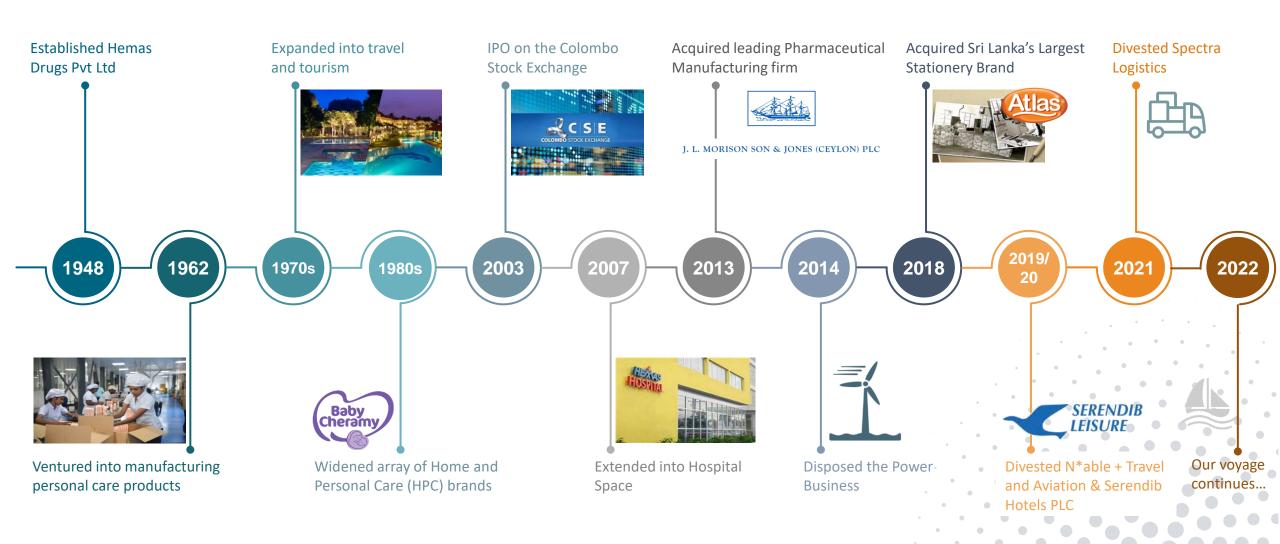
Hemas Holdings PLC

Investor Presentation

Three months ending June 30, 2022 – Q1 FY 2022-23



Our Journey



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
- Aviation



73

Years in Operation

USD

69_{mn}

Market Capitalisation USD

97_{mn}

Total Equity

USD

235_{mn}

Total Assets

AAA

Long-term Fitch Rating

15

Export Destinations

>5k

Employees

35%

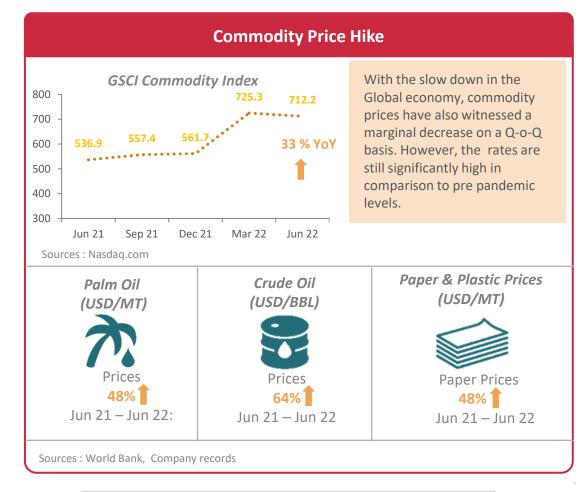
Free Float

Note: As at June 30, 2022



Macroeconomic Snapshot of Sri Lanka

Inflation Colombo Consumer Price Index (CCPI) reached a record high of 54.6% YoY in June 2022 on the back of accelerated food and nonfood prices. YoY CCPI Index Movement (%) 60% 54.6% 50% 40% 30% 18.7% 20% 12.1% 5.2% 5.7% 10% Jun 21 Sep 21 Dec 21 Mar 22 Jun 22 Sources: CBSL



Impact of the Economic Crisis



USD liquidity constraints



Supply chain disruptions



Continuously increasing importation costs



Lack of availability of essentials

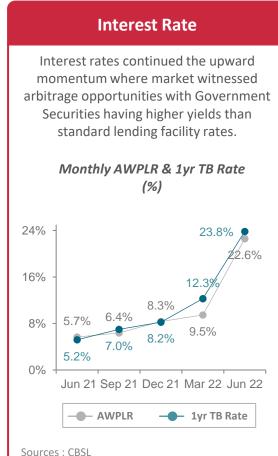


Challenges surrounding the downgrading of Sri Lanka's credit rating to "Restricted Default"

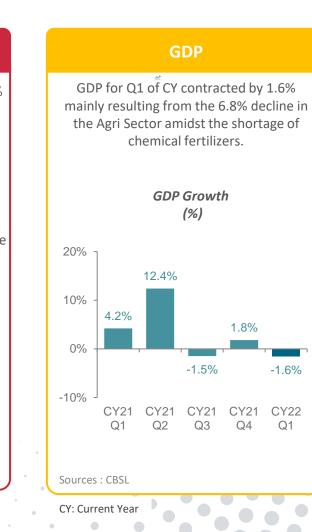
High Impact Medium Impact Low Impact

Macroeconomic Snapshot of Sri Lanka

LKR Depreciation While the CBSL guidance has reduced volatility, pressure on USD/LKR continued owing to low liquidity. **End Month Exchange Rate** (USD/LKR) & Foreign Reserve Balance (USD Bn) 350 4.1 3.1 300 250 201 200 200 Jun 21 Sep 21 Dec 21 Mar 22 Jun 22 Exchange Rates — Foreign Reserve Sources: CBSL and tradingeconomics.com



Tax Reforms Increasing VAT rate from 8% to 12% with effect from 1st June 2022 and removal of unproductive exemptions. Increasing telecommunications levy to 15% from 11.25% Revision of personal income tax rates and reduction of the personal relief from Rs 3 Mn to Rs 1.8 Mn. Multiple adjustments to Corporate taxes including the rate revision from 24% to 30% with effect from October 2022 Amendment of the betting and gaming annual levy and the rate on gross collection







Our Strategic Building Blocks – Q1 FY 2022-23



MORE FROM THE CORE

Accelerate current business efforts to drive higher value in core business

- HPC SL: 'Baby Cheramy' launched a 75g soap and Diva' introduced a 700g packs for its Lotus and Rose variants to capture consumers purchasing smaller packs due to the current economic conditions.
- Atlas: Committed to navigate the crisis through the 'Athwala' programme by building confidence amongst customers regarding continued supply, reasonable consumer pricing and commitment to community upliftment
- **Morison**: Commenced commercial operations at the Homagama plant.
- **Pharma:** Launched seven new pharmaceutical products and 89 new surgical/ diagnostic products in partnership with existing principals to expand the footprint in key therapeutic classes and spaces



NEW WITHIN THE CORE

Capturing new revenue streams to further strengthen the core

- **HPC SL:** 'Paris' launched a Sandalwood Talc and Floral fragrances under 'Paris' cologne.
- **HPC SL:** Launched 'Clogard Pancha Shakthi' to fight against five oral care problems.
- **Pharma:** Entered into two new principal agreements operating in injectables and critical care spaces.
- Morison: Launched Ros-10 (Rosuvastatin 10mg) a cardio drug under the Morison branded pharma segment.



DRIVERS

Create sustainable and competitive advantage



Drive growth



Generate value



Building high performance teams



EFFICENCY AND PRODUCTIVITY

Efficiency and productivity to further enhance capacity and improve growth

- **Hospitals**: Focused on 5S, Kaizen and Lean initiatives including process standardization initiatives for better management of costs.
- HPC SL: Ongoing Total Productive Maintenance (TPM) initiatives leading to annual savings. Conducting of waste reduction programmes.
- Pharma: Hemas Pharmaceuticals was certified for Good Distribution
 Practices by Bureau Veritas for upholding required quality standards.
- Pharma: Partial completion of warehouse and back-office process automation project.



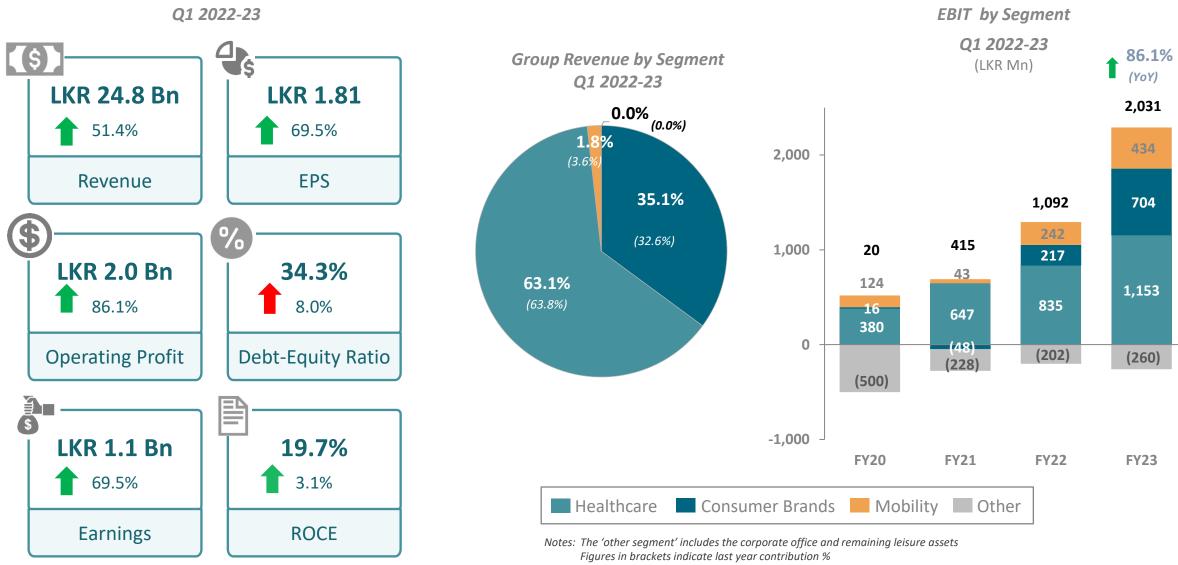
ADJACENCIES ADJACENCIES

Attractive adjacencies to target for breakout growth

- HPC SL: Gold launched its three-in-one face wash for men.
- **Hospital:** Achieved **c**onsiderable progress in the process of entering into anchor specialties.
- Pharma: Onboarded a principal operating in the OTC segment (Nutritional drinks and low-calorie sweeteners are areas the principal focuses upon)

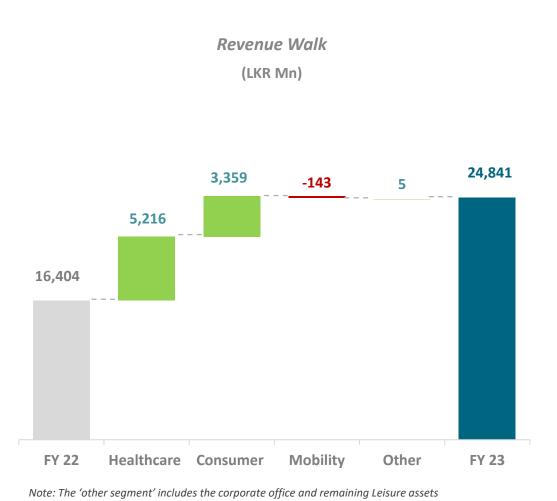


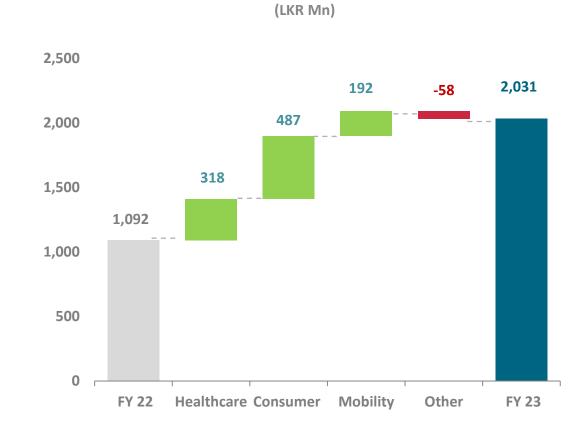
Financial Snapshot of the Group





Sector Performance Summary – Q1 FY 2022-23



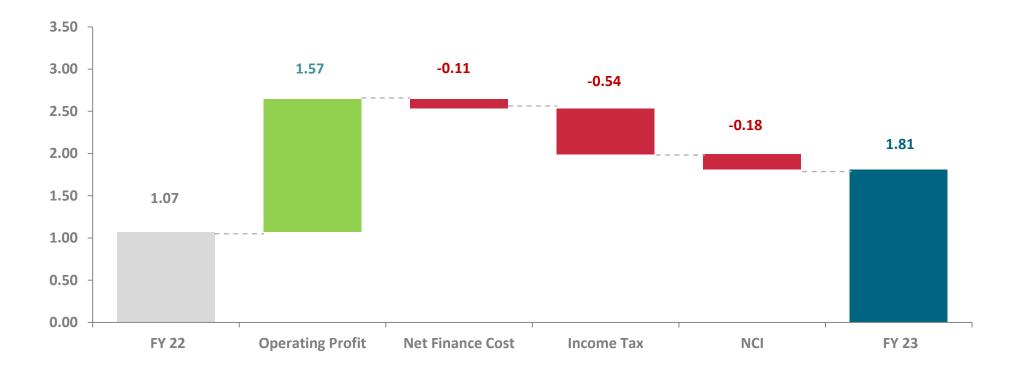


EBIT Walk



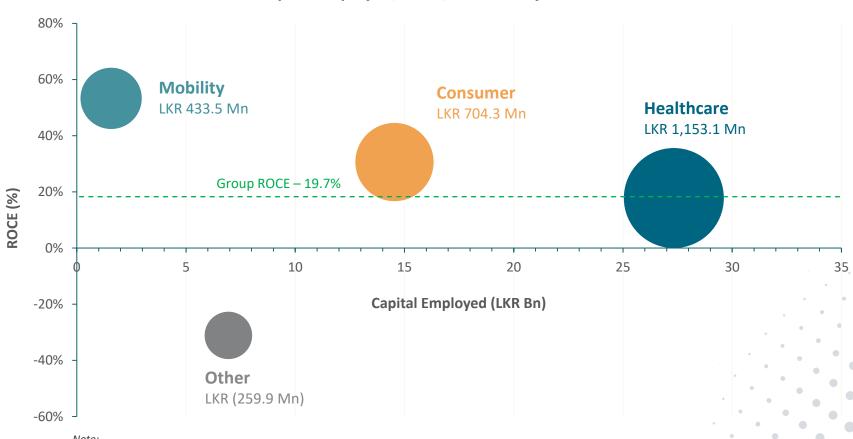
Continuing Operation EPS – Q1 FY 2022-23

EPS Walk
(LKR Per Share)



Capital Employed – Q1 FY 2022-23

Sector Efficiency
Capital Employed, ROCE, and EBIT by Sector



Note

The size of the circle indicates the EBIT values

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

New Product Launches during the Quarter

Home and Personal Care Sri Lanka



oral health

Baby Cheramy 75 g variant with almond Oil, Vitamin E and Milk



Paris Floral and Jasmine 50 ml Cologne

Diva 700 g range



New shampoo variants

Paris Sandal Talc

Pharmaceutical Manufacturing

Morison 'Ros-10'



Medication used to treat high blood cholesterol, a risk factor for cardiovascular disease

Consumer Brands

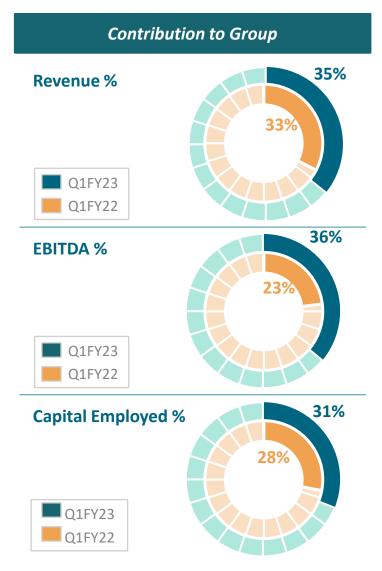


Home and personal care – International

Learning Segment



Consumer Brands



Sector Performance – Q1 FY 2022-23



Key Highlights

- Heightened inflationary pressure along with non availability of essentials drove the market behaviour.
- Disruptions to operations were minimal from the pandemic with lower COVID-19 infections.
- Back-to-school season was not severely affected by the school closures witnessed towards the latter part of the quarter.
- New revenue from recent launches and relaunches stood at 13%.
- Despite the slow down in global commodity prices, the same was not translated to margins due to timing differences and foreign exchange volatility.
- During the quarter, cautious price adjustments were made.

Home and Personal Care - Sri Lanka

Key categories with market leading positions



-8% Volume growth

60k+ Direct outlet coverage

70% Contribution to consumer revenue

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



Both parents coming together for the best care for baby

bonds through good practices passed down

strengthening family

Clogard

Kumarika

Celebrating & Nurturing SL Beauty

Velvet

Make a
Positive Difference
by investing in
Yourself



Enabling Women to be future-ready

Baby Cheramy

Kumarika

Velvet

Diva

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1/

Home and Personal Care Sri Lanka: Strong Brand Portfolio



#1

In Hair Oil

Velvet

#1

In Beauty Soap







In Baby Care

#1

In Feminine Care



95%

Presence in all modern trade chains and outlets

of business - Hemas is

among the Top 3 players



Clogard





of households reached by 98% **Hemas brand**



#2 **In Oral Care**









Hygiene Care

Female Fragrances

Male Grooming

Shampoo



Strong 3rd party manufacturing partnerships

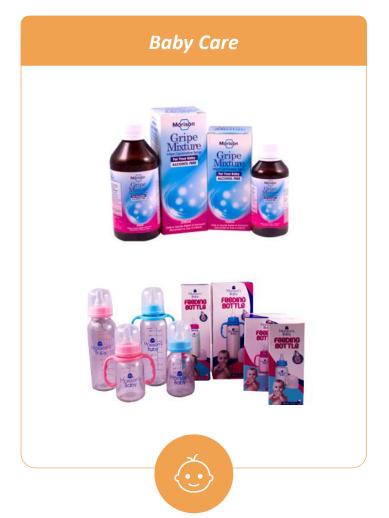


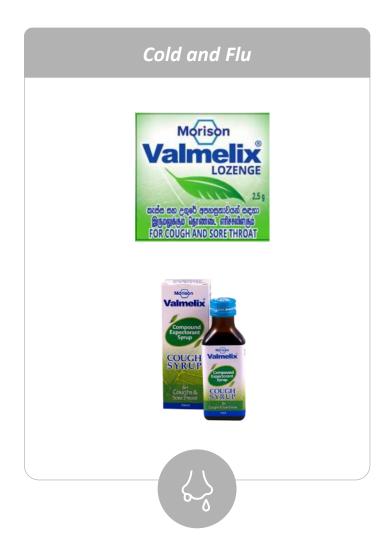
Value adding partners including Garnier, L'Oreal and Nivea



Our Consumer Health Brands







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16

Home and Personal Care – International

Geographies
Bangladesh & West Bengal

Key categories
Health soap category—Actisef

Market share in VAHO
(Bangladesh – Q4 FY22 Data)

270k+ Retailers reached in Bangladesh

FY contribution to Consumer Brands revenue

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

Locally led and localised in Bangladesh

- All products are exclusively designed for Bangladesh.
- Extensive product portfolio with multiple value adding variations targeted for overall wellness, growth and nourishment of hair.
- Local leadership team with 90% local talent.



Reach in Bangladesh



Rural penetration by Hemas



Urban penetration of Hemas



of households reached by Hemas



On-shoremanufacturing

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

Home and Personal Care - Sri Lanka and International

Sri Lanka

Revenue

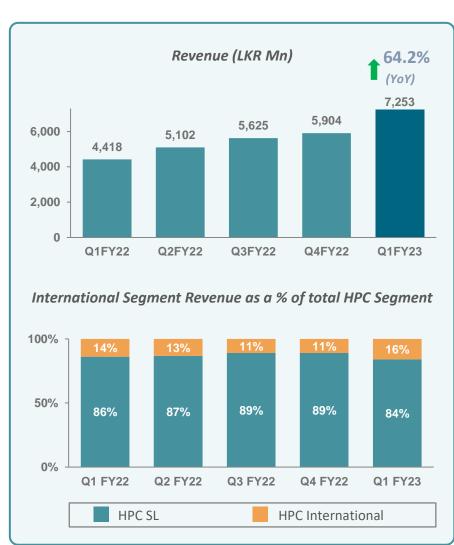
- Improved market position in multiple personal care spaces including hair care and feminine hygiene.
- Both modern and general trade channels recorded growth across urban and rural verticals.
- Over 10% of revenue from new launches and relaunches.

Profitability

- Margins continue to witness pressure from steep currency depreciation and input cost inflation.
- In line with the market, prudent price adjustments were made during the quarter.

Outlook

- Global commodity prices have shown a slowdown which can positively affect the business.
- Focus on market share improvements and introducing consumer centric - value adding products.
- Continue to drive internationalisation initiatives.



International

Revenue

- HPC Bangladesh business managed to maintain steady volume growth despite the challenging macro economic conditions.
- Revenue contribution from new products in Bangladesh stood at 19 % with the improved traction for Eva Hair Oil and Actisef Brand.

Profitability

 Improved efficiency via Sales Force Automation (SFA) initiatives positively impacted the performance.

Outlook

- High focus on opportunities for growth in Bangladesh, by expanding the portfolio in core and adjacent spaces.
- Continue to focus on efficiency improvement and digitalisation initiatives.

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



Atlas

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

Creating A Purpose Based Brand Experience







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.



Learning Segment

Key categories



High Efficiency and productivity through lean initiatives



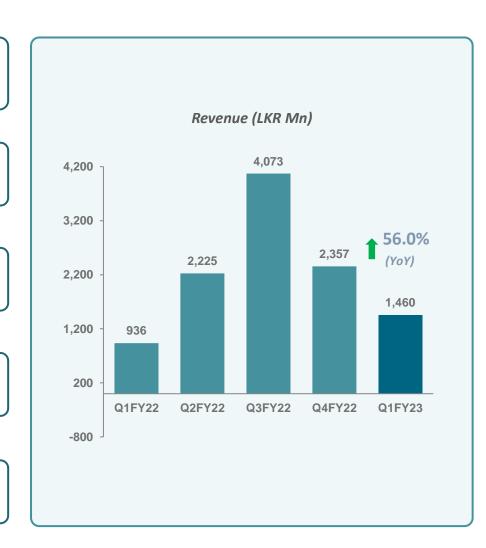
Market leader in key product categories



Outlet coverage across Sri Lanka



Contribution to Consumer Brands revenue



Revenue

- With the easing of the back-to-school season Atlas witnessed a slow down in Q-o-Q revenue.
- Market share improvements were witnessed across all key categories including books and pens.

Profitability

- Challenges observed during previous quarters on foreign exchange liquidity continued to the quarter under discussion.
- Multiple lean and transformational initiatives continue to serve well in mitigating the cost pressure.

Outlook

- Actively focused on expanding into regional markets.
- Development of an e-learning platform to improve connectively among students and teachers.

Healthcare Sector

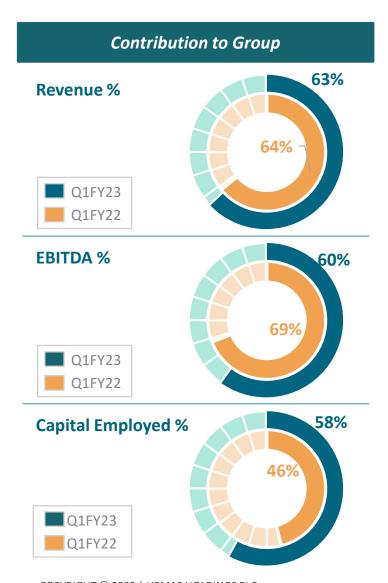
Pharmaceutical Import, Marketing and Distribution

Pharmaceutical Manufacturing

Hospitals



Healthcare Sector



Sector Performance - Q1 FY 2022-23



Key Highlights

- State Healthcare sector faced a shortage in medicine supply, amidst constraints on government spending on healthcare due to lower forex liquidity.
- High dependency on neighbouring countries for donations and credit lines for supplies.
- A slow down in COVID-19 cases resulted in a deterioration in related revenue.
- Hemas Pharmaceuticals was recognised by Bureau Veritas as a Good Distribution.
- During the quarter Morison successfully commenced commercial production at its EU-GMP compliant manufacturing facility.
- Hemas continued to collaborate with internal and external stakeholders to ensure availability of essential medication in the market.



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

A digital portal to assist pharmacists serve patients better



Island wide product availability (within 24 hours)



110+

Distributors

3,100+

Pharmacies

Pharmaceutical Manufacturing



Formulations - Manufacturing



1st and largest EU GMP compliant general oral solid and liquid dosage manufacturing plant in Sri Lanka



Launched Ros-10

Medication used to treat high blood cholesterol



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



#1 in volume

Highest selling SKU in the country MSJI Ascorbic Acid 100mg 1000s



Partnering with **3** Global pharma Principals for contract manufacturing

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

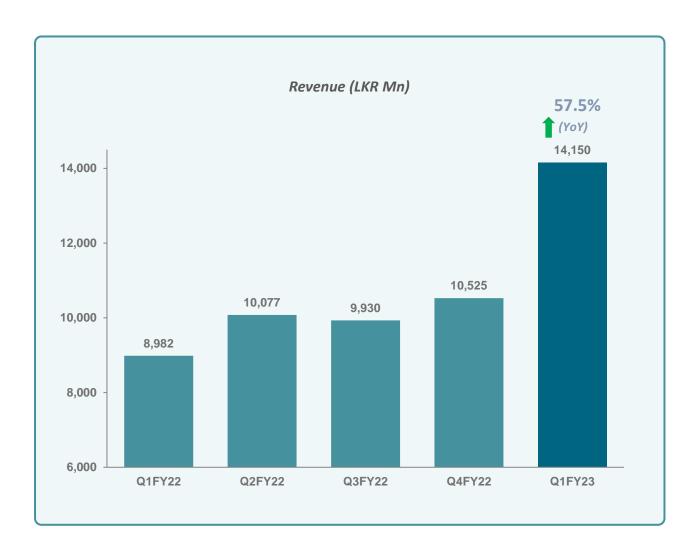


Largest supplier of bulk generics to the private market in volumes



Branded Generics- Focus on premium quality at affordable prices

Pharmaceutical Import, Marketing, Distribution and Pharmaceutical Manufacturing



Revenue

- The distribution segment ensured continued supply of medicine in line with the steady demand.
- Despite slowdown in government buy-back revenue, both the branded and generic market witnessed double-digit volume growth.

Profitability

- Margin pressure continue to be present for the Pharmaceutical arm despite the increased prices.
- Ingenious working capital management efforts were made to battle the impact of foreign exchange devaluation exposure.
- Pricing decisions were made with utmost caution in order to limit the burden to the customers.

Outlook

- With the commencement of the commercial manufacturing at the Homagama facility, strategies will be focused long term value creation.
- Aaccelerating contract manufacturing, expanding into export markets, extending the branded generics portfolio would be key focus areas for Morison.

We are the only COVID-Certified Hospital in Sri Lanka

Hemas Hospitals Highlights

Centers of Excellence:

- In vitro fertilization unit (IVF) (20 cycles in Apr - Jun 22)
- Gastrointestinal unit (GI) (48 Admission in Apr - Jun 22)
- Orthopedic unit (174 Admission in Apr Jun 22)
- Urology and Kidney Care unit (28 Kidney Transplants in Apr - Jun 22)
- Dialysis unit (2,090+ Dialyses in Apr Jun 22)
- Cosmetic unit (553 Procedures in Apr Jun 22)
- Maternity unit (375+ baby deliveries in Apr -Jun 22)





"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

Q1 FY 2022-23 Performance



5,663+ PCR Tests



3 Awards



62% Occupancy



3,800+
Admissions



117k+
Outpatients



3,060+
Surgeries



We have a widespread Lab Network

Lab Network Highlights

Centers of Excellence:

- Main Lab Services to Hospitals (11 B2B Labs +3 B2B CCs)
- Outer Labs services across the country (14 Labs)
- Collection centers across the country (16 CCs)
- PCR lab service
- 2400+ test portfolio
- Home mobile service
- Digitally connected lab network and patient portal

Q1 FY 2022-23 Performance



304k+ Test volumes



118+
GP Referrals



3k+Rapid Antigen Tests

(RAT)



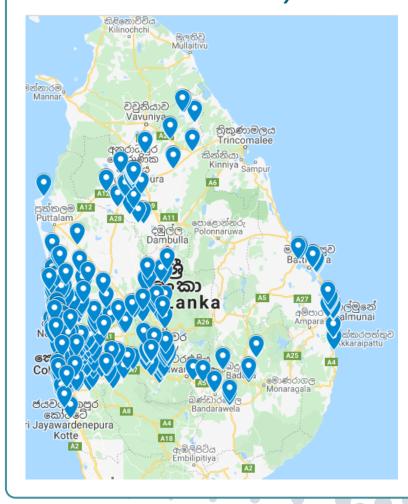
New Locations

ISO 15189: 2012

Accredited laboratory chain in Sri Lanka by SLAB

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

50+ Labs & Collection Centers across the Country





Hospitals

170+

Beds

62%

Hospital occupancy



First hospital in Sri Lanka to implement fully fledged EHR system



2

Hospitals

Lab network

50+

10%

Contribution to Healthcare revenue



Revenue

 Despite the slowdown in COVID-19 related revenue the core businesses witnessed a growth of 37.8% with high occupancy and surgical admissions.

Profitability

• Efficiency improvement and digitisation initiatives positively contributed to the margins.

Outlook

 Improving capacity utilisation by driving higher footfalls and conversions coupled with development of key anchor and super specialties will be the priorities for the Hospitals business.

IP revenue mix	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	
	47%	49%	52%	50%	47%	

Mobility Sector

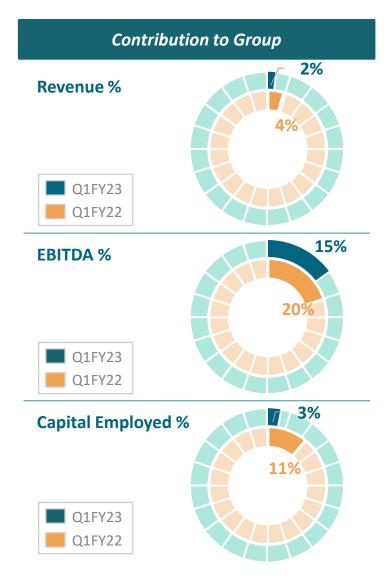


Maritime

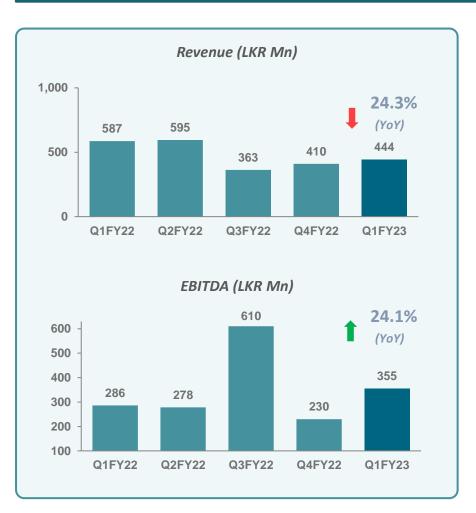




Mobility Sector



Sector Performance – Q1 FY 2022-23



Key Highlights

- Despite the decline in revenue due to the divestment of the logistic operation, earnings for the quarter increased by 68.6% due to finance income resulting from exchange gains.
- Amidst the decline in volumes (total throughput) at Port of Colombo by 6.6% freight rates continued to remain elevated.
- Shortage of fuel has resulted in multiple airlines reducing operating capacity to/from Colombo amidst a surge in airfare.
- Despite the Q-o-Q slowing momentum, both the verticals of the Aviation Business witnessed growth on a Y-o-Y basis owing to the low volumes recorded last year due to COVID-19 disruptions.

Mobility Sector

2

Shipping line – Evergreen line & Far Shipping



112,000+ TEUs

Q1 FY 2023

15+

Vessels calling Colombo each week



Emirates

General Sales Agent for over 20 years

18% Air cargo market share

16% Passenger Market share

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

Facilitating over 1000+ supply chains

Emirates cargo: Average daily freight capacity of 75 tons.
Emirates Passenger:
Connecting Sri Lanka to over 154 destinations across the globe

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

Representations



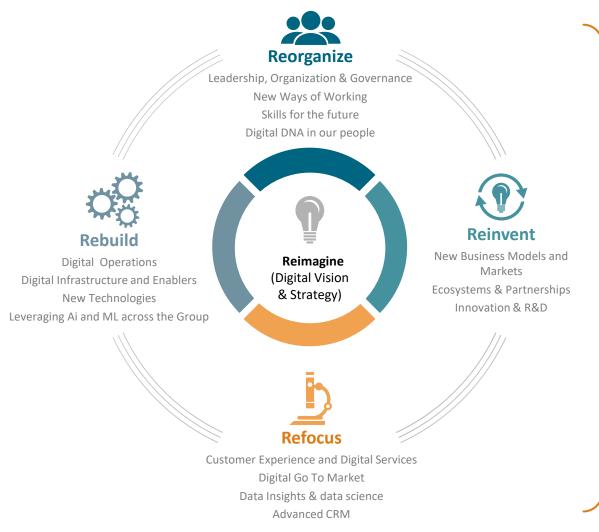


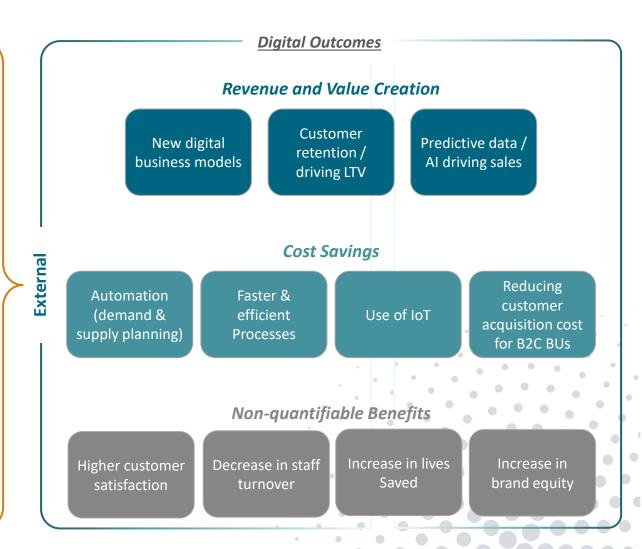






A Group Digital Transformation that will Reimagine, Re-organise, Rebuild, Reinvent and Refocus Hemas





Sustainability Performance – Q1 FY 2022-23 vs Q1 FY 2021-22



Carbon Footprint

(per Rs. Mn Revenue) 0.15 MT





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

NONE



Water Consumption

(per Rs. Mn Revenue) 1.7 m³

10%



Total Work-Related Injury Rate

(per 100 employee) 0.13%

18%



Waste Recycled, Reused, or Recovered

59%

1%



Training Hours and Development

11,617 Hours

1220%



Renewable Energy Generated

4,542,068 kWh

120%



Gender Diversity

(female employees) 29%°

29%

Supporting our Communities

Providing Emergency Relief to Families



IMPACT CREATED



9

Across the Island

Providing Access to Essential Medicine





Facilitator



Providing Nutritious Packs to Piyawara Children



IMPACT CREATED



367



Pre- Schools
6 Districts

Environmental Agenda 2030 : Responsible Use and Disposal of Plastic

Addressing Marine Pollution in Sri Lanka

An 'Ocean Strainer' floating trash trap at the Samanala Canal, Galle, and four 'Beach Caretaker Projects' in Habaraduwa, Rathgama, Bentota and Balapitiya.



05 Locations



20+ Tonnes
Expected Annual Collection

Reclaiming Pens and Toothbrushes

Recycling bins at Government institutions and schools to collect disposable plastic pens and toothbrushes to minimise impact on landfills.



2,000+ Bins Placed



50+ Tonnes
Expected Annual Collection

Responsible Disposal of Plastic Waste

Partnership with Plasticcycle which is targeted towards responsible disposal and responsible management of post consumption plastic products among the general public



30 Bins Placed



23 Locations



5+ Tonnes
Plastic Collected
Since Inception

Reduction of Plastic Used in Products

Baby Cheramy introduced 100% eco-friendly biodegradable cotton buds made from paper. Baby Cheramy is the first local baby care brand to introduce an eco-friendly bamboo cotton bud to the market.



100+ Tonnes
Reduction of Plastic Used
Per Year

Environmental Agenda 2030 : Safeguarding our Eco System (FY 2021/22 Update)

Restoring the Mangrove Ecosystem at the Anawilundawa
Ramsar Wetlands

Implementation of necessary measures to restore mangroves in selected blocks of land which are in close proximity to the Hemas Manufacturing plant in Dankotuwa



Partner



Anawilundawa Ramsar Wetland Location



9.8 Acres

Reforesting of Land in Balangoda for a Greener Sri Lanka

Partnership with Rainforest Protectors to plant 15,000 trees with the aim to embed sustainable forest management practices within Sri Lanka, and extend its support towards social initiatives to conserve the forest cover.







15 Acres

Endemic Species Conservation Project

Series of mini projects that strives to protect the endemic species of Sri Lanka.



Partner



Across the Island
Location



Corporate Governance





BOM

Consists of the senior leadership team of 9 members - MDs of our 5 major businesses and 4 leaders from Corporate Office. BOM is responsible for formulation and implementation of Group strategic plan and 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 Company and the Group



Board Subcommittees

Ensures in-depth focus on delegated matters



Group CEO

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

Board Composition

Independent directors



 Non-Executive Directors (including Chairman)



Independence



of the board is independent

Gender



90%: 10%

Board Size



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





Disclaimer

The material in this presentation has been prepared by Hemas Holdings PLC ("Hemas") and is general background information about Hemas' activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments and does not take into account your particular investment objectives, financial situation or needs. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities and financial product or instrument transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk.

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