garnier, L'Oreal and Nivea

Our Consumer Health Brands

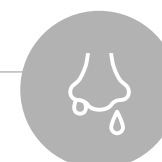
Skincare



Baby Care



Cold and Flu



Home and Personal Care – International

2

Geographies
Bangladesh & West Bengal

2

Key categories
Health soap category—**Actiseif**

12%

Market share in VAHO
(Bangladesh)

270k+

Retailers reached in
Bangladesh

9%

YTD contribution to Consumer
Brands revenue

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.



Reach in Bangladesh

19.0%

Rural penetration
by Hemas

17.3%

7.2Mn
Households

of households reached
by Hemas

100%

On-shore
manufacturing

12.5%

Urban penetration
of Hemas

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

Source: Penetration as per Household Panel data – Kantar – Jun-21.

Home and Personal Care – Sri Lanka and International

Sri Lanka

Revenue

- Increased market shares in the larger Personal Care space such as hair and toothpaste.
- Delivered a steady volume-led growth across both modern and general trade channels compared to last year.
- Over 13% of revenue from new launches and relaunches.

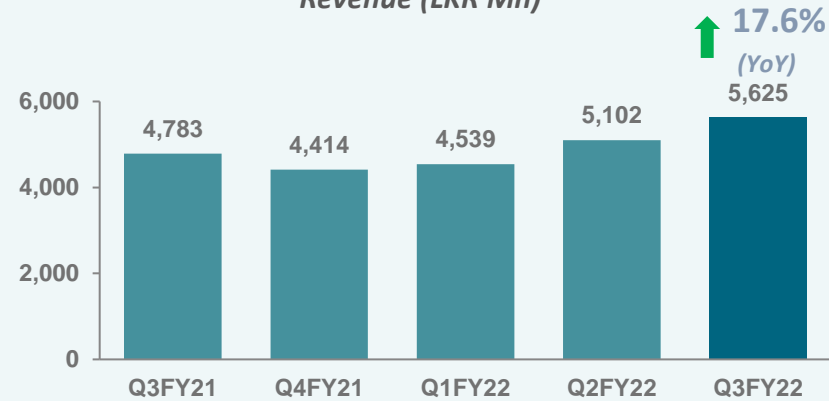
Profitability

- Over 10 % gross profit margin erosion due to raw material cost escalation and exchange rate depreciation.
- Adopted multiple strategies to mitigate the impact of inflationary headwinds whilst continuing to prudently manage cost.

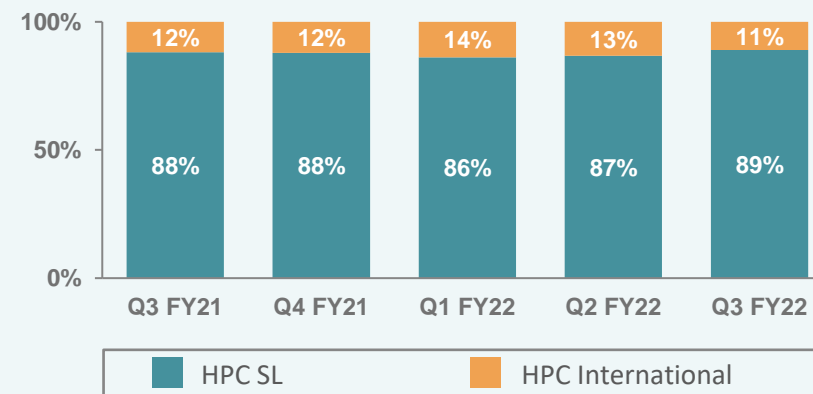
Outlook

- 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.

Revenue (LKR Mn)



International Segment Revenue as a % of total HPC Segment



International

Revenue

- HPC Bangladesh witnessed double digit revenue growth whilst profitability growth remained stable due to improved market conditions in the first two months.
- Revenue contribution from new products in Bangladesh stood at ~ 17%.

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.
- Recent launch, *Eva hair oil* is expected to pick up momentum.
- Margins will continue to be under pressure due to commodity price increase.

Learning Segment

6

Key categories



High Efficiency and productivity through lean initiatives



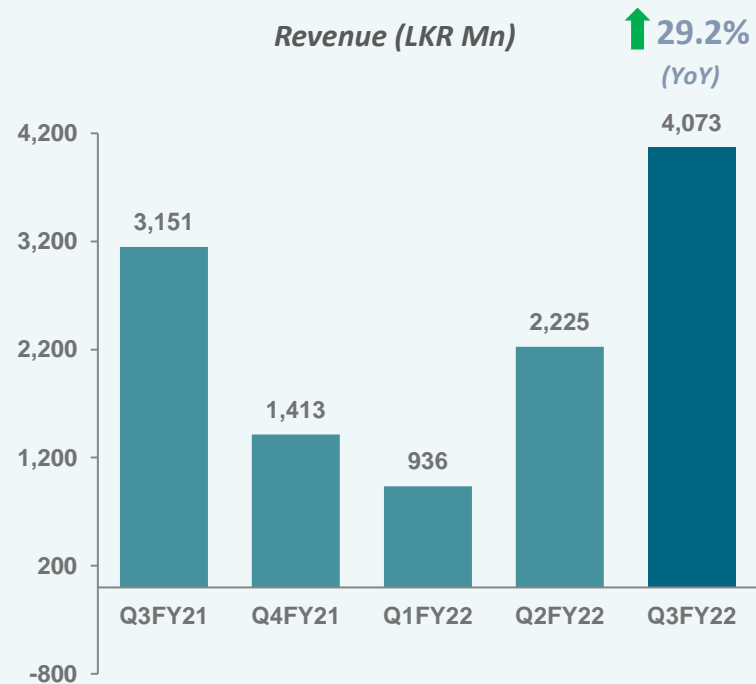
Market leader in key product categories

50k

Outlet coverage across Sri Lanka

32%

YTD contribution to Consumer Brands revenue



Revenue

- Atlas continued to gain market share across all key categories including books and colour products over last year.
- Market share within the premium books category was doubled with the relaunch of the Innovate Brand.

Profitability

- Margins were under pressure with the current challenges in the FOREX market.

Outlook

- We expect Atlas to recover to pre-COVID levels with schools reopening.
- Margins will be challenged due to exchange rate pressure.
- Internal efficiencies on lean management will negate the impact to an extent.

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

Expanding the Baby Cheramy Portfolio



Floral Baby Laundry wash Powder and Liquid

Newborn Baby Diapers



'Bedtime' giftbox

New Variants under Herbal Baby Lotion Range



Swa Range

Home and Personal Care International

Actisef Nourish



Enriched with milk protein to keep the skin soft and smooth

New Actisef Nourish with scientifically proven 99.99% germ killing capabilities.

Learning Segment

Expanding the innovate brand



New themes under Atlas Brand



Relaunched pastel with improved stick width



Triangular colour pencils



Healthcare Sector

 Pharmaceutical Import, Marketing and Distribution

 Pharmaceutical Manufacturing

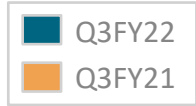
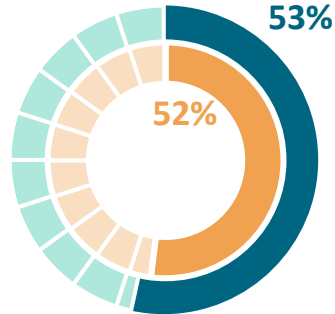
 Hospitals



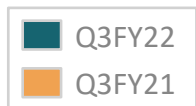
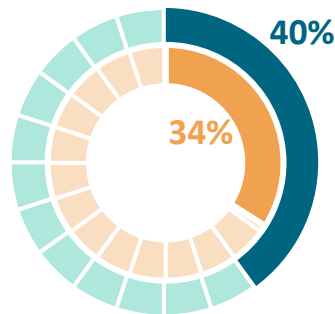
Healthcare Sector

Contribution to Group

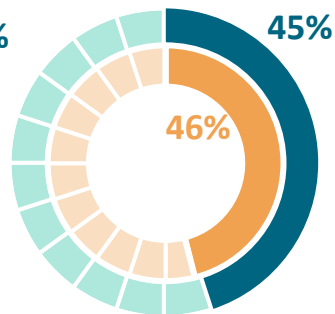
Revenue %



EBITDA %

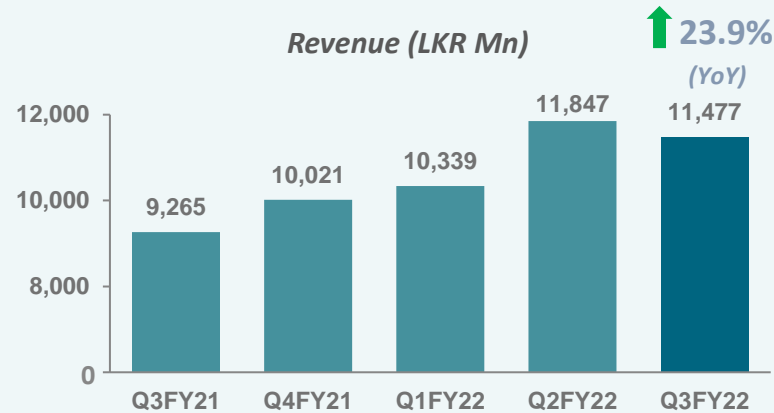


Capital Employed %

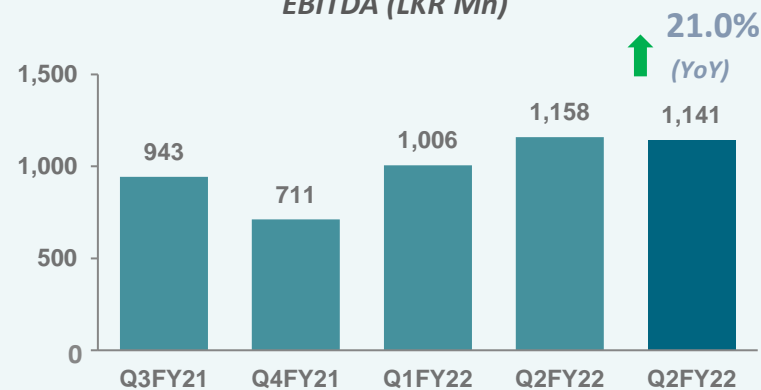


Sector Performance – Q3 FY 2021-22

Revenue (LKR Mn)



EBITDA (LKR Mn)



Key Highlights

- Market demand for healthcare services and medicines experienced a sudden surge with the COVID cases escalating.
- 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.
- Profit margins continued to be impacted due to challenges around forex liquidity.
- The digital transformation programme with IFC across Hemas Hospitals and Pharmaceutical businesses is progressing well.

Post Balance Sheet Event

- Entered into a sale and purchase agreement with our joint venture partner to sell HHL's stake in Myanmar.

Pharmaceutical Import, Marketing, Distribution and Pharmaceutical Manufacturing

Pharmaceutical Import, Marketing, and Distribution

- 50+** Principals
- Private market leader in import and distribution
- Distributes: Pharmaceuticals, Surgicals & Diagnostics, leading consumer healthcare products
- Beheth 2.0 & Healthnet**
Digital connectivity & online pharmacy
- Fastest island wide product availability (within 24 hours)
- 110+** Distributors **3,100+** Pharmacies

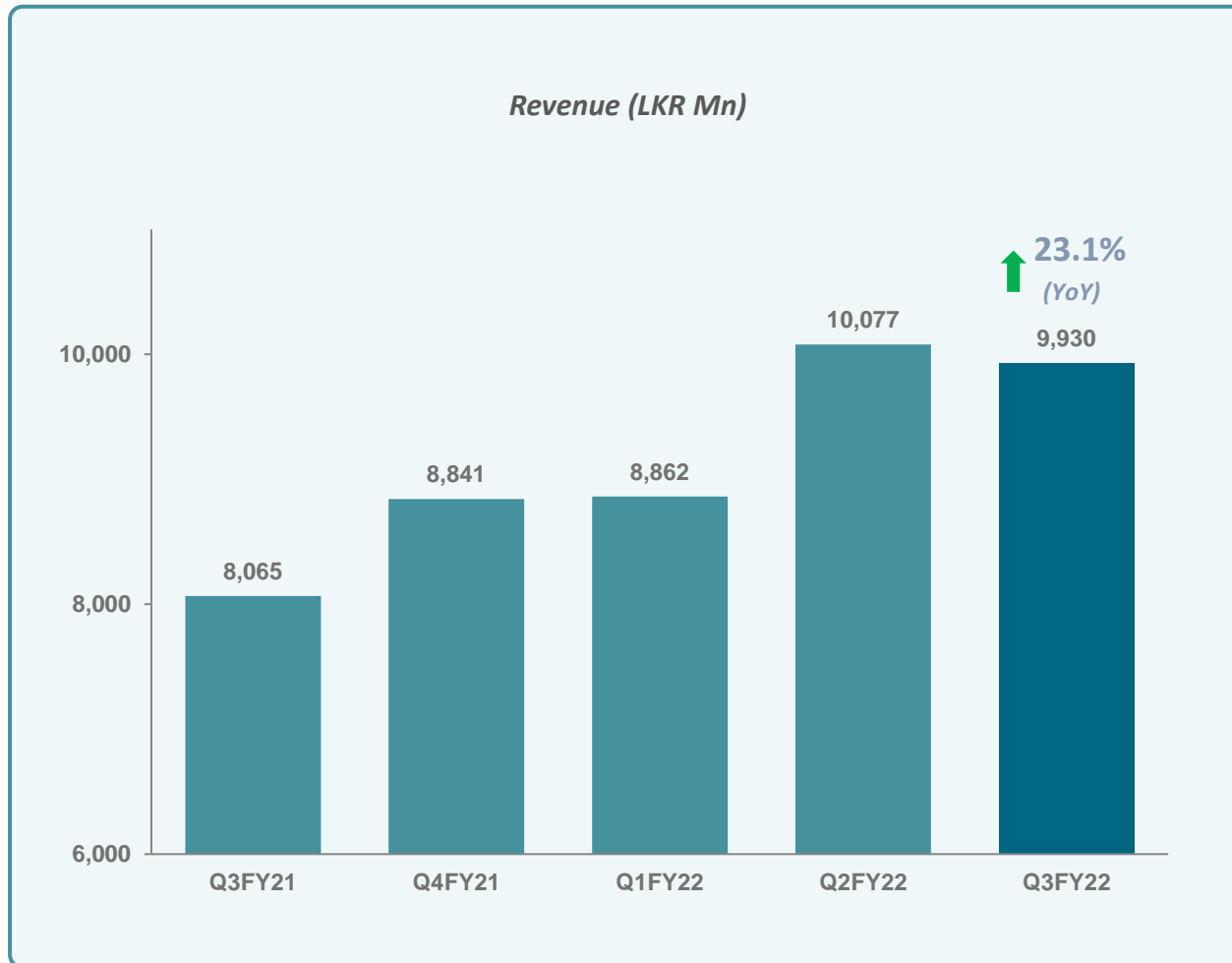
Pharmaceutical Manufacturing

- 70+** Formulations - Manufacturing
- 1st and largest EU GMP** compliant general oral solid and liquid dosage manufacturing plant
- Launched **Empamor**
1st SGLT2 drug manufactured in Sri Lanka
- 5Bn** tablets and **2Mn L** liquids
Morison capacity per annum
- #1 in volume**
Highest selling SKU in the country – Morison Ascorbic Acid 100mg
- Partnering with **3** Global manufacturers

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



Revenue

- The distribution segment witnessed a double digit growth in revenue owing to steady demand.
- Manufacturing segment revenue was adversely impacted by the slowdown in government buy-back revenue.
 - Excluding the contribution from buyback contracts, Morison reported a growth of 37% in revenue by refocusing on alternative opportunities.

Profitability

- Ongoing currency volatility and liquidity constraints continued to pressurize margins.
- HHL decided to exit the investment in Myanmar due to current political turmoil in the country. Profit margins continued to be impacted due to challenges around forex liquidity.

Outlook

- Commercial production at the new plant at Homagama is scheduled to commence towards the end of the financial year.
- We will be accelerating contract manufacturing, exports and other alternative opportunities to de-risk Morison from the volatility of the buyback agreements.

Hospitals

180+ Beds

59% Hospital occupancy

First hospital in Sri Lanka to implement fully fledged EHR system

2 Hospitals **50+** Lab network

14% YTD contribution to Healthcare revenue



Revenue

- Witnessed an average increase in admission volumes by 25 % over last year.
- Focus on non-COVID-19 patients was increased, especially Non Communicable Diseases (NCDs) which translated to elective surgeries.

Profitability

- EBITDA Margins were improved by 997 bps on the back of better occupancy rates.
- The COVID ICC centers provided a steady cash flow for the segment.

Outlook

- We continue to expect the occupancy to improve with the easing of lockdown.
- OPD is expected to see significant growth with the easing of COVID restrictions.

OPD : Inpatient Rev. Mix	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22
	52%	50%	47%	49%	52%

We are the only COVID-Certified Hospital in Sri Lanka

Hemas Hospitals Highlights

Centers of Excellence:

- In vitro fertilization unit (IVF) (50 cycles in Oct-Dec 21)
- Gastrointestinal unit (GI)
- Orthopedic unit
- Urology and Kidney Care unit (26 Kidney Transplants in Oct-Dec 21)
- Dialysis unit (2,150+ Dialyses in Oct-Dec 21)
- Cosmetic unit
- Maternity unit (515+ baby deliveries in Oct-Dec 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*

Q3 FY 2021-22 Performance



20 k+
PCR Tests



175+
Covid ICU Patients



570+
ICC Patients



4,240+
Admissions



245k+
Outpatients



3,470+
Surgeries

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

Q3 FY 2021-22 Performance



279k+
Test volumes



605+
GP Referrals (Targeting 1000+ by end FY21/22)

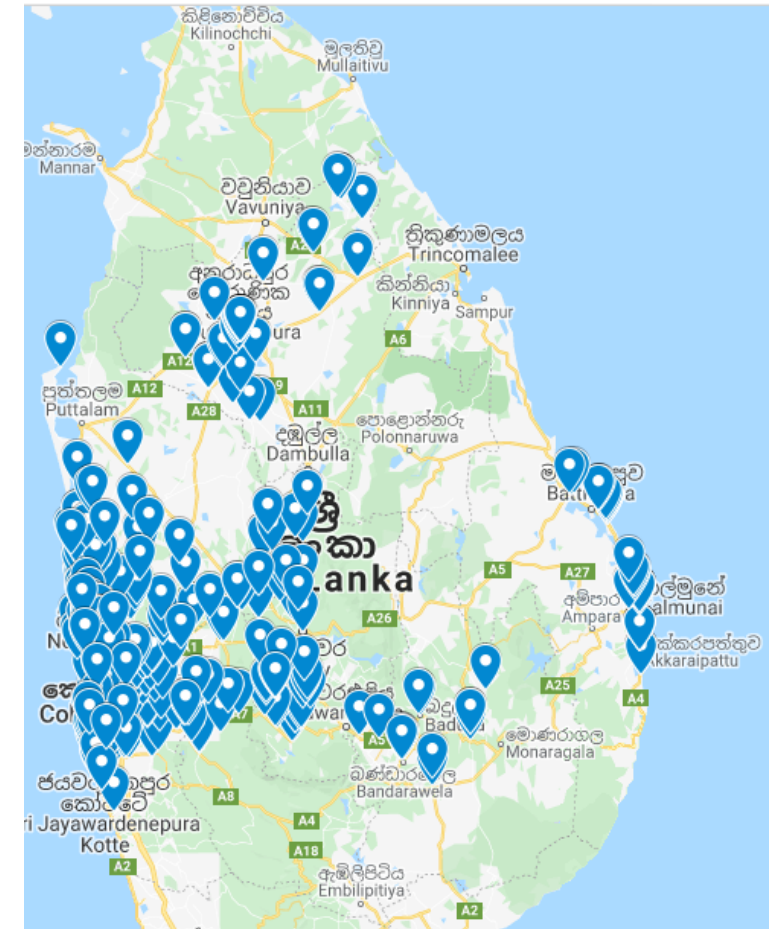


32k+
Rapid Antigen Tests (RAT)



20k+
PCR Tests

50+ Labs & Collection Centers across the Country



ISO 15189 : 2012

Accredited laboratory chain in Sri Lanka by SLAB

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

Mobility Sector



Maritime



Logistics



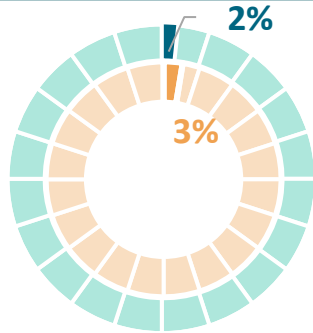
Aviation



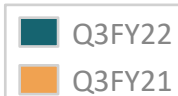
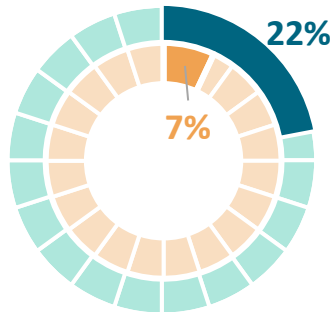
Mobility Sector

Contribution to Group

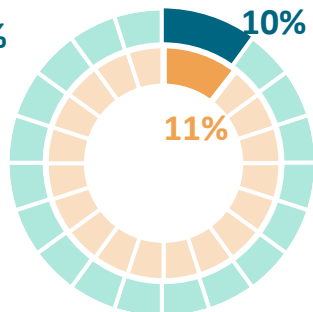
Revenue %



EBITDA %

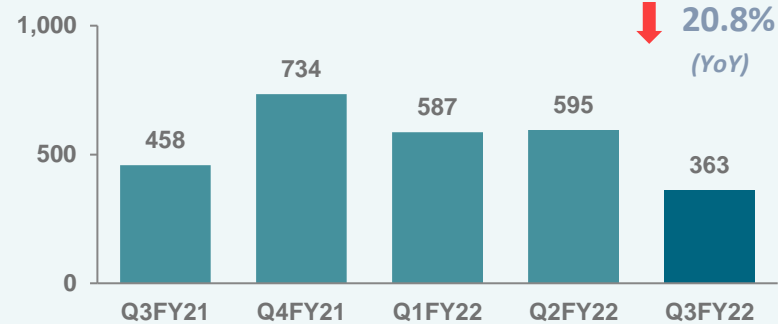


Capital Employed %

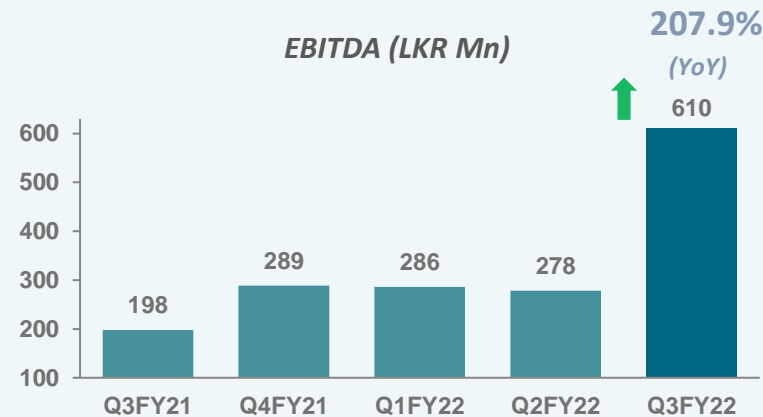


Sector Performance – Q3 FY 2021-22

Revenue (LKR Mn)



EBITDA (LKR Mn)



Key Highlights

- Growth in industry freight rates partially negated the adverse impact of the drop in throughput, due to vessels continuing to skip Colombo to recover schedules.
- Maritime witnessed a steady double digit growth in revenue for the quarter.
- Aviation segment doubled profitability over last year with the resumption of passenger travel whilst sustaining the robust performance in the cargo segment.
- The group divested its interest in 'Spectra Logistics' for a total consideration of Rs 1.3 Bn in October 2021.
- The gain realized from the divestment amounted to Rs 295.3 Mn.

Mobility Sector

2

Shipping line – Evergreen line & Far Shipping



125,000+ TEUs
Throughput

15+

Vessels calling Colombo each week



Emirates
General Sales Agent for over 20 years

19%

Air cargo market share

31%

Passenger Market share

“Offering a Full Spectrum of End-to-end Services across Land, Sea and Air”

Facilitating over 1000+ supply chains

Emirates Sky Cargo – 1st in the network to operate mini freighters and cabin loading aircrafts in FY21

Represents the leading feeder operator to the East Coast of India and Bay of Bengal

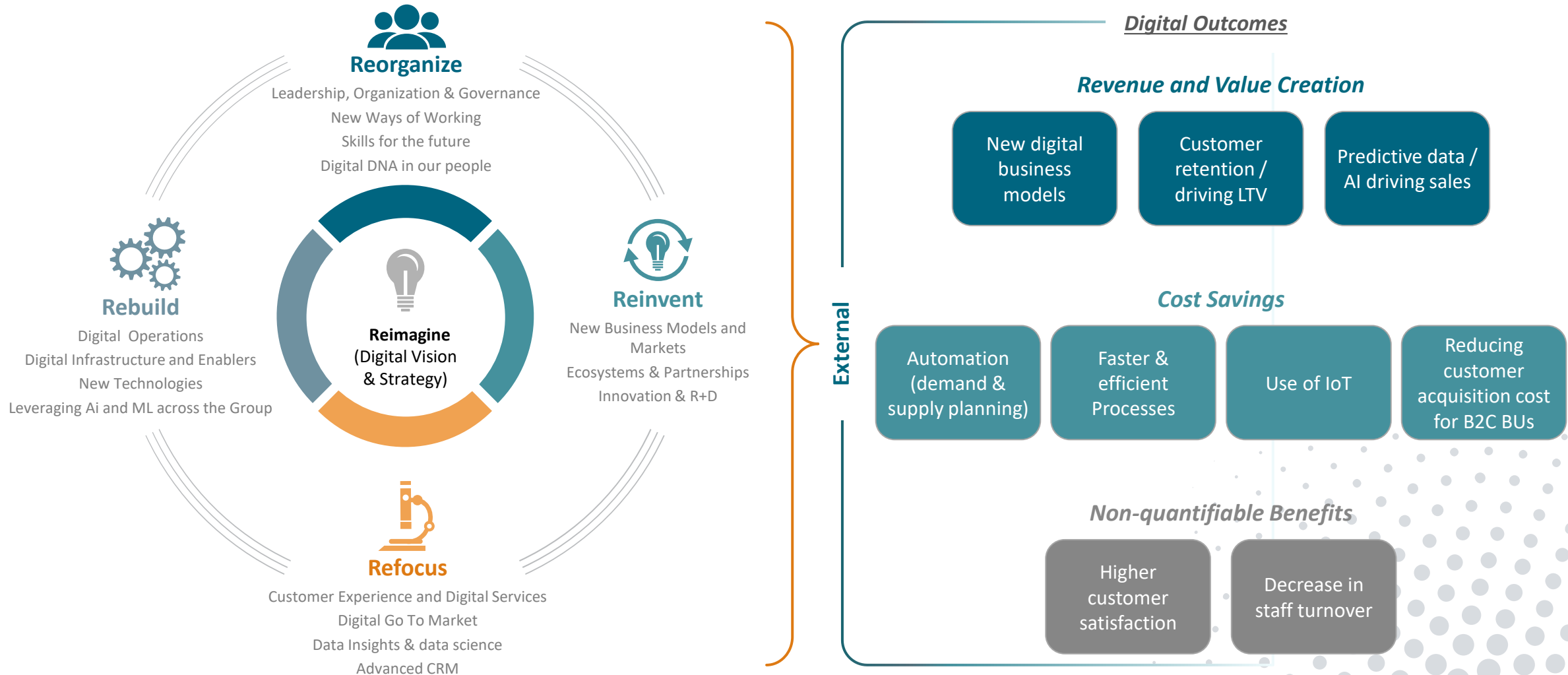
Representations



EVERGREEN LINE



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



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

- **MoU with Ministry of Environment :** Over 2,000 plastic bins were placed at schools and Government institutions. Approximately 90,000 kg plastic collected annually.
- **MoU with Marine Environmental Protection Authority (MEPA):** River Strainer Trash Trap and 5 Beach Caretaker Project. Approximately 16,000 kg plastic waste collected annually.

Safeguard our Eco System



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

- Partnership with WNPS to restore mangroves in the Aniwiludana sanctuary.
- Partnership with rainforest protectors to convert the 15 acre degraded land belonging to the Rajawaka Forest Reserve into a forest over a period of 05 years.
- Commenced work on an Agro forest at the Dankotuwa factory.(herbarium)

Protect our Natural Resources



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

- Started the process to shift to the utilization of solar energy at key locations: Morison, Atlas and Hemas Manufacturing.

Social and Purpose Led Initiatives

Say Yes To Life



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

- Launch of 'Yes to Life' website.
- Healthy corners established at Government institutions.
- Tied up with the Ministry of Health to screen and stratify diabetics among Sri Lankans of all ages in line with World Health Organization guidelines.
- Awareness campaign for stakeholders during World Diabetes Day.

Eka Se Salakamu



Creating a social movement to empower children and families with Downs Syndrome to live a dignified life.

- Launch of AYATI Song.
- Launch of Ideation Zone designed to provide art therapy for children to express their thoughts visually as a form of communication that helps the therapist to have a better understanding of the child.

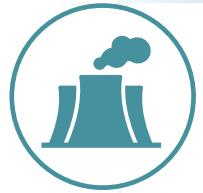
Sonduru Diriyawanthi



Providing natural hair wigs to patients undergoing chemotherapy and advocating that women are strong and beautiful with or without hair.

- Donation of natural hair wigs and care packs has taken place in 10 hospitals located island-wide.

Sustainability Performance – Q3 FY 2021-22 vs Q3 FY 2020-21



Carbon Footprint

(per Rs. Mn Revenue) 0.21 MT

↓ 12%



Values of Fines for Non-Compliance
with Laws and Regulations in the
Social Economic Area

NONE



Water Consumption

(per Rs. Mn Revenue) 252.9 m³

↓ 4%



Total Work-Related Injury Rate

(per 100 employee) 0.09%

-



Waste Recycled, Reused, or Recovered

63%

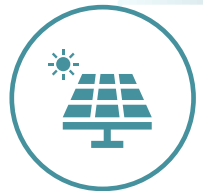
↑ 29%



Training Hours and Development

12,489 Hours

↑ 92%



Renewable Energy Generated

20,101 kWh

↓ 33%



Gender Diversity

(female employees) 30%

↑ 7%

Corporate Governance



COG

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 notwithstanding the circumstances and challenges the Group faces.



The Board

Takes overall responsibility for the performance and affairs of the Group



Board Sub-committees

Ensures in-depth focus on delegated matters



Group CEO

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

Board Competition

- Independent directors
- Non-Executive Directors (including Chairman)
- Executive Directors



Independence

33%

of the board is independent

Gender



89% : 11%

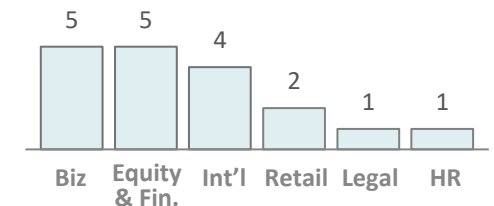
Independence

09

Board size promoting accountability and encouraging healthy, constructive debate and decision-making, while meeting regulatory requirements

Expertise

Experienced Board, combining knowledge and skills relevant to the Group



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