



# ANNUAL & ESG REPORT 2024



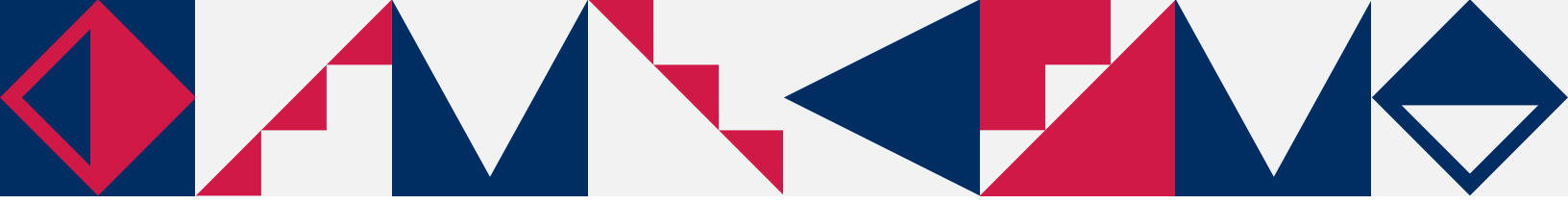


**#InWithForPakistan**



**PEPSICO**





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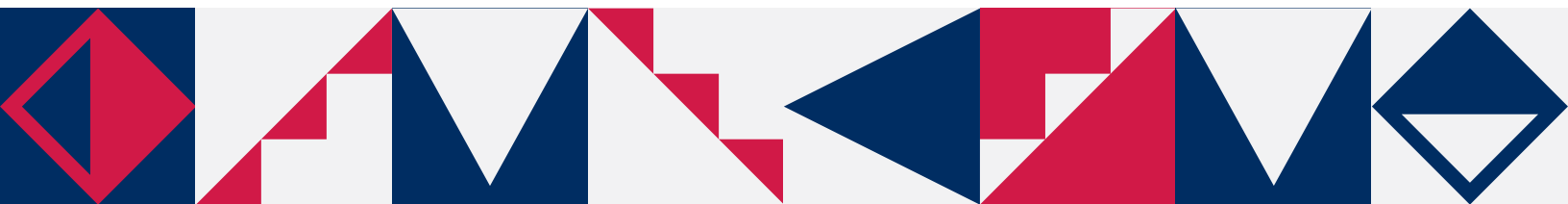
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# Profile

The core objective of The American Business Council of Pakistan is to provide a solid and dynamic platform for American investors to leverage the vast business and economic potential that Pakistan has to offer. We are an independent, Not-for-profit organization operating since 1984.

The ABC works closely with relevant stakeholders, including the Government of Pakistan and the US Mission, to help formulate policies which are conducive to the business and economic growth as well as the overall prosperity of the country. We protect and promote the interests of our members in the form of recommendations and high-profile meetings with Government officials and the US Embassy for the country's trade policy and federal budget.

For over four decades, the Council has been the voice of around 60 members, most of which are Fortune 500 companies. The United States consistently ranks among the top resources of Foreign Direct Investment in Pakistan, and ABC members account for a significant share in that investment. More importantly, ABC members adhere to high standards of corporate governance and transparency, and often bring cutting-edge technologies and best practices to Pakistan.

Business and trade ties are important to our shared prosperity. We want American companies to invest and thrive in Pakistan. The ABC strives to make this a reality. We've worked – and continue to work – to establish a level-playing field for American companies, protect US investors, and promote commerce between the United States and Pakistan.





Ab day ho ya night,  
Mospel karega ghanton fight!



Protection



For Consumers Only.  
PAK2319421 (v1.0)

مچھر آپ سے دور، رہنے پر مجبور...



# ABC Executive Committee

## 2024 - 2025

### Office Bearers



**Kamran  
Ataullah Khan**

CEO / Country Manager  
**DuPont Pakistan  
Operations (Pvt) Ltd.**



**Sami  
Wahid**

Managing Director  
**Mondelez Pakistan Ltd.**



**Tushnamaity  
Patel**

Executive Director  
**AL-HAMD International  
Container Terminal (Pvt)  
Ltd.**

### Meet the ABC Team



**Mr. Imran  
Shamim**

Secretary General



**Mr. Ahmed  
Shahzad**

Deputy Secretary General



# Members of Executive Committee



**Syed Anis Ahmed**

Managing Director & CEO  
**Abbot Laboratories (Pakistan) Ltd.**



**Scellina Asad**

Director  
**Century Capital Ltd**



**Tallal Hakeem Khawaja**

Chief Executive Officer  
**Corteva Agriscience Pakistan Ltd.**



**Akram Wali Mohammad**

Chief Executive Officer  
**Gerry's International (Pvt) Ltd.**



**S. Khurram Shah**

Executive Director,  
Corporate Affairs  
**Pepsi-Cola International (Pvt) Ltd.**



**Adnan Shaffi**

CEO  
**PriceOye Technologies (Pvt) Ltd.**



**Asim Saeed Khan**

Chief Executive  
**Shipco Transport Pakistan (Pvt) Ltd.**



**Nadeem Elahi**

Chief Executive Officer  
**TRG (Pvt) Ltd.**

## Auditors

Reanda Haroon Zakaria & Co.

## Legal Advisor

Haroon Dugal Law Chambers

## Banker

J.S Bank Ltd.

## Tax Advisors

Plus Consultants

## Past Presidents

|         |                                                                                                          |                              |                                                                                                                      |
|---------|----------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 1984-85 | <b>MR. HASAN I. KAZMI</b><br>President<br><i>Exxon Chemical Pakistan Ltd.</i>                            | 1995-96<br>(Jun – Nov 95)    | <b>MR. SHAUKAT TARIN</b><br>Country General Manager<br><i>Citibank N.A.</i>                                          |
| 1985-86 | <b>MR. NAWAB ASGHER</b><br>Chairman & Managing Director<br><i>Pfizer Laboratories Ltd.</i>               | (Dec 95 – Jun 96)            | <b>MR. FAROOQ HADI</b><br>Managing Director<br><i>Cyanamid (Pakistan) Ltd.</i>                                       |
| 1986-87 | <b>MR. RUDOLF J. GEBERT</b><br>Vice President & Country Manager<br><i>Bank of America, NT &amp; SA</i>   | 1996-97                      | <b>MR. SHAMSHAD ALI</b><br>Managing Director<br><i>Johnson &amp; Johnson Pakistan (Pvt.) Ltd.</i>                    |
| 1987-88 | <b>MR. RUDOLF J. GEBERT</b><br>Vice President & Country Manager<br><i>Bank of America, NT &amp; SA</i>   | 1997-98<br>(Jun – Dec 97)    | <b>MR. S. SAJJAD RAZVI</b><br>Country General Manager<br><i>Citibank N.A.</i>                                        |
| 1988-89 | <b>MR. NAWAB ASGHER</b><br>Chairman & Managing Director<br><i>Pfizer Laboratories Ltd.</i>               | (Jan – Jun 98)               | <b>MR. ASIF IKRAM</b><br>Country Manager<br><i>DuPont Far East Inc.</i>                                              |
| 1989-90 | <b>MR. KAMRAN Y. MIRZA</b><br>Managing Director<br><i>Abbott Laboratories (Pakistan) Ltd.</i>            | 1998-99<br>(Jun – Dec 98)    | <b>MR. FAROOQ HADI</b><br>Chairman, Managing Director (CEO)<br><i>Cyanamid (Pakistan) Ltd.</i>                       |
| 1990-91 | <b>MR. ROBERT F. McCUSKER</b><br>General Manager<br><i>Interpak Shaving Products Ltd.</i>                | (Jan – Sep 99)               | <b>MR. KAMRAN Y. MIRZA</b><br>Chairman & Managing Director<br><i>Abbott Laboratories (Pakistan) Ltd.</i>             |
| 1991-92 | <b>MR. NISAR A. MEMON</b><br>Country General Manager<br><i>IBM World Trade Corporation</i>               | 1999-00                      | <b>MR. PHILIPPE A. BOVAY</b><br>Vice President & General Manager<br><i>Procter &amp; Gamble Pakistan (Pvt.) Ltd.</i> |
| 1992-93 | <b>MR. SUBHI W. JARUDI</b><br>Managing Director<br><i>Cyanamid (Pakistan) Ltd.</i>                       | (Jul 00 – Sep 00)            | <b>MR. IRSHAD ALI KASSIM</b><br>President & CEO<br><i>Karam Ceramics Ltd.</i>                                        |
| 1993-94 | <b>MR. S. ALI RAZA</b><br>Senior Vice President & Country Manager<br><i>Bank of America, NT &amp; SA</i> | 2000-01<br>(Oct 00 – Jun 01) | <b>MR. TAWFIQ A. HUSAIN</b><br>Senior Director & Country Manager<br><i>American Express Bank Ltd.</i>                |
| 1994-95 | <b>MR. AIJAZ K. KHAN</b><br>Chairman<br><i>Wyeth Laboratories (Pakistan) Ltd.</i>                        | (Jul 01 – Sep 01)            | <b>MR. ANJUM FASIH</b><br>Managing Director<br><i>Bristol-Myers Squibb Pakistan (Pvt.) Ltd.</i>                      |
|         |                                                                                                          | 2001-02                      | <b>MR. ZUBYR SOOMRO</b><br>Chief Executive & Country Corporate Officer<br><i>Citibank, N.A.</i>                      |



## Past Presidents

|                              |                                                                                                                   |                              |                                                                                                            |
|------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------------------------------------------------------------------------------------|
| 2002-03                      | <b>MR. ARSHAD NASAR</b><br>Managing Director<br><i>Caltex Oil (Pakistan) Ltd.</i>                                 | 2013-14<br>(Jan 14 – May 14) | <b>MR. SAAD AMANULLAH KHAN</b><br>Chief Executive Officer<br><i>Gillette Pakistan Ltd.</i>                 |
| 2003-04<br>(Oct 03 – Jun 04) | <b>MR. ANJUM FASIH</b><br>Managing Director<br><i>Bristol-Myers Squibb Pakistan (Pvt.) Ltd.</i>                   | 2013-14<br>(Jun 14 – Sep 14) | <b>MR. TAUQIR AHMED</b><br>Chief Executive<br><i>DuPont Pakistan Operations (Pvt.) Ltd.</i>                |
| 2003-04<br>(Jul 04 – Sep 05) | <b>MR. HUMAYUN BASHIR</b><br>Country General Manager<br><i>IBM Pakistan</i>                                       | 2014-15                      | <b>MR. ARSHAD SAEED HUSAIN</b><br>Managing Director<br><i>Abbott Laboratories (Pakistan) Ltd.</i>          |
| 2004-05                      | <b>MR. NADEEM KARAMAT</b><br>Senior Director & Senior Country Executive<br><i>American Express Bank Ltd.</i>      | 2015-16                      | <b>MR. NADEEM ELAHI</b><br>Chief Executive Officer<br><i>TRG (Pvt.) Ltd.</i>                               |
| 2005-06                      | <b>MR. ZUBYR SOOMRO</b><br>Managing Director<br><i>Citibank, N.A.</i>                                             | 2016-17                      | <b>MR. SAMI AHMED</b><br>Vice President<br><i>Procter &amp; Gamble Pakistan (Pvt.) Ltd.</i>                |
| 2006-07                      | <b>MR. IQBAL BENGALI</b><br>Managing Director<br><i>Pfizer Laboratories Ltd.</i>                                  | 2017-18                      | <b>MR. KAMRAN NISHAT</b><br>Managing Director & CEO<br><i>Muller &amp; Phipps Pakistan (Pvt.) Ltd.</i>     |
| 2007-08                      | <b>MR. TASLEEMUDDIN AHMED BATLAY</b><br>Director<br><i>Colgate-Palmolive (Pakistan) Ltd.</i>                      | 2018-19                      | <b>MR. AHMED JAMAL MIR</b><br>Managing Director & CEO<br><i>Prestige Communications (Pvt.) Ltd. / APCO</i> |
| 2008-09                      | <b>MR. ASIF JOOMA</b><br>Managing Director<br><i>Abbott Laboratories (Pakistan) Ltd.</i>                          | 2019-20                      | <b>MR. ADNAN ASAD</b><br>Chief Executive Officer<br><i>Venus Pakistan (Pvt.) Ltd.</i>                      |
| 2009-10                      | <b>MR. ARIF USMANI</b><br>Managing Director & Citi Country Officer<br><i>Citibank, N.A.</i>                       | 2020-21                      | <b>MR. ASIF PEER</b><br>Chief Executive Officer<br><i>Systems Limited</i>                                  |
| 2010-11                      | <b>MR. HUMAYUN BASHIR</b><br>Country General Manager<br><i>IBM</i>                                                | 2021-22                      | <b>MR. S. ANIS AHMED</b><br>Managing Director & CEO<br><i>Abbott Laboratories (Pakistan) Ltd.</i>          |
| 2011-12                      | <b>MR. SAAD AMANULLAH KHAN</b><br>Chief Executive Officer<br><i>Gillette Pakistan Ltd.</i>                        | 2022-23                      | <b>MR. JAMSHED SAFDAR</b><br>Vice Chairman<br><i>Universal Logistics Services (Pvt.) Ltd.</i>              |
| 2012-13                      | <b>MR FARROKH K. CAPTAIN</b><br>Chairman & Managing Director<br><i>Captain-PQ Chemical Industries (Pvt.) Ltd.</i> |                              |                                                                                                            |

# AT A GLANCE

ABC members operate across various sectors such as Agriculture, Chemicals, Banking & Financial Services, FMCG & Manufacturing, Food & Beverages, Quick Service Restaurants, Information Technology, Marketing, Oil & Gas, Logistics & Shipping, Tobacco and Pharmaceuticals. Here is a snapshot of their contribution:

Cumulative  
Revenue  
Generated

RS. **1,340**  
**BILLION**

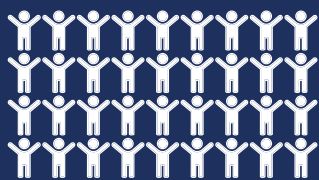


Capital  
investment  
made

RS. **139**  
**BILLION**  
IN THE LAST **3** YEARS

Reinvestment  
in 2024

RS. **21.5**  
**BILLION**



**61,497**

Employed directly  
& associates & over

**1 Million**

Employed indirectly



Exports worth  
approximately

RS. **131**  
**BILLION**



National Exchequer  
Contribution

RS. **351**  
**BILLION**

**5,517** **Trees**  
**Planted**



**271,262**

Patients  
impacted



**1,504,959**

People  
Fed



**6,201**

Students  
Educated



RS. **2.84**  
**BILLION**

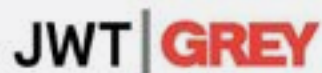
Spent on CSR  
Initiatives



## ABC Members



## ABC Members



Health for all,  
Hunger for none



## *Celebrating our ongoing commitment to Pakistan*

*Bayer has been a major player in agriculture and healthcare in Pakistan for over 60 years.*

*With our innovative, research-based solutions for agriculture and healthcare, today, we're more committed than ever before to improving lives across Pakistan, in line with our global mission, Health for All, Hunger for None.*

Learn more: [www.Bayer.com.pk](http://www.Bayer.com.pk)

Follow us on social media:  BayerPakistan  Bayer

# Events





## ABC Interactive session with the US Ambassador to Pakistan H.E. Donald Blome

21<sup>st</sup> January 2024

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The occasion served as a significant testament to the mutual dedication of ABC and the US in promoting economic growth in Pakistan and fostering global collaboration.

Ambassador Blome emphasized the significance of fostering equitable and sustainable economic growth driven by the private sector. He also expressed profound appreciation for the corporate social responsibility efforts of US companies, emphasizing their commitment to Diversity, Equity, Inclusion, and Accessibility initiatives.



## ABC Iftar dinner

20<sup>th</sup> March 2024

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The ABC Iftar dinner was a delightful blend of networking opportunities, engaging discussions, and the joyous spirit of Iftar, bringing together esteemed members of the ABC community, past presidents, and esteemed guests.





## Breast Cancer awareness session with representatives from Roche

23<sup>rd</sup> May 2024

The primary objective of this event was to enhance breast cancer awareness and underscore ABC's commitment to making a positive impact on this pressing health issue.



## ABC Meeting with Special Investment Facilitation Council (SIFC) - regarding the 25% disallowance of sales promotion and advertisement expenses

24<sup>th</sup> June 2024

June 2024, the Pakistan Government introduced its budget for the next fiscal year, proposing a 25% disallowance on sales promotion, advertisement, and publicity expenses for multinational corporations (MNCs) that pay royalties to associated entities.

Before budget finalization, Mondelēz and ABC have been actively engaging with relevant stakeholders, the U.S. Embassy, and the Pakistan Broadcasters Association (PBA). A delegation from ABC, including representatives from Mondelēz, Philip Morris, Pepsi, Coca-Cola, McDonald's and Mr. John Letvin, Economic Advisor US Embassy in Pakistan met with following key officials to advocate for the removal of this disallowance:

- Federal Secretary Finance - Imdad Bosal
- Federal Minister for Investments - Aleem Khan
- Chairperson Senate Standing Committee on Finance - Saleem Mandviwala
- Special Investment Facilitation Council (SIFC) Secretary - Jamil Qureshi
- Member National Assembly - Naveed Qamar





## ABC's 2nd Annual ESG Awards

12<sup>th</sup> August 2024

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### Highlights of the Event:

1. A panel that converged NGOs, Corporates, Tech and US diaspora
2. First time Climate Change Ministry the premiers endorsed the awards and asked for benchmarking
3. High quality content from ABC leaders and members
4. Double the award submissions from last year
5. High quality content from dignitaries, NGOs and researchers.
6. American Embassy, Commercial and Trade team leaders attended the event
7. 27 m niche media reach - 11 m PKR equivalent of media value
8. Great and vast media coverage



## ABC Meeting with Federal Finance Minister Mr. Mohammad Aurangzeb and Federal Commerce Minister Mr. Jam Kamal Khan at Islamabad.

4<sup>th</sup> December 2024

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The ABC meetings with the finance minister and the commerce minister were well attended by senior officials of both the ministries. The ABC members' proposals and issues were shared with the ministers. As a follow-up to the ABC meeting with the finance minister, the senior officials of Finance Minister's office called President ABC and assured the Finance ministry's support in resolving the ABC members' issues.





## ABC Meeting with Ambassador of Pakistan in USA, Mr. Rizwan Saeed Sheikh and Minister of Trade and Investment, Mr. Mohammad Hanif Channa, Embassy of Pakistan, Washington DC USA

23<sup>rd</sup> December 2024

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The ABC meeting with the Ambassador of Pakistan and Minister Trade & Investment, Embassy of Pakistan in USA, was held on 23<sup>rd</sup> December 2024 at the ABC Secretariat, Karachi.





President ABC Mr. Kamran Ataullah Khan briefed Ambassador Rizwan Saeed Sheikh about the ABC and members' contribution to Pakistan's Economy for official reporting/context.

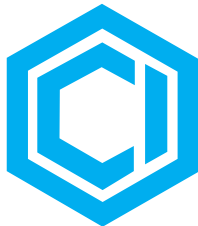
Ambassador Rizwan Saeed Sheikh reiterated his confidence in Pakistan's potential to grow in sectors such as IT, Tourism, Shipping & Logistics as well as Pharmaceuticals & Healthcare. ABC Executive Committee members assured their resilience and vowed to continue working closely with the U.S. Mission to establish a level-playing field for American companies and promote commerce between the United States and Pakistan.

The Ambassador proposed that US institutes can be engaged to conduct capacity-building trainings and workshops for women entrepreneurs in Pakistan.

# Innovating Excellence Inspiring Success

A leading producer of Silicates in Asia, Captain PQ Chemicals has been providing innovative, technology-based solutions for both local and global clients for over 74 years. We deliver worldclass, quality products to a multitude of industries including soaps & detergents, electronics, textiles, packaging & ceramics.

As we continue to expand our global presences, our focus remains unhindered: delivering the best so that our clients can do their best.



**CAPTAIN-PQ CHEMICAL INDUSTRIES (PRIVATE) LTD.**

F-192, PARK LANE, BLOCK 5, CLIFTON, KARACHI-75600, PAKISTAN

TEL: +92 21 3583-2044 - 48 FAX: +92 21 3583-2049

WEBSITE: [WWW.CAPTAININDUSTRIES.COM](http://WWW.CAPTAININDUSTRIES.COM)

# ABC Members' ESG Initiatives



## Snapshots of ESG Contributions



| ESG                                                                                                                                                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Community Investment USD | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Environment - Response plan to climate change</u></b><br>SDG-7 - Affordable and Clean Energy<br>SDG-9 - Industry, Innovation, and Infrastructure<br>SDG-13 - Climate Action<br>SDG-11 - Sustainable Cities and Communities | <b><u>SDG-7- Affordable and Clean Energy:</u></b><br>Avery Dennison Pakistan installed a 150 KW On-Grid Solar Power System. This helps generate 13.8 MWh per month, contributing to reducing 76.2 tons annually, saving up to 68 tons of coal annually & 3627 trees every year.                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>\$100K Investment</b> | Renewable Energy<br>Contributing to the ESG Agenda and helping the environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b><u>Social</u></b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities                                                                                                                          | <b><u>SDG-4 Quality Education:</u></b><br>Avery Dennison Pakistan partnered with The Hunar Foundation (THF) to support students' professional development. THF, a non-profit established in 2008, empowers underprivileged youth in Pakistan with vocational and technical skills to alleviate poverty. The AD General Manager for Pakistan & Indonesia encouraged graduating students to pursue excellence through continuous effort, learning from failures, and confidence in their skills. The local HR team also conducted workshops on personal branding, resume building, interview skills, and LinkedIn utilization. This initiative highlighted Avery Dennison Pakistan's commitment to educational development and societal support. |                          | The collaboration between Avery Dennison Pakistan and The Hunar Foundation (THF) has a significant and positive impact on society. By providing underprivileged youth with vocational and technical skills, this initiative increases the number of young individuals engaged in productive work, thereby contributing to poverty alleviation. The comprehensive training on personal branding, resume building, interview skills, and LinkedIn utilization ensures that students are well-prepared for their professional careers, enhancing their employability. This initiative not only empowers individuals but also nurtures future talent, thereby contributing to overall economic growth and social development. Avery Dennison Pakistan's commitment to educational support underscores their role as a responsible corporate entity, dedicated to uplifting the community and fostering a more skilled and capable workforce. |



| ESG | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Community Investment USD | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | <p><b><u>SDG-5 Gender Equality:</u></b></p> <p>On March 8, women's Day - The female staff and leadership team of Avery Dennison - PAK participated in a special CSR activity at SOS Village - the largest non-governmental organization focused on supporting children without parental care and families at risk. The AD team dedicated their time to the caretakers and mothers who nurture SOS children there. This gesture, aimed at empowering these caregivers, enhanced their well-being by having sessions on personal hygiene and stress management and promoted a sense of care and support within the community. The leadership team presented giveaways to each SOS mother as tokens of appreciation. The day concluded with a handbag painting activity, fostering unity and creativity. Additionally, our female staff addressed a critical need by personally purchasing essential sanitary products for SOS village girls, ensuring their hygiene and well-being.</p> |                          | <p>The impact of our March 8 CSR initiative at SOS Village was significant and multifaceted. By dedicating time to the caretakers and mothers, we expressed our gratitude and empowered them with essential knowledge, enhancing their well-being and fostering a supportive community environment. The giveaways presented by our leadership team were heartfelt tokens of appreciation that reinforced the value we place on their tireless efforts. The handbag painting activity brought everyone together, creating a sense of unity and fostering creativity, leaving participants with cherished memories.</p> <p>Moreover, the personal contribution of essential sanitary products by our female staff addressed a critical need for the SOS village girls, promoting their hygiene and well-being. This caring gesture ensured that a basic yet often overlooked necessity was met, demonstrating our commitment to comprehensive community support.</p> <p>Overall, the initiative strengthened community bonds, empowered caregivers, and addressed essential needs, making a lasting positive impact on the SOS Village community.</p> |



# **CELEBRATING 100 FUEL STATIONS 100 SHINING STARS**

With 100 fuel stations across Pakistan, the Caltex star shines brighter than ever – made possible by our valued customers. So keep moving together as this is just the beginning!





| ESG                                                                                                                                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Community Investment USD                                                                                                                                                        | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Environment - Nature savior</b><br>SDG-12 - Responsible Consumption of natural resources / responsible production<br>SDG-6 - Clean Water and Sanitation<br>SDG-14 - Life Below Water<br>SDG-15 - Life on Land | <b>Water Conservation Project</b><br><b>Reduced Water Rejection Rate</b><br>Replaced RO unit with a softener unit at new boiler.<br>Around 3.5 million Liter of water is used for steam generation of which 2.6 million was not recycled earlier but with improvements in the condensate plant, we have been able to create considerable water savings.<br><b>Sewage water plant revamp project</b><br>The project led to the utilization of treated wastewater for plantation, which was earlier being transported to third party wastewater disposal site.<br><b>Total Water Saved:</b><br><b>619,000 Gallon Bi-annually</b> | Water softening plant: US \$10,000/-<br><br>Condensate recovery: US \$85,000/-<br><br>Sewage water treatment: US \$23,000/-<br><br><b>Total Investment:</b><br><b>\$118,000</b> | Water Consumption and rejection reduced by 71%. The saved water meets the daily water requirement of around 387 Pakistani Households bi-annually.<br><br>The saved water meets the daily water requirement of around 54 Pakistani Households bi-annually.<br><br>79% reduction in water rejection from sewage water treatment plant. The saved water meets the daily water requirement of around 510 Pakistani Households bi-annually.<br><br><b>Total Impact:</b><br><b>Additional Water for daily consumption for almost 750 average Pakistani Households bi-annually</b> |
| An average Pakistani HH size comprises of 6.4 members ( <a href="#">ArcGIS</a> ),<br>The average person uses 101.5 gallons of water Per day ( <a href="#">home-water-use-ig5.pdf (phila.gov)</a> )               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| ESG                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Community Investment USD                     | Impact (beneficiaries)                       |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------------|
| <b>3. Social</b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being | <b>Flood Rehab Program</b> <ul style="list-style-type: none"> <li>Chevron launched the Flood Rehab Program in 2023 by constructing more than 175 houses in Sind &amp; Baluchistan provinces, providing new and secure homes to the families affected by the natural disaster.</li> <li>In the second phase of Chevron Flood Rehab Program, residents of three villages in Sindh were provided electricity (LED lights and fans) through the installation of solar panels at their houses, in collaboration with i-care foundation. That not only provided ease of living but also improved their quality of life.</li> <li>Chevron is committed to supporting the communities where we operate. In the face of this unprecedented disaster, Chevron stood in solidarity with all those who were affected.</li> </ul> | <b>US \$13,700</b><br><b>(Rs. 4,000,000)</b> | 163 families<br>(More than 1000 individuals) |





## Snapshots of ESG Contributions







### **Building Resilience For a Sustainable Future**

As a total beverage company, we are driven by our purpose to refresh the world and make a difference. We aim to grow our business in ways that drive positive change and build a more sustainable future for our planet. We continue to focus on improving water security in high-risk locations, reducing packaging waste, decreasing emissions, and creating social impact.

### **Addressing Climate Change and Resilience:**

We believe in taking well-informed, decisive action to help address climate challenges. The Coca-Cola Foundation (TCCF), in partnership with the USAID, WWF-Pakistan, the Ministry of Climate Change and Environmental Coordination, and the Green Climate Fund, has contributed USD 5 million to the collective investment of USD 77.8 million in the Recharge Pakistan Program. Recharge aims to mitigate flood risks and build climate resilience in vulnerable communities.

#### **Impact:**

- The Recharge Pakistan Project, a partnership between TCCF, USAID, WWF-Pakistan, the Ministry of Climate Change and Environmental Coordination, and the Green Climate Fund is expected to directly benefit more than 680,000 people and indirectly support more than 7 million.
- The Project aims to reduce flood extent by 50,800 hectares and capture an estimated 20 million cubic meters of water.

### **Reducing Packaging Waste**

In 2024, Coca-Cola Pakistan in partnership with the Government of Gilgit-Baltistan (G-B) announced their two-year-long partnership for the Plastic-Free Gilgit-Baltistan Program. With a contribution of over PKR 30 million, we planned to install two waste crushing and baling facilities in the Shigar and Ghizer Districts in the region. In 2024, we inaugurated the first facility in Shigar City, a gateway to the Karakoram Mountain range at the foothills of the world's second tallest mountain, K-2. The second such facility will become operational during 2025. Coca-Cola is also supporting the Government of G-B to set up waste collection points and for a robust awareness campaign. Coca-Cola also organized a collection drive on the trek to the scenic Upper Kachura Lake, which helped gather waste strewn around and encouraged local shopkeepers and businesses to dispose of waste responsibly.

#### **Impact:**

- All communities of Shigar and Ghizer Districts in particular and G-B in general will benefit from the 2-waste crushing and baling facilities.
- Waste Collection Points at various locations in G-B and public outreach campaign will benefit communities and tourists.
- The Awareness Campaign about sustainable tourism practices will help save the ecology of the region.



### **Prioritizing Water Replenishment**

In Pakistan, one of our most impactful initiatives is the solar-powered water filtration plant in Megwarh Village in Thar. Previously, women in the area had to walk five kilometers each day to fetch water. With the new facility, they now have access to 1,000 liters of clean water per hour. In 2024, The Coca-Cola Foundation also partnered with charity: water, a non-profit organization bringing clean and safe water to people around the world, to launch a transformative clean water project in Balochistan, Pakistan's most arid and water-starved province. Additionally, the Ravi River Restoration Project in Lahore The Ravi River Restoration Project, funded by The Coca-Cola Foundation in partnership with WWF-Pakistan, is replenishing water through a combination of interventions. These include rainwater harvesting systems, recharge wells, floating treatment wetlands, ablution water reuse systems, water-efficient fixtures, and on-farm water management practices.

#### **Impact:**

- One Solar-Powered Water Filtration Plant in Thar benefits 8,000 households. Coca-Cola has established more than 55 such water filtration plants across the country.
- The Coca-Cola Foundation in partnership with charity: water aims to support 372 new and rehabilitated community water points to ensure access to clean and safe water for more than 3,500 people of Balochistan.
- The Ravi River Restoration Project, in partnership with WWF-Pakistan is replenishing water through over 40 infrastructure improvements, including rainwater harvesting systems and water-efficient technologies.

### **Investing in Communities**

In 2024, The Coca-Cola Foundation announced a new project for financial empowerment of Pakistan's home chefs. TCCF has partnered with CARE International for this by giving it a grant for this two-year project. Care will use this grant to implement a project that will enable women across the country to enhance their culinary skills and transition into professional home chefs with small home-based businesses. This will help thousands of women increase their household income and strengthen their social status in their families and communities. The Project will develop business acumen for these home chefs through specialized business training and linkages with digital platforms. Home Chefs will not only be able to formalize but also scale-up their entrepreneurial ventures through this capacity building. According to estimates, Pakistan has 2 million women who can transform their home cooking into commercial ventures; but in most cases their potential remains untapped due to a lack of resources and skills. This Project will also train home chefs on financial management, digital literacy, and sustainable business practices, empowering women to think like CEOs in an expanding market.

During 2024, Coca-Cola Pakistan with Rizq, a local non-profit organization will continue their shared vision of a hunger-free Pakistan for the fourth consecutive year. Coca-Cola Pakistan also made it easier for the consumers to contribute to the cause with their 'Buy One Donate One' campaign which they can do simply by scanning the Donation QR code, available on Coca-Cola's bottles.

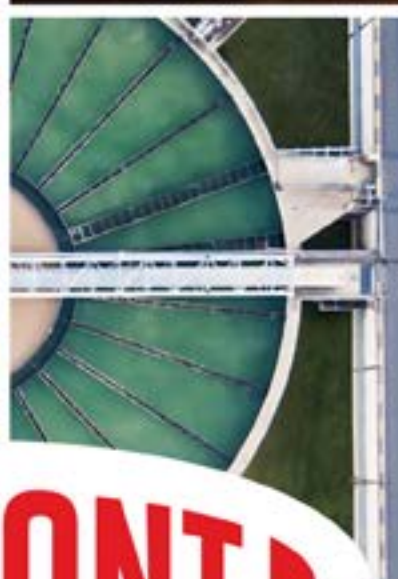
#### **Impact:**

- The new project launched as a partnership between TCCF and Care International will benefit more than 2,000 home-based chefs channelize their culinary skills into commercial ventures through capacity building leading to greater financial empowerment.
- Starting from Ramazan 2024, the Coca-Cola Pakistan in partnership with Rizq distributed over 8 million meals across 9 cities benefiting more than 150,000 people.

### **Linked to UN SDGs**

Coca-Cola's sustainability initiatives align with the following United Nations Sustainable Development Goals (SDGs):

- SDG 3: Good Health and Well-being
- SDG 6: Clean Water and Sanitation
- SDG 5: Gender Equality
- SDG 13: Climate Action



**DUPONT**







## Snapshots of ESG Contributions





| ESG                                                                                                  | Program                                                                                                                                                                                                                                                                                                                              | Community Investment USD                                                                                                                                         | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <b><u>Social</u></b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being | <b><u>Chemical Resistance Nitrile Gloves:</u></b><br>Provided support to the non-profit organizations so they can serve the community with better safety and with good health. The donation contains high quality nitrile gloves which are used to protect your hands from toxic chemicals, bacteria, diseases from blood clot, etc. | <b>14,000</b> Gloves worth of <b>\$12,000.00</b> were donated for the betterment of community. The gloves were of different sizes ranges from Medium to X-Large. | <b><u>Rescue 1122 Punjab &amp; Rescue 1122 Sindh:</u></b><br>The Emergency Services is made to ensure sustainable human resource development of emergency services in Pakistan. They provide Rescue Service and specialize in rescue operations and fire service emergencies. These gloves will be used in emergency response which includes but not limited to physical work, debris removal, emergency services in chemically toxic area and patient carrying contagious diseases.<br><br><b><u>SIUT Hospital:</u></b><br>SIUT started its journey as an eight-bed ward in Burns Unit Civil Hospital Karachi. Gradually this small ward expanded to a 2000 bed hospital with 9 functional units across Sindh. SIUT provides healthcare with dignity FREE OF COST. Our contribution to this worthy cause for healthcare is impactful for us and community. These gloves will be used to carry out treatments in contagious disease environment, protection from bacteria, janitorial work, chemical handling and general maintenance work. |

| ESG                                                                                                                                                                                                                     | Program | Community Investment USD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b><u>Environment - Nature savior</u></b><br>SDG-12 - Responsible Consumption of natural resources / responsible production<br>SDG-6 - Clean Water and Sanitation<br>SDG-14 - Life Below Water<br>SDG-15 - Life on Land |         | <b><u>GroupM's Paperless Revolution for Sustainability</u></b><br><p>In the bustling, dynamic world of Pakistan's media industry, tradition held a firm grip. Over 90% of companies clung to the archaic practice of relying on paper-based records. This was particularly true in media and advertising, where television channels, radio stations, print publications, and outdoor advertising vendors insisted on hard copy release orders. The result was a staggering amount of paper waste, contributing to deforestation and environmental degradation.</p> <p>Enter GroupM, a trailblazer with a vision for a greener future. In 2021, we embarked on a mission to challenge these deeply entrenched norms and transform the way the media industry operated. Our goal was ambitious - to digitize all media release orders and drastically reduce our carbon footprint.</p> <p>The journey was not without its challenges. Convincing an industry so steeped in tradition to embrace change required perseverance and innovation. We partnered with key TV channels and began the monumental task of digitizing release orders. This initiative, though daunting, was fueled by our unwavering commitment to sustainability.</p> <p>The impact of our efforts has been profound. Since the inception of this initiative, we have successfully replaced approximately 838,697 copies of paper-based release orders with digital versions. This achievement is not just a testament to our dedication but a beacon of hope for the entire industry. We demonstrated that it is possible to align business practices with environmental responsibility.</p> <p>We didn't stop there though. Recognizing that real change requires collective effort, we extended our partnership to the broader industry. By collaborating with other media entities, we are spearheading a movement towards industry-wide sustainability. Together, we are making a significant impact on reducing environmental waste and promoting sustainable practices.</p> <p>GroupM's story is one of resilience, innovation, and unwavering commitment to the environment. In a country where environmental sustainability often takes a backseat, we have proven that change is possible. Our digital revolution in media release orders is just the beginning. We are paving the way for a future where the media sector not only thrives but does so sustainably, leaving a positive legacy for generations to come.</p> | Approximately 800,000 mg of carbon.<br><br><b><u>Yearly Breakdown:</u></b><br><b>2021</b><br><b>Total Release:</b> 74,898<br><b>Total Pages:</b> 270,957<br><b>2022</b><br><b>Total Release:</b> 85,317<br><b>Total Pages:</b> 257,562<br><b>2023</b><br><b>Total Release:</b> 59,407<br><b>Total Pages:</b> 197,428<br><b>2024</b><br><b>Total Release:</b> 34,258<br><b>Total Pages:</b> 112,749<br><b>All Over Release:</b> 253,880<br><b>All Over Pages:</b> 838,697 |



[illegible]

| ESG                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Community Investment USD | Impact (beneficiaries) |
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| <b><u>Social</u></b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <p>At GroupM, we are committed to creating a workplace that reflects the diversity and inclusivity we champion. We believe that fostering gender equality and reducing inequalities are not just moral imperatives but essential drivers of innovation and success. Our journey has been one of dedication, transformative initiatives, and a steadfast commitment to ensuring every individual feels valued and empowered. Here's how we are making a difference:</p> <p><b>At GroupM, we believe that true progress begins with action.</b></p> <p><b><u>Regular Pay Audits:</u></b></p> <p>We conduct regular pay audits to identify and address any pay gaps, ensuring fair compensation across all genders. This rigorous process is not just a formality but a testament to our commitment to equality. By scrutinizing our pay structures, we ensure that every employee, regardless of gender, receives fair compensation for their contributions.</p> <p><b><u>Inclusive Hiring Practices:</u></b></p> <p>Recognizing the pervasive nature of unconscious bias, we have revolutionized our hiring practices. Our hiring managers undergo regular training to recognize and eliminate bias during the recruitment process. This approach ensures that every candidate is evaluated based on their skills and potential, fostering a diverse and inclusive workforce.</p> <p><b><u>Flexible Work Arrangements:</u></b></p> <p>Understanding the challenges faced by new parents, we provide flexible work arrangements, comprehensive maternity and paternity leaves, and a day care allowance to support work-life balance. These initiatives empower our employees to thrive both personally and professionally, making it possible for them to excel at work while nurturing their families.</p> <p><b><u>Diversity and Inclusion Goals:</u></b></p> <p>Our commitment to diversity and inclusion is reflected in our ambitious goals and continuous efforts.</p> <p><b><u>Gender Diversity:</u></b></p> <p>We regularly hold awareness sessions on gender stereotypes, educating our employees and promoting an inclusive culture. With a current gender ratio of 76% male and 24% female, we are determined to increase the proportion of female employees to at least 30% this year. This goal is not just a number; it represents our dedication to creating a balanced and equitable workplace.</p> <p><b><u>Inclusion as a Key Skill:</u></b></p> <p>At GroupM, inclusion is more than a policy; it is a critical skill. We conduct regular training sessions to promote inclusive behaviors and practices within our workforce, ensuring that every employee feels valued, respected, and empowered.</p> <p>Our efforts go beyond policies and procedures; they are woven into the fabric of our organization, creating a culture where everyone can reach their full potential.</p> <p>GroupM's story is one of passion, perseverance, and profound change. We are leading the charge, proving that with commitment and action, true progress is possible. Our journey is far from over, but each step we take brings us closer to a future where every individual is valued, and every opportunity is accessible.</p> |                          | 316 employees          |

| ESG                                                                                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <p><b><u>Governance Excellence</u></b></p> <p>Companies that have demonstrated outstanding governance practices, including transparency, accountability, and adherence to local laws and ethical standards.</p> | <p><b><u>Exemplary Governance at GroupM:</u></b></p> <p>A Story of Transparency, Accountability, and Ethics.</p> <p>We believe that true excellence transcends profit margins—it is rooted in integrity, transparency, and unwavering adherence to ethical standards. At GroupM, we have woven these principles into the very fabric of our organization, creating a culture that stands as a beacon of outstanding governance.</p> <p>Here's how we are making a difference:</p> <p><b><u>Empowering Voices: The 'Right to Speak' Initiative:</u></b></p> <p>In our quest to promote transparency and accountability, we launched the "Right to Speak" program, a revolutionary channel empowering employees to voice their concerns anonymously. This initiative is not just a protocol but a lifeline for fostering an environment of openness and trust.</p> <p>Promoting Transparency:</p> <p>The "Right to Speak" channel encourages open communication between employees and management, breaking down barriers and fostering a culture of transparency and trust. Employees feel safe to share their concerns, knowing their voices will be heard and respected.</p> <p><b><u>Identifying Issues Early:</u></b></p> <p>By providing a platform for employees to report issues such as misconduct, harassment, discrimination, and other unethical behaviors, we ensure that problems are addressed promptly. This proactive approach allows us to maintain a safe and supportive workplace for all.</p> <p><b><u>Enhancing Employee Engagement:</u></b></p> <p>When employees feel valued and heard, their morale, engagement, and job satisfaction soars. The "Right to Speak" program is instrumental in making our employees feel integral to the organization's success, boosting their commitment and performance.</p> <p><b><u>Supporting Compliance and Ethics:</u></b></p> <p>By encouraging employees to report any violations without fear of retaliation, we ensure adherence to legal and ethical standards. This commitment to compliance reinforces our dedication to maintaining the highest ethical standards in all our operations.</p> <p>Through these objectives, the "Right to Speak" program has helped build a more open and ethical organizational culture, ensuring that every voice is heard, and every concern addressed.</p> <p><b><u>Upholding Ethical Standards &amp; Compliance:</u></b></p> <p>At GroupM, our comprehensive Code of Conduct guidelines and monitoring principles are the bedrock of our governance framework. These guidelines establish clear policies and procedures that address critical areas such as anti-bribery, anti-corruption, anti-discrimination, harassment prevention, data privacy, and conflict of interest.</p> <p><b><u>Anti-Bribery and Anti-Corruption:</u></b></p> <p>We have zero tolerance for bribery and corruption, ensuring that all our business dealings are conducted with integrity and transparency.</p> <p><b><u>Anti-Discrimination and Harassment Prevention:</u></b></p> <p>We are committed to creating a workplace free from discrimination and harassment, where every employee is treated with respect and dignity.</p> <p><b><u>Data Privacy:</u></b></p> <p>In an age where data is invaluable, we prioritize the protection of personal and corporate data, adhering to strict privacy standards.</p> <p><b><u>Conflict of Interest:</u></b></p> <p>We ensure that all employees act in the best interest of the company, avoiding any conflicts that could compromise our ethical standards.</p> <p>By upholding these ethical standards, GroupM demonstrates an unwavering commitment to governance that is transparent, accountable, and ethically sound.</p> <p><b><u>A Legacy of Integrity:</u></b></p> <p>At GroupM, we are not just committed to governance; we are passionate about it. Our dedication to transparency, accountability, and ethical practices is evident in every aspect of our operations. Through initiatives like "Right to Speak" and our comprehensive Code of Conduct, we are building a legacy that inspires trust and confidence in our employees, clients, and partners.</p> <p>In a world where outstanding governance practices are often elusive, GroupM stands as a shining example of what is possible when an organization truly commits to doing what is right. Our journey is one of integrity, transparency, and ethical excellence—principles that guide us as we continue to lead with purpose and passion.</p> |





## Snapshots of ESG Contributions





| ESG                                                                                                                                                                                                                                               | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Community Investment USD                                                                                                   | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Environment - Response plan to climate change</b><br>SDG-7 - Affordable and Clean Energy<br>SDG-9 - Industry, Innovation, and Infrastructure<br>SDG-13 - Climate Action<br>SDG-11 - Sustainable Cities and Communities<br>SDG 15- Life on Land | <b>World Environment Day:</b><br>Continuing with our commitment to preserve the environment, we have taken the initiative of educating children about the importance of planting trees. We also encourage this as a healthy and fun activity for the entire family. For this year, McDonald's Pakistan united over 200 children and their families across 14 locations on World Environment Day, on June 5, 2024.<br>Through engaging sessions in our restaurants, we held trivia to encourage our young ones to research and realize the importance of plants. With the hands-on planting activities, we emphasized the powerful impact of each tree planted; that together, we can sow the seeds of change and nurture a greener tomorrow.<br><br><b>Objective:</b> Organizing an activity which will Incorporate a sense of responsibility, trickling among peers and within family around the importance and benefits of plantation.<br><br><b>Tree Plantation Drives:</b><br>We continued collaborating with the Parks & Horticultural Authority of Punjab to annually contribute plants for parks and other green areas, under the Let's Re-green Lahore initiative by PHA.<br><a href="https://www.facebook.com/share/v/YW9raaHjIriE468o/">https://www.facebook.com/share/v/YW9raaHjIriE468o/</a><br><br><b>Allahyar Meal Plant Seed Box:</b><br>We partnered with Pakistan's first 3-D animated movie, "Allahyar and the 100 Flowers of God," which promotes climate change awareness and emphasizes reforestation in 2023. Each Allahyar Happy Meal included 50,000 plant seed balls, aiming to instill the value of reforestation in our children through the beloved Happy Meal experience.<br><br><b>SDG 7:</b><br><b>Reclaim to Reuse Waste Water:</b> <ul style="list-style-type: none"> <li>Approximately 18% of RO wastewater is reclaimed and recycled for reuse at specific outlets, with plans for further expansion.</li> </ul> <b>Energy Conservation Committee:</b> <ul style="list-style-type: none"> <li>Setup in 2023 to steer energy conservation:               <b>Objective:</b> Optimum use of daylight and utilities             </li> </ul> <b>Electric Bikes for Delivery:</b> <ul style="list-style-type: none"> <li>Introduced a fleet of electric bikes on 28th April 2023, to make food delivery more environment-friendly by reducing carbon emissions. 6 bikes initially inducted.</li> </ul> | Re-Green spend in 5 years:<br>US\$ 8900<br><br><br>Allahyar seed balls spend:<br>US \$ 3500/-<br><br><br><b>US \$8,000</b> | <ul style="list-style-type: none"> <li>Micro, macro-environment, ecosystem and communities for healthy living and creating awareness.</li> <li>Local Communities: 253 Trees planted on World Environment Day</li> <li>Local communities &amp; parks. In 2023, 300 'Cassia Nodosa' Trees under the PHA initiative.</li> <li>Impact: 175,000 units of electricity saved per month, since January 2024</li> <li>Local communities &amp; reducing carbon footprint.</li> </ul> |



| ESG                                                                                                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Community Investment USD                                                                                                                                                       | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Environment - Nature savior</b><br>SDG-12 - Responsible Consumption of natural resources / responsible production<br>SDG-6 - Clean Water and Sanitation<br>SDG-14 - Life Below Water | <b>SDG 6, 12 &amp; 14:</b><br><b>Water Preservation:</b> <ul style="list-style-type: none"> <li>Recognizing the need to conserve water and reduce waste, rainwater harvesting initiated in 4 locations as of 2022.</li> </ul> <b>Reducing Paper in Training &amp; Learning:</b> <ul style="list-style-type: none"> <li>We have eliminated all paper for our internal training, testing and verification needs for all our 4,673 employees across the board.</li> <li>Initiated on 1st January 2024, we expect to eliminate over 3,000kg of A4-sized paper system-wide.</li> </ul> <b>Reduction of plastic usage in Restaurants:</b> <ul style="list-style-type: none"> <li>We've reduced plastic stirrer usage by replacing with wooden stirrers. Total reduction of plastic usage in stirrers by 72%.</li> <li>Reduced plastic usage in dessert spoons by 28%.</li> </ul> <b>SDG 12:</b><br><b>Sustainable Sourcing:</b> <ul style="list-style-type: none"> <li>Our paper packaging served with all menu items is sourced from sustainable sources and is FSC certified (Forrest Stewardship Council) which means that our guest paper packaging is responsibly sourced.</li> <li>All our food products are responsibly sourced from sustainable sources with full adherence to Quality Management Systems, Good Manufacturing Practices and Animal Health &amp; Welfare compliance.</li> <li>All sustainable sourcing practices are audited through unannounced third-party compliance audits annually.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <br>     | <ul style="list-style-type: none"> <li>Local communities</li> <li>Eliminating over 3,000kg of paper per year across the system.</li> <li>3150 kg of plastic per year in coffee stirrers eliminated.</li> <li>Reduce 9,300kg of plastic per year in dessert spoons.</li> </ul>                                                                                                              |
| <b>Social</b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being                                                                                           | <b>SDG 1, 2 &amp; 3</b><br><b>SWA: (Supplier Workplace Accountability)</b> <ul style="list-style-type: none"> <li>Increasing the circle of influence to all our suppliers and ensuring sustainable social compliance practices are in place. Human rights are embedded into McDonald's day-to-day business, enabling us to fulfill our commitment to respect the rights of all people and communities who serve, produce and enjoy our food.</li> <li>To ensure Fair wages, Timely Pay, Occupational Health &amp; Safety, we have trained and verified all our suppliers. Follow up annual third party audits are conducted to ensure consistent compliance.</li> </ul> <b>36 Hours in Murree – Beyond the Call of Duty:</b> <ul style="list-style-type: none"> <li>In January 2023, McDonald's outlet in Murree opened its doors to thousands of unprepared tourists who got stuck in the excessive, unprecedented snowfall.</li> </ul> <a href="https://www.youtube.com/watch?v=2j2f6ZpqmoE">https://www.youtube.com/watch?v=2j2f6ZpqmoE</a><br><b>SDG 2 &amp; 3</b><br><b>Ensuring Food Safety:</b> <ul style="list-style-type: none"> <li>Food Safety is at the forefront of our business and our strongest pillar. We ensure this throughout our supply chain via the audits: Supplier Quality Management Systems, Good Manufacturing Practices, Good Agricultural Practices, Animal Health &amp; Welfare.</li> <li>Integrating food safety requirements into equipment designs and using modern technology to support automation, improve both food safety and quality and facilitate the integration of data into our operations.</li> <li>Digitally enabled Food Safety practice introduced in 2022 which simplifies Restaurant Food Safety management while mitigating risk by implementing automated systems.</li> </ul> <b>Partnering with Pakistan Poultry Association:</b> <ul style="list-style-type: none"> <li>With this collaboration, we endorsed our commitment to supporting the local poultry industry by continuing to share the best practices derived from our experience in global Supplier Quality Management. We shared insights into the emerging industry trends with the industry leaders as well as Food science students. Our efforts aim not just to elevate local industry standards, but also to create export opportunities for local suppliers, thereby achieving growth and development.</li> </ul> | <br> | <ul style="list-style-type: none"> <li>6,000 People employed in associated industries.</li> <li>SWA conducted on all 52 of our local suppliers – 37 in Food Industry; 7 in Paper Packaging; 8 in Construction &amp; Interiors.</li> <li>600 people were provided shelter, comfort, free food, hot drinks and WiFi</li> <li>All our guests: an average of 150,000 people per day</li> </ul> |





| ESG                                                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Community Investment USD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Impact (beneficiaries)                                                                                                                                                                                                                                           |
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| <b>Social</b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG 8- Decent Work and Economic Growth<br>SDG-10 Reduced Inequalities<br>SDG 17- Partnership for the Goals | <p><b>SDG 4</b></p> <p><b>Training &amp; Development:</b></p> <ul style="list-style-type: none"> <li>Over 28,000 employees provided vocational training &amp; skills; leading to overall improvement and growth of human resource during the last 25 years.</li> <li>We follow the curriculum developed by Hamburger University to train our people per global best practices. All training, testing and verification is conducted through a standardized TL&amp;D (Training, Learning &amp; Development) system.</li> </ul> <p><b>SDG 5, 8 &amp; 10</b></p> <p><b>Diversity, Equity &amp; Inclusion:</b></p> <ul style="list-style-type: none"> <li>Nationwide, 28% of workforce is female.</li> <li>Diversity, Equity, and Inclusion (DEI) model specifically for our female restaurant crew, offering uniform flexibility, flexible working hours.</li> </ul> <p><b>25th Anniversary of McDonald's in Pakistan:</b></p> <ul style="list-style-type: none"> <li>To celebrate 25 years' anniversary of McDonald's in Pakistan, in September 2023, a campaign was launched to celebrate the culture of inclusivity and equality that was introduced by McDonald's; defying class based standards and treating people from different socio-economic backgrounds as equals.</li> </ul> <p><a href="https://youtu.be/4PgjPnchyx8?si=5wbqCrjMrJvf-Nsq">https://youtu.be/4PgjPnchyx8?si=5wbqCrjMrJvf-Nsq</a></p> <p><b>"I'm Perfect":</b></p> <ul style="list-style-type: none"> <li>The "I'm Perfect" platform is an initiative for inclusiveness of the differently abled. 170 differently-abled persons are employed, enabling them to overcome the challenges and providing them a conducive environment to work in. This helps them to regain self-confidence, learn new skills and gel with the society.</li> </ul> <p><a href="https://www.facebook.com/share/v/jRv6dLar5CHp9X7U/">https://www.facebook.com/share/v/jRv6dLar5CHp9X7U/</a></p> <p><b>Our annual event each August: Cultural Month</b></p> <ul style="list-style-type: none"> <li>We aim to unite all local ethnicities as Pakistani, recognizing the need to reduce polarization. During August, we dedicate one week each to the cultural recognition and celebration of each province; Balochistan, Sindh, Punjab and KP. During this month we not only decorate our restaurants in cultural themes but also take the concept a step further: Our staff dresses up in regional attires to re-create and represent the culture. For a Sindhi working in one of our Punjab restaurants, seeing their culture being celebrated gives them that sense of belonging and brotherhood. We also encourage to use greetings and speak regional languages. This brings our cultural diversity to each of our 73 locations and creates a sense of harmony and belonging for our guests as well.</li> </ul> <p><a href="https://youtu.be/lboQknklyQY?si=86_85WTVH2HtvDII">https://youtu.be/lboQknklyQY?si=86_85WTVH2HtvDII</a></p> <p>We support an active lifestyle by proudly promoting various sporting events:</p> <ul style="list-style-type: none"> <li>Special Olympics Pakistan</li> <li>All Pakistan Squash Championship</li> <li>Deaf T20 World Cup</li> <li>Pakistan Blind Cricket Tournament</li> <li>All-Pakistan Inter School; National Boys &amp; National Girls Swimming Championships</li> <li>Ace Tennis – Aisam Ul Haq Qureshi</li> <li>Asad Zaman – Rising Tennis Hero</li> <li>Adnan Gandhi – Marathon Runner and Swimmer</li> <li>Junior Rowing Team competing in Sweden</li> <li>Pakistani runners at Boston and London Marathons 2024</li> <li>Peshawar Zalmi Cricket Team for PSL 2023</li> </ul> | <p><b>US\$41,800</b> from 2020 till date.</p> <p><b>Deaf T20 World Cup:</b><br/> <b>Sponsorship:</b><br/> <b>US\$770</b></p> <p><b>All Pakistan Squash Championship:</b><br/> <b>Sponsorship:</b><br/> <b>US\$5,450</b></p> <p><b>All-Pak Inter School Swimming:</b><br/> <b>Sponsorship:</b><br/> <b>US\$36,360</b></p> <p><b>National Boys Swimming:</b><br/> <b>Sponsorship:</b><br/> <b>US\$1,820</b></p> <p><b>National Girls Swimming:</b><br/> <b>Sponsorship:</b><br/> <b>US\$1,820</b></p> <p><b>Ace Tennis – Aisam Ul Haq Qureshi:</b><br/> <b>Sponsorship:</b><br/> <b>US\$3,630</b></p> <p><b>Boston Marathon:</b><br/> <b>Sponsorship:</b><br/> <b>US\$1800</b></p> <p><b>London Marathon:</b><br/> <b>Sponsorship:</b><br/> <b>US\$2,180</b></p> <p><b>Peshawar Zalmi 2023 support:</b><br/> <b>US\$ 78,000</b></p> | <ul style="list-style-type: none"> <li>170 households and a positive influence on the community. Through this program, we demonstrate and lead the initiative of an all-inclusive society.</li> <li>Communities across the 73 locations we operate in</li> </ul> |



| ESG | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Community Investment USD | Impact (beneficiaries) |
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|     | <p><b>DE&amp;I Initiatives:</b></p> <ul style="list-style-type: none"> <li>Ensuring our people's good health and fully recognizing our responsibility to provide a safe, inclusive and respectful workplace, we have formed HR policies such as:</li> </ul> <p><b>SRIW:</b> is a program to ensure that a Safe, Respectful and Inclusive Workplace is offered to all employees.</p> <p><b>WVP</b> (Workplace Violence Prevention). eLearning program which acts as a guideline for all employees and has all policy documents ready for reference. This is accessible to all employees.</p> <p><b>Occupational Health &amp; Safety</b> plan in place, which is supported by formal internal and external trainings such as Rescue 1122 and Highway Safety</p> <p><a href="https://www.linkedin.com/posts/mcdonaldspakistan_personalsafety-safetyfirst-rescue1122-activity-7160527816613150720-2JLL?utm_source=share&amp;utm_medium=member_ios">https://www.linkedin.com/posts/mcdonaldspakistan_personalsafety-safetyfirst-rescue1122-activity-7160527816613150720-2JLL?utm_source=share&amp;utm_medium=member_ios</a></p> <p><a href="https://www.linkedin.com/posts/mcdonaldspakistan_mcdonaldsculture-safetyfirst-roadsafety-activity-7206889979300454401-471N?utm_source=share&amp;utm_medium=member_ios">https://www.linkedin.com/posts/mcdonaldspakistan_mcdonaldsculture-safetyfirst-roadsafety-activity-7206889979300454401-471N?utm_source=share&amp;utm_medium=member_ios</a></p> <p><b>SDG 10 &amp; 17</b></p> <p><b>Collaborations for Diversity and Inclusion:</b></p> <p>Over the years, we have devoted time, effort and resources to uplift lives of the marginalized and differently-abled people, believing in the betterment of society.</p> <p>Partnered with:</p> <ul style="list-style-type: none"> <li>Edhi Foundation for relief efforts in Gaza.</li> <li>Dar-ul-Sukoon</li> <li>Chaman Foundation for various activities such as iftar during the Holy Month of Ramazan, sports festivals and spreading smiles with the 'Let's Spread Smiles' initiative.</li> <li>Saaya Association, HANDS and Pakistan Sports Council of Persons with Disabilities to jointly organize an event for Women with &amp; without disabilities in honor of Women's Day, as we strongly believe in partnerships scaling for betterment of society.</li> </ul> |                          |                        |



| ESG                                                                                                                                                                                                                                                                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Community Investment USD                                                                                                                                                                | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <p><b><u>Governance Excellence</u></b></p> <p>Companies that have demonstrated outstanding governance practices, including transparency, accountability, and adherence to local laws and ethical standards.</p> <p>SDG-8- Decent Work and Economic Growth<br/>SDG-11- Sustainable Cities and Communities<br/>SDG-12 - Responsible Consumption of natural resources / Responsible Production</p> | <p><b><u>SDG 8</u></b></p> <p><b>Strength in Numbers:</b></p> <ul style="list-style-type: none"> <li>Direct employee strength stands at 4,673 nationwide.</li> </ul> <p><b>Indirect Support for Job Growth:</b></p> <ul style="list-style-type: none"> <li>Commitment and support for local suppliers and farmers has seen 6,000 people employed in associated industries.</li> </ul> <p><b><u>SDG 12</u></b></p> <p><b>Development of Local Suppliers:</b></p> <p>Over-time 52 local suppliers have been developed – 37 associated with food industry, 7 with paper packaging, and 8 with construction and interiors – with full adherence to stringent international standards. Now equipped with world class Technology and knowledge, these suppliers are export ready; various suppliers are already exporting to other McDonald's markets internationally.</p> <p>We ensure that all our suppliers adhere to:</p> <ul style="list-style-type: none"> <li>Social &amp; workplace compliance.</li> <li>Equal &amp; timely pay.</li> <li>Ensuring minimum wages are paid.</li> <li>Occupational health &amp; safety.</li> <li>Elimination of child labor.</li> <li>Ensuring conducive workplace.</li> </ul> <p><b>Sourcing Locally:</b></p> <ul style="list-style-type: none"> <li>Continuously reducing imports by developing local suppliers. About 95% of supplies sourced locally by 2024. This has contributed towards a robust economic activity within the local Food and packaging industry, as well as a potential for exports.</li> </ul> <p><b>Risk Mitigation Processes:</b></p> <ul style="list-style-type: none"> <li>Processes to systematically identify and assess risks that may be operational, financial, legal, reputational or strategic. This helps to identify potential problems early on and develop effective corrective measures. Collaboration with external stakeholders to achieve meaningful results. Closely working with external stakeholders and leading from the front thru working groups.</li> </ul> <p>We believe in collaborative efforts to elevate standards and bring sustainable positive impacts.</p> <p>As a responsible corporate citizen, changes for betterment begin within our organization, and scale for elevating standards within our circle of influence; ensuring good governance practices are followed.</p> <p><b><u>SDG 11</u></b></p> <p><b>Giving Back to Community:</b></p> <p>As a steadfast advocate of an active lifestyle and community engagement, McDonald's Pakistan strongly believes in children's growth, health, and development, showcasing its commitment to giving back and contributing to community well-being.</p> <p>Initiatives include partnering with various stakeholders, contributing to social welfare programs, empowering females, supporting artists, sports and athletes and to institutions dealing with differently-abled persons.</p> | <p><b>Robust Community Spend:</b></p> <p>Sponsorship and Community investment increased YOY – <b>US\$94,910</b> in 2021; <b>US\$229,820</b> in 2022; and <b>US\$85.820</b> in 2023.</p> | <ul style="list-style-type: none"> <li>The communities in all provinces we and our suppliers operate in. Adding value to the Human Resource with vocational training and skills</li> <li><b>Local Communities, Local Businesses:</b> We have enabled and mentored organizations to develop their skill set and technological expertise up to international standards. This is a focused area where we regularly engage subject matter experts from the region / global teams to ensure full compliance to standards. Trainings are provided internationally as well as locally in plants as an ongoing development process.</li> </ul> |





| ESG | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Community Investment USD | Impact (beneficiaries) |
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|     | <p>McDonald's Pakistan supported the 'Awareness Walk and Other Programs' on December 3rd, 2023, commemorating the International Day of Persons with Disabilities.</p> <p>McDonald's Pakistan proudly sponsored the "MINI FEST" organized by Fast B, a private company, working for children's growth, health, development, and parenting, on November 26th, 2023.</p> <p><b>Celebrating Women's Day with Saaya Association:</b><br/> <a href="https://youtu.be/R_TDIqi7_-8?si=nl-nPFWBR-66akn2">https://youtu.be/R_TDIqi7_-8?si=nl-nPFWBR-66akn2</a></p> <p><b>Women's Day – She Can Have It All:</b><br/> <a href="https://youtu.be/hHPdNjGT7Ws?si=_Ska46lOIYflunkD">https://youtu.be/hHPdNjGT7Ws?si=_Ska46lOIYflunkD</a></p> <p><b>Collaboration with Saaya Association on Women's Day:</b><br/> <a href="https://www.facebook.com/share/v/FDeVtQQpH5JIENGj/">https://www.facebook.com/share/v/FDeVtQQpH5JIENGj/</a></p> <p>McDonald's Pakistan sponsored the National Squash Tournament for the second consecutive year, from December 22, 2023, to December 25, 2023.</p> <p><b>SOP Unified Marathon:</b><br/> <a href="https://youtu.be/5t2e025KUmA?si=o-gxvQO5yfZcxq9s">https://youtu.be/5t2e025KUmA?si=o-gxvQO5yfZcxq9s</a></p> <p><b>Berlin Marathon:</b><br/> <a href="https://youtu.be/LUUYZyI7YQJI?si=5NKhHVKj0DNu6IBT">https://youtu.be/LUUYZyI7YQJI?si=5NKhHVKj0DNu6IBT</a></p> <p><b>Karachi Marathon:</b><br/> <a href="https://youtu.be/ZtsgFLu16A0?si=t4ZwsTldKA901Cck">https://youtu.be/ZtsgFLu16A0?si=t4ZwsTldKA901Cck</a></p> <p><b>Ace Tennis Pakistan:</b><br/> <a href="https://youtu.be/5TJZmlaPcl0?si=VfHIKWrhI2LCyUYj">https://youtu.be/5TJZmlaPcl0?si=VfHIKWrhI2LCyUYj</a></p> <p><b>Adnan Gandhi:</b><br/> <a href="https://youtu.be/_2w3k2ROu-Q?si=X39Ryu8Xc_O1bQla">https://youtu.be/_2w3k2ROu-Q?si=X39Ryu8Xc_O1bQla</a></p> <p><b>Asad Zaman:</b><br/> <a href="https://youtu.be/0MH4NfL6bQA?si=wAPs3bsC2yCYsLdH">https://youtu.be/0MH4NfL6bQA?si=wAPs3bsC2yCYsLdH</a></p> |                          |                        |

## Snapshots of ESG Contributions



| ESG                                                                                                                                                                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Community Investment USD  | Impact (beneficiaries)                                                                                                                                                                                                                       |
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| <p><b><u>Environment - Response plan to climate change</u></b></p> <p>SDG-7 - Affordable and Clean Energy</p> <p>SDG-9 - Industry, Innovation, and Infrastructure</p> <p>SDG-13 - Climate Action</p> <p>SDG-11 - Sustainable Cities and Communities</p> | <p><b><u>Clean and Green Pakistan Initiative</u></b></p> <p><b>Carbon emission</b></p> <ul style="list-style-type: none"><li>• A solar plant with a capacity of over 500 KW is in place. Additional 1.6 MW will be operational by Dec 2024. This initiative will offset 950,000 KG of CO2 Emissions.</li><li>• Replacement of existing system with the energy efficient system like EC Fans, VFD motors, Heat recovery and Heat pumps etc. This initiative has offset 450,000 KG of CO2 Emissions.</li></ul> <p><b>Methane Reduction</b></p> <ul style="list-style-type: none"><li>• Reduction in use of HCFC refrigerant gases (high global warming potential)</li><li>• Installation of Ammonia Plant of refrigerant capacity of 360 kW/hr with 2800 Kg of Ammonia.</li></ul> <p><b>Fleet CO2 Emission</b></p> <ul style="list-style-type: none"><li>• Through pool car and route optimization initiative saved around 64000 Kgs of CO2 Emissions.</li></ul> <p><b>Water Consumption</b></p> <ul style="list-style-type: none"><li>• Water processing RO plants for water usage reduction</li><li>• Installation of RO for the WWTP plant for solar cleaning</li></ul> <p><b>Cadbury mini-Forest</b></p> <ul style="list-style-type: none"><li>• Establishment of Mini-Cadbury Forest at one of our plants located at HUB</li></ul> <p><b><u>A Circular Economy Approach</u></b></p> <p><b>Food Waste</b></p> <ul style="list-style-type: none"><li>• Utilizing food waste from manufacturing plants as a source of raw material for other nearby factories</li></ul> <p><b>Non - Food Waste</b></p> <ul style="list-style-type: none"><li>• Reels are transformed into beds through upcycling</li><li>• Wooden pallets are turned into furniture and donated to local schools through upcycling</li><li>• Plastic waste is converted into pavers through upcycling</li></ul> <p><b>Zero Land Fill</b></p> <ul style="list-style-type: none"><li>• Our manufacturing plants produce zero landfill waste.</li></ul> | <p><b>350,000 USD</b></p> | <ul style="list-style-type: none"><li>• Reduce greenhouse gas emissions, air pollution, water consumption, and land degradation caused by fossil fuels.</li><li>• Save electricity for more than 10000 households in HUB locality.</li></ul> |
|                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p><b>1,000 USD</b></p>   | <ul style="list-style-type: none"><li>• Reduce air pollution, absorb more CO2 and increase biodiversity.</li><li>• Improved well-being of the workers and nearby residents</li></ul>                                                         |
|                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           | <ul style="list-style-type: none"><li>• Raise awareness and engage the community in environmental issues and actions by involving volunteers, schools, and local groups in planting and monitoring the mini forests</li></ul>                |
|                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           | <ul style="list-style-type: none"><li>• Save resources and energy.</li><li>• Reduce waste and emissions.</li><li>• Creates value and jobs.</li><li>• Protect health and nature.</li></ul>                                                    |





| ESG                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Community Investment USD                                                                                                                                                                                                                                                                                                                                                   | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b><u>Social</u></b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being    | <b><u>Flood Relief</u></b><br>Donated cash and supplies to help families affected by flood in all provinces of Pakistan. The donations will help to rebuild homes and livelihoods. These donations were disbursed through Akhuwat and PRCS.<br><br><b><u>Employee Volunteer Program</u></b><br>Employee-driven community engagements bringing smiles to underprivileged communities through gifts, food, and impactful engagements. Activities included flood relief, hospital celebrations with underprivileged patients, CSR initiatives at schools, Iftar with street children, cancer awareness campaigns on roads, beach cleaning and support for coastal guard's families. | <b>100,000 USD</b><br><br><br><br><br><br><br><br><br><br><b>5,000 USD</b>                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"><li>Our contribution enabled more than 1000 families in Balochistan and Sindh to rebuild their homes and more than 2500 families received initial relief support like tents, medicines, clothes and food.</li><li>These initiatives engaged 161 employees, contributing 605 volunteer hours and positively impacting 719 lives.</li></ul>                                                     |
| <b><u>Social</u></b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <b><u>Empowering Women Through Education</u></b><br>Partnered with TCF to provide basis level education to illiterate women. Our initiative spans nationwide with 25 centers and has trained 500 women.<br><br><b><u>Cadbury's Cricket Scholarship</u></b><br>This initiative empowers young Pakistani girls by providing training, mentorship, and cricket equipment. To date, 123 deserving girls have received scholarships, each covering 6 months of training and cricket equipment.                                                                                                                                                                                        | <b>4,500 USD</b><br><br><br><br><br><br><br><br><br><br><b>1,439,000 USD:</b><br><b>\$65k</b> Includes on-ground activation, trials, scholarship management fee, and scholarship.<br><br><b><u>Campaign Investment</u></b><br><b><u>PSL 2024:</u></b><br><b><u>\$652k</u></b><br><b><u>Campaign investment</u></b><br><b><u>World Cup 2023:</u></b><br><b><u>\$722</u></b> | <ul style="list-style-type: none"><li>This initiative aims to provide foundational education to illiterate women, equipping them with essential skills and knowledge to actively contribute to their communities and enhance their quality of life through education.</li><li>Promotes gender equality in sports, supports female athletes as role models, and encourages wider participation in cricket among women.</li></ul> |

| ESG                                                                                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Community Investment USD | Impact (beneficiaries)                                                                                                             |
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| <p><b><u>Governance Excellence</u></b></p> <p>Companies that have demonstrated outstanding governance practices, including transparency, accountability, and adherence to local laws and ethical standards.</p> | <p>MDLZ Pakistan exemplifies governance excellence through robust practices in transparency, accountability, and adherence to local laws and ethical standards. Our governance framework encompasses:</p> <ul style="list-style-type: none"> <li>• A well-defined governance structure ensuring transparency and accountability.</li> <li>• Thoughtful executive compensation policies aligned with performance and sustainability.</li> <li>• Rigorous risk management practices to safeguard interests and ensure resilience.</li> <li>• Commitment to strong corporate citizenship through various initiatives.</li> </ul> <p>We are proud of our commitment to maintaining high standards of governance, which are integral to our operational ethos.</p> |                          | <p>Signifies Mondelez commitment, responsibility, policies and other actions to ensure a strong and responsible corporate role</p> |



**PEPSICO**

## Snapshots of ESG Contributions







# PEPSICO

| ESG                                                                                                                                                                                                                                                 | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Community Investment USD                  | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <p><b><u>Environment - Response Plan to Climate Change</u></b></p> <p>SDG-7: Affordable and Clean Energy</p> <p>SDG 9: Industry, Innovation, and Infrastructure</p> <p>SDG-11: Sustainable Cities and Communities</p> <p>SDG-13: Climate Action</p> | <p><b><u>PepsiCo Positive (pep+)</u></b></p> <p><b><u>1. Climate Action (SDG 13)</u></b></p> <p><b>Focus Area:</b> <u>Agriculture - Pioneering innovative climate-smart agriculture technologies &amp; practices to improve soil health &amp; farmers' livelihoods.</u></p> <p><b><u>2. Affordable and Clean Energy (SDG 7); Climate Action (SDG 13)</u></b></p> <p><b>Focus Area:</b> <u>Maximizing solar power generation within our boundaries. Biomass installation in 2024 on both snacks manufacturing plant sites.</u></p> <p><b><u>3. Innovation (SDG 9)</u></b></p> <p><b>Focus Area:</b> <u>Plastic waste management</u></p> <p>Launched Pakistan's 1st rPET (recycled PET) bottle in 2022. We aim to collect &amp; recycle 100% of beverage plastic waste by 2026.</p> <p>Collection of ~250 tons of MLP waste</p> <p><b><u>4. Climate Action (SDG 13)</u></b></p> <p><b>Focus Area:</b> <u>Afforestation</u></p> <p>PepsiCo planted 20,000 trees in Q4 of 2023 (12,000 trees in Miyawaki forest in Lahore &amp; 8,000 in Kaghan).</p> | <p><b>Approx. Spend: 3.08 million</b></p> | <p><b>1. Improving water efficiency through advanced irrigation</b></p> <p>practices. A partnership is in place between PepsiCo and growers to convert their tube wells on to renewable energy i.e. solar- based groundwater extraction. This will benefit over ~500 farmers' families and over 2100 acres of land and reduce emissions significantly. Soil health improvement initiatives including compost &amp; biochar have been kicked off with growers with a focus to improve soil organic matter, cost optimization, and reduction in synthetic fertilizers. This will also reduce fertilizer-based emissions by 50% vs 2015 baseline.</p> <p><b>2. Reducing carbon emissions through solar power</b></p> <p>generation by 11% in our snacks manufacturing plants and 5% in franchise business. Expanding partnerships with Shams Power, Sapphire, and Engro Energy to unlock green energy in Pakistan through Power Purchase Agreements. Installing and commissioning planned for 2024 of 2 biomass boilers, which will enable to reduce fuel emissions.</p> <p><b>3. Leading the recycled plastic bottles agenda in Pakistan:</b></p> <p>Enabling circularity through 70% plastic collection against consumption and 31% rPET inclusion in 2024. Promoting circular economy in partnership with Ministry of Climate Change (MoCC). Partnered with provincial food &amp; environment authorities and MoCC to change the regulations to support rPET launch in Pakistan. ~250 Tons of MLP waste converted into pavers.</p> |



| ESG                                                                                                                                                                                                                   | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Community Investment USD                       | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p><b>Environment - Nature Savior</b></p> <p>SDG-6: Clean Water and Sanitation SDG 12: Responsible Consumption of Natural Resources / Responsible Production</p> <p>SDG-14: Life Below Water SDG-15: Life on Land</p> | <p><b>1. Access to Safe Water Program &amp; Water Stewardship Model Community</b></p> <p><b>Clean Water and Sanitation (SDG 6)</b></p> <p><b>Focus Area:</b> Partnerships with WaterAid on a 5- year Rural &amp; Urban Safe Water Access Project, and with WWF-Pakistan &amp; SDPI to create a Water Stewardship Model Community. Objectives of both projects include expanding access to safe drinking water &amp; inculcating good health &amp; hygiene practices through behavior change in underserved communities across Pakistan.</p> <p>As part of Rural &amp; Urban Safe Water Access Project, 38 water plants have been established &amp; rehabilitated 5 plants across Sindh, Punjab, KP &amp; ICT. 43 model washrooms in accordance with WHO guidelines built in the aforementioned geographies. Installation of water filtration plants (at Kayyanpur, Manak) and in farms (Kasur, Depalpur). Moreover, floating treatment wetland installation for treating domestic effluent waste installed (at Manak, Khara Khu, Kabirwala). Phase 2 of the Safe Water Access Project is currently underway in Karachi, Quetta and Peshawar.</p> <p>PepsiCo Pakistan partnered with WWF and SDPI to create a thriving Sustainable Model Community, Misaal-e-Basti in a village plagued with severe water borne diseases and sanitation challenges, Chak RS. A series of innovative and strategic interventions, including providing safe water access by installing a solar-powered drinking water plant, floating wetland to organically treat domestic wastewater, model washroom construction in schools, and awareness around WASH practices.</p> <p><b>2. Optimizing Water-Use Efficiency in Operations Responsible Consumption of Natural Resources (SDG 12)</b></p> <p><b>Focus area:</b> Reducing our water footprint and preserving the health of our aquifers to ensure water security by replenishing 100% water in water basins of our snacks manufacturing plants. 100% water replenishment through interventions such as rainwater harvesting, ablution water reuse, recharge wells, water course lining and laser land levelling.</p> <p><b>3. PepsiCo-WWF Coastal Clean-Up Project Life Below Water (SDG 14&amp; 15)</b></p> <p><b>Focus Area:</b> Litter-cleaning along Karachi Fish Harbor and installation of litter-boom technology conducted over 12 months to conserve marine and aquatic ecosystems.</p> | <p><b>Approx. spend: US \$3.16 Million</b></p> | <ol style="list-style-type: none"> <li><b>Beneficiaries:</b> Underserved urban and rural communities in Karachi, Lahore, Islamabad, Okara, Quetta, and Peshawar. <b>Impact: 400,000+ beneficiaries gaining access to safe drinking water.</b> Replenishing water at various location providing safe access to clean drinking water and <b>Adopting Alliance for Water Stewardship Standard.</b></li> <li>Misaal-e-Basti has empowered a community of 8,000 people while successfully impacting 7 United Nations Sustainable Development Goals, saving 4,000 cubic meters of water and reducing 80 MTs of GHG gas annually, which is equivalent to the carbon sequestered by over 1,300 tree seedlings grown for 10 years.</li> <li><b>Achieved the target to replenish 100% water used at snacks manufacturing facilities</b> in Sundar and Multan, in line with global vision to become <b>Net Water Positive by 2030.</b> Pilot of water replenishment in franchise business in 2023 and expanding in 2024 to achieve 50 MM+ liters of replenishment in Punjab &amp; Sindh.</li> <li><b>2,500 MT plastic waste collected</b> through Coastal Clean-Up Project with WWF.</li> </ol> |



| ESG                                                                                                 | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Community Investment USD              | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <b>Social</b><br>SDG 1: No Poverty<br>SDG 2: Zero Hunger<br>SDG 3: Good Health and Wellbeing        | <b>Food Security</b><br><b>Zero Hunger (SDG 2) &amp; Good Health &amp; Wellbeing (SDG 3)</b><br><br><b>1. Millions of Meals</b><br><b>Focus Area:</b> Large-scale emergency food aid for pandemic and flood-affected families across Pakistan to counter disaster-induced hunger.<br><br><b>2. Filling Hearts</b><br><b>Focus Area:</b> Annual Ramzan food ration distribution drive providing essential food items to underserved communities in Punjab and KPK.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Approx. spend: USD 1.1 million</b> | <b>Beneficiaries:</b> 35+ districts in Sindh, Punjab, Balochistan & KPK including men, women, and children<br><br><b>Impact:</b> 7.6 million meals from 2022-2024 in 14,253 households nationwide                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Social</b><br>SDG 4: Quality Education<br>SDG 5: Gender Equality<br>SDG 10: Reduced Inequalities | <b>1. PepsiCo-IRM Smart Schools Quality Education (SDG 4)</b><br><b>Focus Area:</b> Community schools for the education of out of school children to integration in public schools<br><br><b>2. Amal Career-Prep Fellowship Quality Education &amp; Reduced Inequalities (SDG 4 &amp; SDG 10)</b><br><b>Focus Area:</b> Developing the skills, mindsets, and learning abilities needed to excel in meaningful careers for male and female graduates from Punjab, Sindh, KP and Balochistan.<br><br><b>3. Global Development Alliance Gender Inequality (SDG 5)</b><br><b>Focus Area:</b> Women Economic Empowerment through the creation of on- and off-farm opportunities for women, promoting women-led and operated farming<br><br><b>4. Roshan Kal Reduced Inequalities (SDG 10)</b><br><b>Focus Area:</b> The Roshan Kal Internship Program, a hallmark of PepsiCo Pakistan's commitment to youth empowerment to create an environment fostering growth and equal opportunities. | <b>Approx Spend: USD 5.5 million</b>  | <b>1.</b> In the 10 Smart Schools in Kasur and Depalpur, Punjab, 300+ students are offered free education, course books and stationery with clean drinking water and sanitation facilities and 05 more are planned within 2024.<br><br><b>2.</b> 13,000+ Amal Fellows have successfully graduated, 41% of which are female. 80% of all job- seeking alumni received employment offers or started businesses upon graduation. The program has 115,000 indirect beneficiaries, including from new jobs created by Amal Fellows' entrepreneurial ventures. Existing partnership with 24+ public sector & tier-two private universities.<br><br><b>3.</b> So far over 343 females have been trained technically on sorting and harvest module. Apart from that, they were trained on worker empowerment module as well <b>i.e.</b> , basic health and hygiene and financial literacy module, impacting 2912 lives in 2023.<br>Several living upgradation facilities on the farm have been<br><br>implemented for female farm workforce which includes establishment of 4 daycares for their children with 5 will be operationalized by end of year, nursing room and providing them separate female restrooms.<br><br>Upgradation of female worker role to lead sustainable farming program digitization in Kasur, will be replicated at other farms as well in 2024. |





| ESG | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Community Investment USD | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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|     | <p><b><u>5. Rural Wonder Women Program</u></b><br/> <b>Gender Inequality &amp; Reduced Inequalities (SDG 5 &amp; SDG 10)</b><br/> <b>Focus Area:</b> An entrepreneurial initiative creating opportunities for progressive women in villages to become ambassadors &amp; route-to-market agents.</p> <p><b><u>6. Sheroes</u></b><br/> <b>Gender Inequality (SDG 5)</b><br/> <b>Focus Area:</b> Two all-female distribution centers in Lahore and Sialkot, staffed entirely by women across all roles, with the aim to bolster female empowerment, paving the way for more women to pursue careers in traditionally male-dominated fields.</p> <p><b><u>7. Ride for Change</u></b><br/> <b>Gender Inequality (SDG 5)</b><br/> <b>Focus Area:</b> Operational through 2023, this campaign aimed to promote female mobility in Karachi and Lahore by providing motorcycle training and facilitating learner permits for female university students.</p> <p><b><u>8. She Feeds the World</u></b><br/> <b>Gender Inequality (SDG 5)</b><br/> <b>Focus Area:</b> This agriculture and food security program in collaboration with the partners PepsiCo Foundation and CARE International aims to improve the livelihood of small-scale farmers with a particular focus on women in districts Vehari and Okara of Punjab. It is designed on a proven methodology that enables women to access productive resources, inclusive markets, nutrition, and social protection. A comprehensive range of trainings are also being provided so farmers can improve yields and productivity while learning sustainable methods of agriculture.</p> <p><b><u>9. Raising the Bar on Talent &amp; Diversity</u></b><br/> <b>Gender Inequality (SDG 5)</b><br/> <b>Focus Area:</b> 50% leadership diversity, 34% female manager, and 27% female frontline worker representation across main workforce</p> |                          | <p><b>4.</b> In 2023 by partnering with 18 companies, Roshan Kal program received over 12,000 applications, recruiting 1,200+ interns from 60 cities and 170 institutes, with a 50% gender diversity rate.</p> <p>In 2024, Roshan Kal our comprehensive upskilling initiative, includes the Roshan Kal Academy with 22 industry partners, drawing 14,000+ applications. Together, the internship and academy aim to equip over 5,000 students with vital industry knowledge, professional development, and essential skills. We also partnered with Connect Hear, to make our application and internship accessible to people with special needs.</p> <p><b>5.</b> The Rural Wonder Women Program has so far empowered 250+ women across 220 villages.</p> <p><b>6.</b> Over 30 active Sheroes.</p> <p><b>7.</b> Bike learning licenses facilitated for over 5,000 female students. Four state-of-the-art electric scooters were gifted to Lahore Traffic Police to conduct learning sessions with aspiring female bike drivers.</p> <p><b>8.</b> Through the program*** we have so far reached 180 villages and impacted 524,636 direct beneficiaries, over 53% of whom are women.</p> |

## Snapshots of ESG Contributions





| ESG                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Community Investment USD                                                                                                                                                                                                                                      | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p><b><u>Environment - Response plan to climate change</u></b></p> <p>SDG-7 : Affordable and Clean Energy</p>                                   | <p><b><u>1- Green Energy Generation:</u></b></p> <p>In line with Philip Morris International's ("PMI") vision to achieve carbon neutrality for direct operations by 2025, Philip Morris (Pakistan) Limited ("PMPKL") undertook multiple projects in the past 4 years to improve energy efficiency and increase its reliance on renewable energy. Under the initiative, PMPKL reduced its energy consumption by approximately 46% in terms of energy consumed per Million cigarettes (Mio/ Cig) produced from 2018 as a baseline.</p> <p>In 2023, PMPKL consumed 364,640 kWh less electricity after offsetting the impact of a 40% volume reduction compared to 2022 by eliminating transformation, transportation and consumption losses on utility equipment, auxiliaries, and production machines.</p> <p>Furthermore, in 2023, PMPKL's Sahiwal factory generated 15% of its total yearly energy demand from renewable energy. Solar panels with a total capacity of 705 kW were installed in the Sahiwal factory..</p> <p><b><u>2-Reducing Carbon Emissions:</u></b></p> <p>PMPKL's Sahiwal factory plays a significant role in the D40 Global Program (Drive for Zero) to reduce and offset carbon emissions.</p> <p>In this regard, a Green Electricity certificate is procured from our global vendor to ensure we are helping in offsetting carbon emissions that we are using and are not able to reduce directly.</p>                 | <p><b>380K USD</b></p>                                                                                                                                                                                                                                        | <p>The solar panel system installed has an average capacity of 2800 kWh power generation per day.</p>                                                                                                                                                                                                                                                                                                            |
| <p><b><u>Environment - Response plan to climate change</u></b></p> <p>SDG-11: Sustainable Cities and Communities<br/>SDG-13: Climate Action</p> | <p><b><u>Provision of fuelwood from sustainable forest division.</u></b></p> <p>100% of the contracted tobacco farmers purchase fuelwood from identified fuelwood dealers in the market who source wood for the curing of tobacco from the sustainable forest division. The forest divisions are declared sustainable through a sustainability study via environmental consulting organizations. The purpose of acquiring sustainable and traceable fuelwood is to reduce the CO2 footprint associated with tobacco curing.</p> <p><b><u>Barn improvement with venturi furnace 100 % of contracted curing Barns.</u></b></p> <p>To improve firewood consumption efficiency and reduce CO2 emissions, all contracted tobacco crop farmers are directed to construct venturi furnaces which reduce consumption of fuelwood vs conventional furnaces.</p> <p><b><u>Water Stewardship - Laser Land Leveler</u></b></p> <p>Laser Land Leveler machines are provided to level fields of tobacco farmers before transplanting tobacco. Leveler adjusts the plow blade to flatten the earth's surface using laser technology so that water reaches every corner of the field for better production and for uniform distribution. It increases irrigation water efficiency and reduces wastage of irrigation water. The purpose of the Laser Land Leveler provision is to Contribute to PMI's global target of water optimization of 25 m3 by 2033.</p> | <p><b>USD 69,59</b></p> <p>No monetary expense from PMPKL.</p> <p>PMPKL provides technical support to contracted farmers as part of sustainable agriculture and contracted farmers build improved furnaces on a self-help basis.</p> <p><b>USD 41,588</b></p> | <p><b>11,701</b> Contracted farmers have benefitted from this initiative.</p> <p><b>7,179</b> Contracted farmers have benefitted from this initiative. This initiative is aligned with PMI's zero-net deforestation manifesto</p> <p><b>555</b> Farmers are covered under this initiative. Through this initiative we were able to achieve the water optimization target of 181K m3 during 2023 in Pakistan.</p> |





| ESG                                                                                  | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Community Investment USD        | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <b><u>Environment - Nature's Savior</u></b><br><br>SDG-6: Clean Water and Sanitation | <b><u>Water Conservation:</u></b><br>PMPKL's Sahiwal factory embarked on its Alliance for Water Stewardship ("AWS") journey in 2022 following a successful initial audit which led to AWS certification in 2023. Under the AWS certification, PMPKL Sahiwal team undertook several projects to conserve water and create awareness of water usage and related issues.<br>Under the program, PMPKL built a WASH facility in government-run schools near its Sahiwal factory.<br>Under the program, an arsenic drinking water filtration plant was also set up for the community.<br>Furthermore, PMPKL also initiated a tree plantation drive within the community to plant 2000 trees. Additionally, various awareness sessions for the local community were also arranged to create awareness. | <b>USD 22,900</b>               | An investment of US \$22,900 resulted in a fully operational school now benefiting over 100 students. Four wash stations/ablution were also installed in the schools.<br>The water-drinking plant provides safe drinking water to over 700 people daily.<br>The trees are being planted in the nearby universities, hospitals, and offices to improve the environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b><u>Social</u></b><br>SDG-10: Reduced Inequalities                                 | Philip Morris (Pakistan) Limited ("PMPKL") launched Make Your Come Back in 2021 to provide a platform to women who took a career break and wish to transition back into their careers ("MYCB").<br><br>Our goal through MYCB is to create an opportunity for such women by involving them in inspiring and meaningful projects that match their experiences and aspirations while refining & building their skills to enhance their future employability.<br><br>In 2023, we ran our 3rd round of the MYCB program and encouraged more women to join the workforce to contribute to the overall business community.<br><br>Out of the MYCB program, we have successfully hired 6 females on permanent positions.                                                                                | <b>Approximately USD 16,000</b> | Open learning sessions with industry experts for females across Karachi & Lahore to further broaden their horizons and help them establish linkages. (approx.<br>100 females attended the session in the 3rd run of MYCB)<br>PMPKL arranged virtual sessions for skill building to promote a mindset of learning in women in all locations. For women who could not attend physical sessions, we arranged in-person sessions in partnership with universities and other organizations (attended by more than 100 women)<br>Overall, the MYCB program is aimed to benefit society by bringing women back to the workforce by giving them a platform to make a comeback to professional life and upskilling them.<br>Beneficial for organizations as it helps them hire diverse talent.<br>For women who want to make a comeback, this program serves as an opportunity for them to see if they are ready to come back to the workforce and start their career again. |



| ESG                                                                                                                                                                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Community Investment USD | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <p><b><u>Environment - Response plan to climate change</u></b></p> <p>SDG-7 - Affordable and Clean Energy</p> <p>SDG-9 - Industry, Innovation, and Infrastructure</p> <p>SDG-13 - Climate Action</p> <p>SDG-11 - Sustainable Cities and Communities</p> | <p>P&amp;G's ambition is to reach net zero greenhouse gas (GHG) emissions across our supply chain and operations – from raw material to retailer – by 2040. Our climate journey began over a decade ago with goals at our own manufacturing facilities. Since then, we have expanded and accelerated our efforts to address GHG emissions across the life cycle of our products, and within our operations and supply chain. We are delivering impact at three levels: reducing our own impact, enabling people to reduce their impact, and scaling industry-wide solutions to reduce environmental impact.</p> <p>In the face of extraordinary global challenges, our organization has not only weathered the storm but also achieved remarkable results in reducing our energy, greenhouse gas (GHG), and water footprint. Through the implementation of digital energy analytics and the pursuit of an autonomous operation vision for utilities, our team has made substantial progress across key sustainability metrics, directly contributing to the SDGs.</p> <p>The results achieved at our Port Qasim site exemplify our commitment to realizing the P&amp;G Net Zero Vision by 2040. This achievement sets a precedent for other sites to follow suit and underscores our dedication to creating sustainable cities and communities.</p> <p><b>Solar Grid Synchronization:</b> This innovative project involved synchronizing the solar farm with the grid during utility company shutdown periods.</p> <p><b>Gas Consumption Optimization:</b> By leveraging digital analytics, we identified and addressed major loss points in gas consumption during startup and shutdown of duct burners.</p> <p><b>Air-Cooled Compressor Installation:</b> Through careful selection and implementation of an efficient air-cooled compressor, we successfully replaced the existing 300kW water-cooled compressor with a 132kW air-cooled compressor.</p> <p><b>HVAC and Chiller Optimization:</b> Embracing the power of digital analytics, we undertook two breakthrough projects focused on reducing overall cooling load and eliminating chiller losses.</p> |                          | <p><b><u>Breakthrough Projects (Response Plan to Climate Change):</u></b></p> <p><b>Solar Grid Synchronization:</b></p> <p>Savings of electricity usage amounting to \$108,000.</p> <p>7% reduction in site GHG emissions (268 Mtons) and an impressive 80% (103,500 Liters) reduction in diesel consumption, directly contributing to SDG-7 and SDG-13.</p> <p><b><u>Gas Consumption Optimization:</u></b></p> <p>This initiative resulted in an 11% reduction in gas tower stops, carbon footprint reduction of 118 Mtons, and \$35,000 in natural gas savings, directly contributing to SDG-9 and SDG-13.</p> <p><b><u>Air-Cooled Compressor Installation:</u></b></p> <p>This initiative led to a 6% reduction in site water consumption (approximately 1.2 million gallons), an energy reduction of 540,000 kWhs of electricity consumption amounting to \$73,000, contributing to SDG-7 and SDG-9.</p> <p><b><u>HVAC and Chiller Optimization:</u></b></p> <p>Through chiller setpoint reduction for batch freezeout and the installation of a false ceiling, we achieved a decrease of 381,000 kWh in chiller electricity consumption amounting to \$50,000. These initiatives directly contribute to SDG-7, SDG-9, and SDG-11.</p> <p>By reducing our carbon footprint and promoting sustainable operations, we are not only contributing to a cleaner and greener future but also driving innovation and economic growth.</p> |



| ESG                                                                                                                                                                                                                                            | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Community Investment USD | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <p><b><u>Environment - Nature savior</u></b></p> <p>SDG-12 - Responsible Consumption of natural resources / responsible production</p> <p>SDG-6 - Clean Water and Sanitation</p> <p>SDG-14 - Life Below Water</p> <p>SDG-15 - Life on Land</p> | <p>Pakistan faces an imminent threat of absolute water scarcity, with over 80% of the population experiencing severe water scarcity. In June 2022, P&amp;G announced a strategy (Water Quality Stewardship Action Plan) to help build a water positive future that includes restoring water in 18 water-stressed areas around the world for people and nature, responding to water challenges through innovation, partnerships with neighboring industries &amp; local government bodies to reduce water in our operations. P&amp;G Port Qasim Site has successfully qualified this <b>Water Stewardship program in FY-2324</b>.</p> <p>Protecting water basins through water efficiency and focused stewardship action plans is key in our journey to protect Both our operation and the communities living around our manufacturing Sites. In this context, our organization's water sustainability journey goes beyond the confines of our site and holds greater significance than mere cost productivity. We have developed a comprehensive plan to achieve best-in-class efficiency. These are mentioned in the Impact column.</p> <p>These exceptional initiatives at Port Qasim exemplify our unwavering commitment to innovation, efficiency, and sustainability. By responsibly managing our natural resources, we actively contribute to the preservation of life below water (SDG-14), life on land (SDG-15), and the responsible consumption of resources (SDG-12). Our efforts not only mitigate environmental impact but also set a benchmark for responsible production and water management.</p> <p><b>SDG15 – Life on Land</b></p> <p>P&amp;G Pakistan recently accelerated its commitment to environmental sustainability at a tree planting activity attended by its employees at the WWF - Pakistan Wetlands Center located at Sandspit, Karachi.</p> <p>The <b>1,000 mangrove saplings donated to WWF - Pakistan</b> are part of the regional <b>#ForestsForGood program</b> that aims to inspire a movement to guide, educate and call for sustained action when it comes to environmental consciousness. Forests for Good is P&amp;G's initiative to actively protect nature by planting trees that help improve local ecosystems in line with the company's global Ambition 2030 goals.</p> <p>Since 2021, P&amp;G Pakistan has accelerated progress towards its commitment to donate <b>14,000 trees in the country</b>. So far, 3,000 have been planted, with more planned in the future. This latest endeavour aims at engaging employees via the program to create a wider footprint for a greener future.</p> <p>P&amp;G has also set an ambition to <b>achieve net zero greenhouse gas (GHG)</b> emissions across its operations and supply chain, from raw material to retailer, by 2040 globally. Its Climate Transition Action Plan covers the entire lifecycle emissions of its products and packaging, across supply chain, operations, consumer use of our products, and product end of life. This includes dedicated interim goals for 2030 to make meaningful progress this decade across P&amp;G's operations and consumer use phase of its products.</p> |                          | <p><b>Recycle &amp; Reuse:</b></p> <p>Through innovative practices, we have achieved a water re- circulation percentage of 33% at Port Qasim. Notably, we have successfully reused hair care effluent and HVAC condensate water, resulting in substantial water savings of 3.71 million gallons. This initiative directly contributes to SDG-6 and SDG-12.</p> <p><b>Optimization of Existing Processes:</b></p> <p>To address water quality challenges, we have implemented the Advanced Batch Wastewater Filtration (ABWF) system, targeting high suspended and dissolved particles. This measure has led to an annual water savings of 0.23 million gallons, supporting SDG-6 and SDG-12.</p> <p><b>Benchmarking &amp; Best Practices:</b></p> <p>We have identified multiple areas for water reuse, specifically focusing on water consumed in our water analyzers (chlorine &amp; ozone). By implementing new re-add lines on the skids and centralizing water collection and addition back into the raw water system, we have achieved water savings of 0.6 million gallons per year. This initiative aligns with SDG-6 and SDG-12.</p> <p><b>Optimization of Machine Settings:</b></p> <p>Through meticulous analysis, we identified several machine settings that could be optimized, including recipe parameters, flow rates, pressures, and control valve operations. By enhancing our washout procedure and eliminating unnecessary cooling cycles, we achieved significant <b>water savings of 0.24 gallons per year</b>. This initiative directly supports SDG-6 and SDG-12.</p> |





| ESG                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Community Investment USD | Impact (beneficiaries)                                                                                                                                                             |
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| <b>Social</b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being    | <b>SDG 3: Good Health &amp; Well Being</b><br><p>P&amp;G Pakistan recently celebrated the achievement of delivering ~1billion liters of clean drinking water, through its non-profit Children's Safe Drinking Water (CSDW) Program in various districts of Sindh, Punjab, KPK and AJK, benefitting millions in water- scarce regions.</p> <p>The P&amp;G Children's Safe Drinking Water (CSDW) Program is a non-profit initiative. The program helps raise awareness of the water crisis and provide clean drinking water to areas without access, especially during natural disasters or emergencies, using the P&amp;G Purifier of Water packets.</p> <p>The P&amp;G Purifier of Water technology enables people anywhere in the world to purify dirty water in a simple, affordable and convenient way. A 4-gram packet, invented by P&amp;G scientists in collaboration with the U.S. Centers for Disease Control, can transform dirty water to clean, drinkable water in only 30 minutes with just a bucket, a spoon and a cloth.</p> <p>The P&amp;G Purifier of Water packets are produced at the state of the art manufacturing facility in Singapore.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          | <b>~1billion liters of clean drinking water</b> Program in various districts of Sindh, Punjab, KPK and AJK, benefitting millions in water-scarce regions                           |
| <b>Social</b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <p>In 2024, P&amp;G Pakistan and Health Oriented Preventive Education (HOPE) accomplish five years of the Gender Equality initiative, under <b>the P&amp;G #WeSeeEqual program, for women's skill development and girls' education</b>. The scope of this initiative totals <b>approximately USD 500,000</b> spread over the course of 5 years, reinforcing the Company's commitment to contribute towards the economic empowerment of women in the country in a sustainable and transformative way.</p> <p>The launch of this program with long-term NGO partner HOPE included establishment of 7 vocational training centers and provision of quality secondary education to women and girls in semi-urban and rural areas. Since the launch of this program, more than 20,000+ women have been trained. Additionally, P&amp;G partnered with UN Women to provide over 100 women with skill development and financial literacy training, enabling them to set up small-scale business ventures in Sialkot. An evidence-based research study was also conducted, aimed at promoting women entrepreneurship and documentation of gender-responsive procurement practices in the country.</p> <p>As a longstanding advocate for Supplier Diversity, P&amp;G has been at the forefront of fostering an inclusive business environment for over four decades. Our Supplier Diversity program is dedicated to nurturing relationships with certified women-owned and led businesses (WOBs). Over the years, we have organized various training sessions independently and collaborated with esteemed organizations such as US-Pak-Women and UN- Women to provide invaluable training opportunities.</p> <p>Throughout previous sessions, we've had the honor of empowering numerous women-owned businesses by offering training sessions and integrating them into our supplier network. This year, we partnered with the State Bank of Pakistan and the Securities and Exchange Commission to offer training sessions to representatives of WOBS addressing concerns pertaining to financial inclusion, business registration, and access to capital.</p> <p>This annual program offers the following:</p> <ol style="list-style-type: none"> <li>1. Invaluable insights into business strategies and best practices.</li> <li>2. Networking with industry experts and fellow entrepreneurs.</li> <li>3. Access to resources and support crucial for the growth of your venture.</li> <li>4. Network with P&amp;G representatives for potential partnership opportunities.</li> </ol> <p>P&amp;G's commitment to Gender Equality is in line with the United Nations Sustainable Development Goal # 5 – to achieve gender equality and empower all women and girls.</p> <p>In our ongoing commitment to Equality &amp; Inclusion, P&amp;G Pakistan is broadening its focus to include Persons with Disabilities (PWD).</p> <p>With plans to launch the PWD Program within FY24/25, we have already completed Accessibility Audits at our General Office and Port Qasim Plant as the first step towards becoming a truly inclusive organization contributing to SGD-10.</p> <p>Key infrastructure interventions are scheduled for completion by July-September 2024, and sensitization sessions for our leadership team are set for August. Following these critical steps, the Pakistan Market will formally launch a program to actively source and hire PWDs. This initiative will significantly contribute to P&amp;G's goal of becoming a highly inclusive organization and advancing societal betterment in Pakistan.</p> |                          | <b>20,000+ girls and women</b> in Badin, Sujawal, Thatta, Gadap, Ghagger, Muzaffargarh, and Muzaffarabad.<br><br><b>Over 100 women</b> through the P&G Supplier Diversity Program. |



| ESG                                                                                                                                                                                                             | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              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| <p><b><u>Governance Excellence</u></b></p> <p>Companies that have demonstrated outstanding governance practices, including transparency, accountability, and adherence to local laws and ethical standards.</p> | <p>P&amp;G Pakistan has implemented an integrated risk management model, overseen by the Finance department. This model facilitates a quarterly review with the CEO, who acts as the primary owner, and department heads who serve as risk delegates.</p> <p>Additionally, the process includes an annual interview exercise with key executives to gather their insights on risk and mitigation strategies. The purpose of the Company's integrated risk management model is to effectively manage uncertainties, enhance our capacity to take informed risks, and maximize value creation. This comprehensive approach helps us monitor and address the following risks:</p> <p><b>Corporate Assets:</b> Safeguarding and optimizing the use of company resources. <b>Corporate Citizenship:</b> Upholding our responsibility towards society and the environment.</p> <p><b>Corporate Governance:</b> Ensuring robust leadership and oversight mechanisms.</p> <p><b>Ethics &amp; Compliance:</b> Promoting a culture of integrity and adherence to laws and regulations.</p> <p><b>External Factors:</b> Navigating economic, political, and market changes.</p> <p><b>Finance:</b> Maintaining financial stability and transparency.</p> <p><b>Human Resources:</b> Attracting, retaining, and developing top talent.</p> <p><b>Information Technology:</b> Securing and leveraging technology for competitive advantage.</p> <p><b>Legal:</b> Managing legal risks and ensuring compliance with legal requirements.</p> <p><b>Planning:</b> Strategic and operational planning to achieve business objectives.</p> <p><b>Product Development:</b> Innovating and developing products that meet customer needs.</p> <p><b>Reporting:</b> Accurate and timely reporting to stakeholders.</p> <p>Sales, Marketing, and Communications:</p> <p><b>Driving growth and brand reputation. Strategy:</b> Formulating and executing effective business strategies.</p> <p><b>Supply Chain:</b> Ensuring efficiency and resilience in our supply chain operations.</p> <p><b>Notable Practices:</b></p> <ul style="list-style-type: none"> <li>• Compliance to NEQS standards with report submission to Sindh Environmental Protection Agency (SEPA).</li> <li>• Development and submission of Environmental Management Plan to local authorities.</li> <li>• Monthly and quarterly reports submitted to Balochistan Environmental Protection Agency on air emissions and wastewater results.</li> </ul> <p><b>Notable Projects:</b></p> <ol style="list-style-type: none"> <li>1. <b>FX Crisis Management and Business Continuity:</b> Developed robust strategies to manage foreign exchange crises, ensuring business continuity and financial stability.</li> <li>2. <b>Internal Audits Issue Tracking and Mitigation:</b> Implemented a comprehensive system for tracking and mitigating issues identified in internal audits, enhancing operational efficiency and compliance.</li> <li>3. <b>Privacy Assessment and Data Protection:</b> Conducted thorough privacy assessments and strengthened data protection measures to safeguard customer and company information.</li> <li>4. <b>Regulatory Compliance Framework and External Audit:</b> Established a rigorous regulatory compliance framework and successfully completed external audits of all regulatory compliance over the past three years.</li> <li>5. <b>Regulatory and Tax Compliance Mapping:</b> Mapped out regulatory and tax compliance requirements, ensuring adherence and minimizing risk across all business functions.</li> </ol> <p>This model is a testament to our commitment to proactive risk management and strategic decision-making, ensuring the Company's sustained growth and resilience.</p> | <p>The investment we make in effective governance and stewardship is confidential, however, P&amp;G is a pioneer in stewardship and continues to be one of the highest taxpayers in the country, contributing significantly to the national economy, reinforcing its role as a responsible corporate entity.</p> | <p><b><u>Consumers</u></b></p> <p><b>Enhanced Product Quality:</b> Through robust risk management in product development and supply chain operations, consumers receive high-quality, safe, and reliable products.</p> <p><b>Data Protection:</b> Strengthened data protection measures ensure consumer privacy and trust.</p> <p><b>Continuous Availability:</b> FX crisis management and business continuity strategies guarantee that consumers have continuous access to products, even in volatile economic conditions.</p> <p><b><u>Employees</u></b></p> <p><b>Job Security:</b> Effective risk management enhances business continuity and financial stability, providing employees with greater job security.</p> <p><b>Talent Development:</b> A focus on human resources risk ensures ongoing investment in attracting, retaining, and developing top talent, leading to career growth opportunities.</p> <p>Ethical Workplace: A strong culture of ethics and compliance promotes a fair and respectful work environment.</p> <p><b><u>Government</u></b></p> <p><b>Compliance:</b> By adhering to a rigorous regulatory compliance framework and undergoing regular external audits, P&amp;G Pakistan ensures compliance with government regulations, fostering a cooperative relationship with regulatory bodies.</p> <p><b>Economic Stability:</b> Financial stability and transparency contribute to the overall economic stability of the region, benefiting the national economy.</p> <p><b>Corporate Citizenship:</b> Commitment to corporate citizenship and social responsibility initiatives supports government efforts in societal development.</p> |



# systems

## Snapshots of ESG Contributions





# systems

| ESG                                                                                                  | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Community Investment USD | Impact (beneficiaries) |
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| <b><u>Social</u></b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being | <b><u>Humanitarian aid</u></b> <ul style="list-style-type: none"> <li>• Constructed, partially constructed, or renovated over 500 houses in flood-affected areas, offering shelter and support to those in need.</li> <li>• Built facilities for Nephrology, Urology, and Surgical Units at the Indus Hospital in Karachi, enhancing access to healthcare services.</li> <li>• Provided financial support to various hospitals to improve health facilities for underserved communities.</li> </ul> |                          |                        |

| ESG                                                                                                                                                                                                                                                                                                           | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           |        |                 |        |                 |             |             |       |       |       |                       |             |       |       |       |
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| <div><b>Social</b></div> <div>SDG-4 Quality Education</div> <div>SDG-5 Gender Equality</div> <div>SDG-10 Reduced Inequalities</div>                                                                                                                                                                           | <div><b>Systems Limited</b></div> <div>As a leading global technology company, Systems Limited has demonstrated a steadfast commitment to driving positive social change through its comprehensive Corporate Social Responsibility (CSR) initiatives. Aligned with the United Nations Sustainable Development Goals (SDGs), Systems Limited's social impact efforts focus on empowering communities, promoting education, and fostering gender equality and reduced inequalities.</div> <div><b>Education</b></div> <div><ul style="list-style-type: none"><li>Constructed a purpose-built secondary school in Chak-507, Tehsil Burewala, District Vehari, Punjab, in collaboration with The Citizen Foundation, enabling hundreds of children in a remote village to access quality education.</li><li>Sponsored the education of 500 children in remote areas of Azad Kashmir, ensuring learning opportunities for underprivileged communities.</li><li>Sponsored the education of 50 students through the Nasra School Foundation in Karachi.</li><li>Provided technical training and support to specially abled students from LABARD, equipping them with skills in areas like UI/UX design.</li></ul></div> <div><b>Scholarships</b></div> <div><ul style="list-style-type: none"><li>Offered scholarships to high-achieving students at various universities, supporting their academic pursuits.</li><li>Conducted technical workshops and co-taught specialized courses at universities, fostering the development of industry-relevant skills among students.</li></ul></div> <div><b>Talent Development</b></div> <div><ul style="list-style-type: none"><li>Launched the "IT Mustakbil" training program, providing technical training, and upskilling opportunities to over 200 graduates and professionals from diverse backgrounds.</li><li>Hired and placed IT Mustakbil graduates from non-CS backgrounds into Systems Limited and other leading IT companies in Pakistan. Many participants also transitioned to freelancing projects after completing the program.</li><li>Collaborated with universities to co-teach specialized courses, ensuring students acquire industry-relevant skills.</li><li>Facilitated upskilling and reskilling initiatives for hundreds of students and professionals, enabling their active participation in the IT and technology sectors.</li></ul></div> <div><b>Partnerships for Social Impact</b></div> <div>Systems Limited has significantly contributed to various organizations, aligning with the SDGs for Quality Education, Gender Equality, and Reduced Inequalities, including:</div> <div><div><ul style="list-style-type: none"><li>The Citizen Foundation</li><li>Million Smiles Foundation</li><li>Green Crescent Trust</li><li>Nasra School Foundation</li><li>Progressive Education Network</li><li>Rising Sun Education &amp; Welfare Society</li><li>Moawin Foundation</li><li>Namal Education Foundation</li><li>Akhuwat</li><li>Hope Uplift</li><li>Deaf Welfare Awareness Foundation</li><li>Ghurki Trust</li></ul></div><div><ul style="list-style-type: none"><li>Pakistan Children's Heart Foundation</li><li>Shaukat Khanum Memorial Cancer Hospital &amp; Research Centre</li><li>Transparent Hands</li><li>ChildLife Foundation</li><li>Cancer Care Hospital &amp; Research Center</li><li>Indus Hospital &amp; Health Network</li><li>Al-Ehsan Welfare Hospital</li><li>Child Care Foundation</li><li>Saylani Welfare Trust</li><li>Islam 360</li><li>NOWPDP</li></ul></div></div> <div>Through its multifaceted CSR initiatives, Systems Limited continues to demonstrate a steadfast commitment to driving positive social change, empowering communities, and contributing to the achievement of the United Nations Sustainable Development Goals.</div> |           |        |                 |        |                 |             |             |       |       |       |                       |             |       |       |       |
| <table><tr><th>Year</th><th>Amount</th><th>Education</th><th>Health</th><th>General Welfare</th></tr><tr><td>2023 Actual</td><td>63 Million+</td><td>50.8%</td><td>34.5%</td><td>11.7%</td></tr><tr><td>2024 Actual + Planned</td><td>84 Million+</td><td>64.0%</td><td>25.3%</td><td>10.7%</td></tr></table> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Year      | Amount | Education       | Health | General Welfare | 2023 Actual | 63 Million+ | 50.8% | 34.5% | 11.7% | 2024 Actual + Planned | 84 Million+ | 64.0% | 25.3% | 10.7% |
| Year                                                                                                                                                                                                                                                                                                          | Amount                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Education | Health | General Welfare |        |                 |             |             |       |       |       |                       |             |       |       |       |
| 2023 Actual                                                                                                                                                                                                                                                                                                   | 63 Million+                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 50.8%     | 34.5%  | 11.7%           |        |                 |             |             |       |       |       |                       |             |       |       |       |
| 2024 Actual + Planned                                                                                                                                                                                                                                                                                         | 84 Million+                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 64.0%     | 25.3%  | 10.7%           |        |                 |             |             |       |       |       |                       |             |       |       |       |



## Snapshots of ESG Contributions







| ESG                                                                                                  | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Community Investment USD                                                                           | Impact (beneficiaries)                                                                                                                                                                                                                                                                                              |
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| <b><u>Social</u></b><br>SDG-1: No Poverty<br>SDG-2: Zero Hunger<br>SDG-3: Good Health and Well Being | <p>Collaboration with NGOs to deliver critical aid to underprivileged communities in Pakistan.</p> <p><b>No Poverty - Alkhidmat Foundation:</b><br/>ibex provided financial support to enhance the overall well-being of orphans residing in Alkhidmat's care facilities while focusing on making their Eid festivities special. Our donation was a small effort to ensure a more joyous Eid celebration for the underprivileged community.</p> <p><b>Zero Hunger – Akhuwat Foundation:</b><br/>Our collaboration with Akhuwat Foundation provided a platform to contribute food supplies - addressing food scarcity for families living under their community.</p> <p><b>Good Health and Well-being - Alkhidmat Foundation:</b><br/>ibex provided wheelchairs to people with disabilities residing under Alkhidmat's care with the aim to improve their mobility and independence. We also donated essential healthcare equipment to contribute to the overall well-being of their residents.</p> | <ul style="list-style-type: none"><li>• Akhuwat: USD 294.72</li><li>• Alkhidmat: USD 828</li></ul> | <p>This collaboration enhanced the lives of children residing in the orphanage as well as the disabled people. Our collaboration helped food-insecure families within communities served by Akhuwat.</p> <p>Our partnership focused on improving healthcare access and ensuring that we made their Eid special.</p> |



| ESG                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Community Investment USD                                                                                                                              | Impact (beneficiaries)                                                                                                                                      |
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| <b>Social</b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <p><b>Quality Education:</b></p> <p>Ibex partnered with Hunar Foundation - a leading vocational training institute in Pakistan, to empower underprivileged youth. Through this collaboration, we provided access to quality vocational training and established computer labs, equipping young adults with critical skills like IT and other in-demand fields. This comprehensive approach prepares them for future employment and economic independence.</p> <p><b>Employee Relations:</b></p> <p><b>Open Door Policy:</b></p> <p>Ibex is committed to encouraging open communication, feedback, and discussion between management and employees at all levels. The Open Door policy is designed to help eliminate barriers between the various levels of management and to recognize that open and transparent communication is one of the most important factors in the company's success.</p> <p><b>Grievance Management:</b></p> <p>Ibex is committed to promoting a culture of openness and transparency, and ensuring a working environment where individuals are treated with respect and fairness. This policy is designed to provide an open and fair way for our employees to raise their grievances, and to get an amicable and mutually agreeable resolution.</p> <p><b>Diversity, Equity, and Inclusion:</b></p> <p><b>Equal Employment Opportunity:</b></p> <p>Ibex aims to develop an employment climate and culture in which every person has the opportunity to apply and develop their abilities and thus ensure that the company is an equal opportunity employer, providing employment on the basis of merit and expertise, and is a leading enterprise in all its activities.</p> <p>In January 2023 ibex introduced a policy to achieve and maintain 70/30% male/female ratio at mid-level positions.</p> <p><b>Female Growth Platform:</b></p> <p>Having a dedicated support network as part of our Female Growth Program is not just opening doors for growth and advancement but also aiding in acquiring skills outside of female workforce's comfort zone. This program, being a combination of mentoring, networking, and training opportunities, is bringing out the best in participants; striking a balance in leadership teams with greater diversity.</p> <p><b>Women of ibex – International:</b></p> <p>WOI is a global plan organized to connect and inspire members to achieve their personal and professional goals. The aim is to encourage development by providing opportunities to exercise leadership skills and to inspire continuous growth, advancement and success through education networking and mentoring.</p> <p><b>Ibex Learning Academy:</b></p> <p>This program caters to the upskilling &amp; empowerment of hundreds of people regardless of gender and provides them with equal employment opportunities in the corporate sector.</p> | <ul style="list-style-type: none"> <li>• ibex Cares – USD 2715</li> <li>• DEI Day 2024 – USD 1200</li> <li>• Quality Education - USD 7,407</li> </ul> | <p>All employees of ibex across Pakistan.</p> <p>Potential workforce across Pakistan.</p> <p>Underprivileged and Underserved community across Pakistan.</p> |



| ESG | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Community Investment USD | Impact (beneficiaries) |
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|     | <p><b>No Harassment/No Discrimination:</b><br/>The company is committed to a work environment in which all individuals are treated with respect and dignity. The company's No Harassment/No Discrimination policy defines that any harassment, discrimination or bullying behavior toward employees, customers, contractors, clients or other stakeholders will not be tolerated.</p> <p><b>Diversity, Equity &amp; Inclusion Day:</b><br/>Diversity, Equity and Inclusion day is the most celebrated annual event of ibex. All employees are given an opportunity to celebrate theme day and to present their culture, their native outlook and showcase their heritage. We celebrate this day with traditional food, props, music and other traditional heritage.</p> <p><b><u>Fight against Child labor &amp; Slavery</u></b></p> <p><b>Ibex Child &amp; Forced Labor Policy:</b><br/>ibex is strongly committed to international efforts in the abolishment of child labor and to the elimination of all forms of forced and compulsory labor. The objective of this policy is to support this cause by prohibiting child or forced labor within the company and by the company's suppliers and vendors.</p> <p><b>Ibex Anti-Slavery &amp; Human Trafficking Policy:</b><br/>ibex is strongly committed to international efforts in the elimination of slavery and human trafficking. The objective of this policy is to support this cause by prohibiting slavery, forced labor, and human trafficking within the company, and by the company's customers, suppliers, vendors, contractors, shareholders and other stakeholders.</p> <p><b><u>Health &amp; Safety:</u></b></p> <p><b>Ibex Health, Safety, Security &amp; Environment Policy:</b><br/>Ibex's goal is to provide a risk-free workplace by adhering to international best practices and state laws. This policy covers our compliance with Health Safety, Security, and Environment standards.</p> <p><b>Ibex Cares</b><br/>ibex cares PK is a multi-umbrella wellness campaign. Each year we collaborate with different organizations nationwide and play our part in giving back to the community.<br/>In Feb 2023 we collaborated with The Fountain House PK which is Pakistan's largest mental health care institute. PKR 200K+ was donated to bring wellness for institution's residents.<br/>In the year 2024, Ibex collaborated with Al-Khidmat foundation and volunteers visited Aghosh Homes to spend a day with them and celebrate their birthdays. Aghosh home is a facility shelter home for orphans/ single mothers. Ibex donated PKR 200K+ to the institute.<br/>In the year 2022, ibex played its part in Flood Relief campaign in collaboration with Akhuwat Foundation and donated 300+ Clothing items to Akhuwat's Clothes Wing.</p> |                          |                        |





## Snapshots of ESG Contributions





| ESG                                                                                              | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Community Investment USD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Impact (beneficiaries)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <b>Social</b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <b>Visa's She's Next Program in Pakistan, sponsored by HBL</b><br>She's Next is Visa's global advocacy program that aims to support women-owned small businesses through funding, training, and mentorship. The program was launched in Pakistan in collaboration with HBL, in November 2023 and the final event was held in Karachi in January 2024.<br>The aim for She's Next in Pakistan is to further the agenda of women entrepreneurship and provide a platform for female business owners to amplify and scale their businesses, and as commerce undergoes significant transformation, women entrepreneurs, like their male counterparts, need to focus on how to take advantage of shifting business trends.<br><b>Links:</b><br><b>Website:</b><br><a href="https://pk.visamiddleeast.com/run-your-business/she-is-next-campaign.html">https://pk.visamiddleeast.com/run-your-business/she-is-next-campaign.html</a><br><b>Media Coverage:</b><br><b>Launch:</b> <a href="https://www.brecorder.com/news/40271255/visa-and-hbl-launch-shes-next-programme">https://www.brecorder.com/news/40271255/visa-and-hbl-launch-shes-next-programme</a><br><a href="https://profit.pakistantoday.com.pk/2023/11/01/visa-in-partnership-with-hbl-launches-global-shes-next-program-to-empower-women-entrepreneurs/">https://profit.pakistantoday.com.pk/2023/11/01/visa-in-partnership-with-hbl-launches-global-shes-next-program-to-empower-women-entrepreneurs/</a><br><b>Finale / Winners Announcement:</b><br><a href="https://propakistani.pk/2024/01/18/hbl-visa-announce-winners-of-first-edition-of-shes-next-program-in-pakistan/">https://propakistani.pk/2024/01/18/hbl-visa-announce-winners-of-first-edition-of-shes-next-program-in-pakistan/</a><br><b>Regional Coverage:</b><br><a href="https://www.forbesmiddleeast.com/leadership/leaders-insights/small-steps-to-big-success">https://www.forbesmiddleeast.com/leadership/leaders-insights/small-steps-to-big-success</a> | <b>USD 50,000 by way of grants to 5 winners (USD 10,000 each)</b><br><b>The winners included:</b><br><b>CodeSchool</b> , which provides computational abilities and problem-solving to children through the power of coding.<br><b>Foster Learning</b> , blended Learning edtech platform, promoting entrepreneurship and skills-based training to improve employability,<br><b>SocialBu</b> , an AI-powered social media management and automation tool that we offer to social media managers, small business owners, influencers, and freelancers so that they can manage all their social media accounts from one place.<br><b>Bechlo.pk</b> , an online social marketplace created for women to buy and sell brand new and preloved products from their mobile devices without any technical expertise. Bechlo.pk is on a mission to digitize 100,000 female sellers by 2025, positively impacting over half a million lives.<br><b>Porter Pakistan</b> , an online platform to plan and book leisure and travel experiences. Porter is an OTA with an added feature of tech-enabled experience planning and we have over 600 service providers from all over Pakistan on our platform. | The finale hosted <b>10 shortlisted women owned businesses</b> , selected from a pool of <b>2500 applicants</b> .<br><br>The 5 winners from the final event, alongside the grant are now enrolled on a <b>1 year long mentorship program</b> which is focused on <b>how to scale their businesses, with teachings including business essentials and how to raise VC funding</b> .<br><br>The mentorship panel includes key leaders from multiple companies in Pakistan, such as Engro, Bazaar, Bykea, SnappRetail and VCs such as Indus Valley Capital, Zayn VC, Sturgeon Capital & Speed Invest. |



| ESG                                                                                                     | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Community Investment USD | Impact (beneficiaries)                                                                |
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| <b><u>Social</u></b><br>SDG-4 Quality Education<br>SDG-5 Gender Equality<br>SDG-10 Reduced Inequalities | <b><u>Visa Foundation grant -Invest2Innovate 2023-2025</u></b><br><br>The grant supports i2i's Ecosystem Enablement Program to promote inclusive entrepreneurship and create sustainable jobs in Pakistan through business development support and engaging the investment community. Overall, the grant aims to support 250 startup founders, 1000 jobs, and lead to a 25% increase in revenue for businesses. i2i is also developing a data solution— Investor Founder Discovery Platform (IFDP)—to connect the startup and investor community locally. This project comes at a crucial juncture as Pakistan's startup scene continues to burgeon, largely driven by the country's youth.<br><br><b>News Coverage:</b><br><a href="https://propakistani.pk/2024/02/29/invest2innovate-launches-i2i-ecosystem-to-address-critical-gaps-in-the-startup-landscape/">https://propakistani.pk/2024/02/29/invest2innovate-launches-i2i-ecosystem-to-address-critical-gaps-in-the-startup-landscape/</a><br><br><a href="https://startuppakistan.com.pk/invest2innovate-launches-i2i-ecosystem-to-address-critical-gaps-in-the-startup-landscape/">https://startuppakistan.com.pk/invest2innovate-launches-i2i-ecosystem-to-address-critical-gaps-in-the-startup-landscape/</a> | <b>500, 000 USD</b>      | 250 startup founders, 1000 jobs, and lead to a 25% increase in revenue for businesses |



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**Technology  
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Insured.**

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The company is defined by its extensive product and service offerings, broad distribution capabilities, exceptional financial strength and local operations globally.

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# ABC REPRESENTATION

ABC was represented on the following  
Councils/Committees:

1. POLICY BOARD OF THE INTELLECTUAL  
PROPERTY ORGANISATION OF PAKISTAN President ABC
2. POLICY BOARD OF THE BOARD OF  
INVESTMENT (BOI) President ABC
3. ADVISORY COUNCIL OF THE MINISTRY  
OF COMMERCE President ABC
4. ADVISORY COUNCIL OF THE MINISTRY  
OF FINANCE President ABC
5. PROVINCIAL COMMITTEE ON  
INVESTMENT (SINDH) President ABC
6. FEDERATION OF PAKISTAN CHAMBERS  
OF COMMERCE & INDUSTRY (FPCCI) President ABC





We are a **leading** global financial **technology solutions** and **payments provider**.

## Our Segments Serving Businesses and Consumers

Through a collection of diverse technologies and services, our business segments meet a wide variety of payments requirements and process transactions throughout the world.



**Euronet**

### Electronic Funds Transfer

A network of independent ATMs and point-of-sale devices supports our EFT segment. Globally, we provide financial institutions and retailers with payment processing, ATM outsourcing and other valuable services.



 **ePay**

### ePay

ePay is one of the fastest-growing networks in global branded payment solutions, enabling companies access to transactions with intelligent, scalable and flexible payment, prepaid and loyalty technologies worldwide.



   **dandelion**

### Money Transfer

With Ria Money Transfer, Xe and the Dandelion payments network, we offer real-time remittance and cross-border payments for consumers and businesses around the world.



# ABC Members' D&I Initiatives

# BAYER PAKISTAN

At Bayer, we are committed to fostering a workplace where everyone feels valued, empowered, and included. In 2024, we launched **GROW** and **ENABLE** communities in Pakistan, which are part of broader global internal communities within Bayer, and are dedicated to advancing Diversity, Equity, and Inclusion (DEI) within the organization.

**ENABLE** focuses on supporting differently-abled individuals. Through this initiative, we have built a strong community within our workforce and are in the process of partnering with different organizations to enhance inclusion and accessibility. Looking ahead to 2025, we are planning additional impactful programs to further this cause.

**GROW**, our initiative advocating for women's advancement, aims to create an equitable environment for professional growth. A diverse community is already in place, working on initiatives that empower women through mentorship, leadership opportunities, and robust support systems.

As part of our commitment to inclusion, Bayer has also revised its daycare policy to be market-competitive, ensuring access for female employees and single parents, providing essential support to balance work and family life.

Our dedication to DEI has earned recognition at the **GDEIB Awards 2024**. Bayer received three prestigious awards in the categories of **Vision, Strategy, and Business Impact, Recruitment, and Work-Life Integration, Flexibility, and Benefits**. These accolades reflect the alignment of our DEI principles with Bayer's strategic goals, demonstrating their impact on our workforce and organizational success.

At Bayer, we view DEI as a cornerstone of innovation and collaboration. Through initiatives like **ENABLE** and **GROW** and our inclusive policies, we are building a future where diversity is celebrated, equity is prioritized, and inclusion is woven into our culture.

With a steadfast focus on progress, Bayer remains committed to empowering all individuals to thrive and contribute to a brighter, more inclusive tomorrow.

# RAFHAN MAIZE

At Rafhan Maize, our dedication to diversity and inclusion goes beyond mere words; it is ingrained in every aspect of our operations and interactions.

In 2024, we continue to strengthen our D&I efforts by implementing several key policies and initiatives. This includes the introduction of Day Care Support Allowance Policy, Inclusive Language Workshop for all employees to raise awareness and encourage inclusive behaviors and physical and mental wellbeing sessions for Pakistan. Internally, we prioritize frequent sessions that connect female employees from diverse backgrounds with HR members, ensuring opportunities to connect, share experiences, and contribute to a culture of belonging.

We have established business resource groups (BRGs) to create safe spaces for underrepresented groups, allowing them to share experiences, offer support, and drive positive change within the organization. One such BRG is WIN (Women at Ingredion Network), which focuses on empowering women within Ingredion and building an inclusive network.

Recognizing the importance of work-life balance, we embrace an Agile Working Policy and Flexible Work Arrangements to accommodate diverse needs. Considering commute for female employees is a challenge in Pakistan, we also offer pick and drop facility for our female staff as their safety and security are of prime importance.

We recognize that diversity and inclusion are ongoing journeys, and we are dedicated to measuring our progress through regular employee surveys and feedback loops. At Rafhan Maize, we believe that diversity is our strength, and inclusion is the path to our collective success.





# LOCAL EXPERTISE **GLOBAL VISION**

We lead as industry trailblazers — redefining standards, inspiring change, and setting the pace.

With a **legacy of excellence** and a future built on **innovation**, Gerry's Group is where **vision meets results**.

# GERRY'S GROUP

## Championing Diversity and Inclusion Across Gerry's Group

At Gerry's Group, diversity and inclusion are more than values—they are the foundation of our success. In 2024, our divisions, including FedEx, Costa Coffee, IHOP, Gerry's dnata, and Gerry's Visa, implemented transformative initiatives to foster equity, belonging, and opportunity for all.

**FedEx** led the way with impactful initiatives that emphasised inclusivity and community engagement. Employee Resource Groups celebrated diverse experiences, while a fairness framework ensured equal access to career opportunities and internal mobility. Celebrations of Pinktober, Father's Day, and a dynamic Employee Engagement Cricket Tournament fostered a culture of inclusion. Community-focused initiatives like the "Go Green" program and old-age home visits showcased FedEx's broader commitment to sustainability and social responsibility.

**Costa Coffee and IHOP Pakistan** reinforced the importance of personalized development through one-on-one sessions, external training programs, and team-building activities. These efforts, coupled

with recognition programs and open communication platforms like town halls, created an environment where employees felt valued and empowered.

**Gerry's dnata** took significant steps by providing unconscious bias training, improving workplace facilities for female employees, and celebrating diverse religious and cultural events. Its initiatives reflected a commitment to fostering an inclusive and equitable workplace.

At **Gerry's Visa**, inclusive policies like maternity and paternity leave, transport allowances for female staff, and cultural celebrations such as Diwali and Christmas demonstrated a focus on creating a supportive environment. Health awareness sessions further prioritized employee well-being.

These initiatives exemplify Gerry's Group's relentless pursuit of inclusivity, where diversity drives innovation, individuals are empowered to thrive, and equity serves as the cornerstone of our global success.

# TRG / IBEX

At Ibex, we recognize that diversity and inclusion are key drivers of innovation and success. We are proud to be an equal opportunity employer and our employment decisions are based on merit, expertise, and potential. Our gender ratio has moved up to 65 : 35 and our goal is to achieve a similar gender ratio at mid to senior levels as well so that we can achieve balanced leadership representation.

Our commitment to creating a workplace that values and respects all individuals is reflected in our comprehensive policies and initiatives designed to promote equality and opportunity at every level. A notable achievement of our DEI efforts is that Ibex has the highest percentage of women working night shifts in the country, regardless of shift timings

Our Female Growth Program provides women at Ibex with a robust support network, combining mentoring, training, and networking to help them break barriers and advance in their careers. Additionally, our global Women of Ibex (WOI) initiative connects female employees across regions, empowering them with leadership opportunities.

We maintain a zero-tolerance policy towards harassment and discrimination, and our Harassment & Discrimination policy ensures a respectful and supportive work environment for all.

Ibex also leads the industry in offering equal employment opportunities through the Ibex Learning Academy, which upskills individuals. We celebrate the annual Diversity, Equity & Inclusion Week across all locations to celebrate our achievements and pledge our commitment to DEI across ibex.



# SI Global Solutions

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Provider of  
**Software  
& Hardware  
Services**



The first Pakistani company to become a member of the International Association of Marine Aids to Navigation and Lighthouse Authorities.



The only Pakistani company offering national and international consultancy services for Safe City initiatives.

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PRODEVICE

 **Dell Technologies**  
PLATINUM PARTNER

Lenovo 2019  
Intelligent Devices  
2024 Platinum





**ProDevice**

Offering holistic solutions to real-life problems  
using cutting-edge technology through;



System  
Integration



Digital  
Marketing



Software  
Solutions



Data Center  
Solutions



Document  
Management  
System



Maritime  
Division



Event  
Management



ICT Turnkey  
Base  
Solutions

# JACK OF DIGITAL

Jack of Digital thrives on diversity and inclusion. We believe a company's strength comes from valuing every individual, fostering their growth, and ensuring their voice is heard.

Our commitment is evident in every aspect of our work:

- **Equal Opportunity:** We embrace all backgrounds, providing fair and equitable opportunities for everyone to contribute and advance.
- **Respectful Environment:** We champion dignity and respect, maintaining a workplace free from harassment and discrimination.
- **Collaborative Culture:** We encourage open communication and collaboration, recognizing the unique value each person brings.
- **Supportive of All:** We actively support women re-entering the workforce and strive to create an environment where all employees feel empowered to succeed.

At Jack of Digital, diversity and inclusion are not just words, but the foundation of our success.

# LEVI STRAUSS

## 1. **Structural Support:**

**a.** We created a space within the office for women to rest in - going through different phases of life. We have coined the name “Women Privacy Area” to this space.

**b.** Availability of free sanitary napkins in all female washrooms across corporate offices nationwide.

## 2. **Inclusive Recruitment Practices:**

**a.** Ensuring an equal number of profiles are shortlisted and interviewed for all positions, which is a result of ensuring strong industrial linkages.

**b.** Inclusive language in job descriptions

**3. **Diversity Analytics:**** Ensuring availability of diversity metrics to all leaders to make conscious decisions on diversity representation.

**4. **Mandatory training**** on Psychological Safety and Unconscious Bias for all employees.

**5. **Annual assessment of salaries**** to ensure gender pay equity (at present, we are proud to say that the pay equity gap is minimal)

## 6. **Celebration of Diversity & Inclusion:**

**a.** Corporate and Retail observance of “International Women’s Day” where we launched Women’s Privacy Area and had a creative Arts Therapy focusing specifically on UN theme & color for this year.

**b.** For “Breast Cancer Awareness”, we partnered with Chughtai Labs and planned an awareness session for all employees, instead of just women; set up an in-house lab for relevant tests open to all employees and offered discount codes to corporate and retail employees nationwide.

## 7. **Community Engagement:**

**a.** Annual Community Day: We partner annually with an NGO where our employees serve the teams for a day and contribute financially to the institute. There has been a sharp focus on partnering with educational institutes with equal female representation. This year we partnered with Teach a Child, and spent the day with students of grades 8 – 10 with 50% female student representation.

**b.** For International Women’s Day, we partnered with “Pure Desi” – an all-women led local business from whom we purchased goodies for our employees.

## 8. **Policy Framework:**

**a.** Parental leave for both male and female employees.

**b.** Family Care leave for all employees: Eight weeks are provided in case employees need to take care of immediate family members.

**c.** Mental Health Support: Partnership with global platform “Lyra” which provides 16 free consultations to each employee and their dependents respectively (16 for each dependent).



# MONDELEZ PAKISTAN

At Mondelez Pakistan, diversity, equity and inclusion are more than values. They are core to our business strategy. In 2024, we made substantial strides in building an inclusive workforce and fostering a culture of belonging.

Mondelez Pakistan took significant measures include our flagship early-career programs exemplify our commitment to empowering women. Initiatives such as the Graduate Female Sales Trainee Program; aimed at increasing female representation in sales, the Career Reboot Program; to support women returning to work after career breaks and the Management Trainee Program; designed to build a diverse talent pipeline. These efforts led to milestone achievements such as hiring our first female Territory Sales Officer, onboarding 22 female workers at our plant and confirming three female Management Trainees into key business roles.

Women presently constitute 27% of the workforce, excluding sales and manufacturing. To continuously improve the number, Mondelez Pakistan has embedded inclusive hiring practices ensuring female representation in interview panels for ensuring diversity of perspectives. Setting a gender diversity target of 15% for 2024 enabled the achievement of 30% female representation at the leadership level.

We prioritize women-centric policies and infrastructural support to empower working mothers. Initiatives include extending maternity leave to six months, establishing a daycare facility at our head office and planning to introduce nanny support at plant locations.

To further promote a people-first culture, the company has established DEI Connect

Sessions facilitating regular discussions between leadership and female employees. Gender Sensitivity Training cultivates an inclusive culture and regular pay equity reviews further ensure fairness and growth opportunities for all.

We also actively celebrate diversity through DEI focused events such as International Women's Day which features inspiring speakers and cultural celebrations like Eid, Diwali and dedicated Cultural Days.

Mondelez Pakistan's DEI commitment extends beyond its internal policies, actively engaging with communities to create positive social impact. A key example is the partnership with TCF to empower 500 women with basic education skills through the Aghai (Women Literacy) program, reflecting their commitment to empowering women and the transformative power of education. MDLZ employees also volunteered, contributing to training sessions on environmental awareness, health, hygiene, and confidence building. Furthermore, Mondelez Pakistan is deeply committed to community impact and social responsibility. Our initiatives include hosting an Iftar for 300 underprivileged kids in Lyari, supporting 200 coastal guard families with Mondelez gifts and celebrating Purpose Day by spreading joy among children in schools and hospitals across multiple cities.

As we look to 2025, our goals include advancing career development for women through mentorship, leadership programs and cross-functional growth opportunities. At Mondelez Pakistan, DEI is not just an initiative—it is the foundation of sustainable success.

# PAXAR - AVERY DENNISON

At Avery Dennison, Diversity, Equity & Inclusion (DE&I) is at the heart of who we are. In 2024, we've taken significant steps to ensure equal opportunities and inclusivity for all our employees.

- We initiated the **HR Listening Sessions** with the Head of HR, offering employees a direct platform to voice their concerns and ensuring their issues are addressed transparently and effectively.
- **Indoor Play Fest** was introduced as a strategic initiative to strengthen team bonds and aimed to create a collaborative atmosphere, encouraging individuals and teams from different departments to interact.
- Partnering with **Sehat Kahani**, a leading digital healthcare platform, Avery Dennison enhanced **Mental Well Being** supported by enrolling employees and their families and bringing expert psychologists on board, providing access to qualified professionals for counselling and therapy.
- The **Managerial Excellence Academy, a four-month transformative journey**, was launched, aimed at equipping all people managers with the skills and tools necessary to excel in their leadership roles.
- Exclusively for Avery Dennison Women, the **Global Women Mentorship Program** was introduced, to empower women workforce by connecting them with experienced mentors who can provide invaluable guidance, support, and insights, aiming to develop new skills, navigate career challenges, and achieve specific goals.
- A series of **Well-being Sessions** were conducted throughout the year, including topics like **Mind and Body Connection for Enhanced Focus, Mind Reframing and Stress Management, Self-Defense for Women, and How to Prevent or Quit Tobacco.** Unique sessions such as **Music Therapy, Sound Bath Therapy** were also arranged, helping employees rejuvenate and adopt healthier lifestyles.
- To promote an inclusive environment, we conducted specialized sessions on **Psychological Safety** focused on fostering an open and supportive team environment, and **Managing Multi-generational Workforce**, fostering understanding across AD.
- In line with our dedication to transparency, we have an effective **Speak Up Forum** that offers a safe environment for employees to voice their concerns without the fear of retaliation. Every issue raised is addressed promptly and with confidentiality, underscoring our commitment to maintaining a respectful and supportive workplace.

Avery Dennison's 2024 initiatives reflect our dedication to DE&I principles, ensuring that our workplace thrives on diversity, equality, and inclusion.

# PHILIP MORRIS (PAKISTAN)

**At Philip Morris (Pakistan) Limited (“PMPKL”), we are committed to building and maintaining an inclusive and diverse culture.** We aim to create and sustain a work environment where all our employees are seen, heard, and recognized, which we believe is crucial for our success.

Since 2019, PMPKL is proud to have attained and maintained the **Equal Salary Certification** from the Equal Salary Foundation, awarded after a third-party audit conducted by PwC. This certification underscores our unwavering commitment to equal pay for women and men. Furthermore, PMPKL empowers women through initiatives like our **Make Your Come Back program**, which was launched in 2021, and aims to create opportunities for women who took a career break and want to resume their careers. Over three years, we successfully trained 28 women under this program.

PMPKL is an equal opportunity employer and nurtures talent by providing **short and long term international assignments in different markets where Philip Morris International (“PMI”) operates.** Over the last ten years, 84 employees were seconded on such assignments,

out of which 17 are women. Moreover, the **Women Inspiration Network**, established in 2020, is an Employee Resource Group, for female employees to network and share insights.

We Care and We Celebrate – we offer various facilities and benefits to support working parents, such as **day care facilities, gender-neutral childcare leaves, parental leaves, dedicated daycare allowances for female employees, well-being leaves, and family and matrimonial leaves.**

PMPKL’s commitment to diversity and inclusion extends beyond the workplace. We take pride in sharing that we hosted the **Breast Cancer Awareness** event to create awareness amongst schoolgirls and women. PMPKL also arranges annual trainings for adolescent sons and daughters of its contracted farmers through the **Skills Training Program** to abolish child labor and impart technical skills enabling financial empowerment. PMPKL also contracted **all-female social mobilizers** to a) educate contracted farmers’ wives on PMI’s Agriculture Labor Practices and b) ensure the availability of sanitation, water, and hygiene facilities.



# UNIVERSAL LOGISTICS SERVICES (PVT.) LTD.

At Universal Logistics Services (Pvt.) Ltd., ASC for UPS, diversity and inclusion (D&I) are the cornerstone of our success. We strive to create a workplace where every individual feels valued, respected, and empowered to contribute.

This year, we launched impactful initiatives to enhance employee well-being, celebrate diversity, and support our community. A Mental Health and Wellness session led by Dr. Nubah Ahmad, in collaboration with Jubilee Insurance, addressed mental well-being and drug abuse prevention. Similarly, a Breast Cancer Awareness session with Public Health Specialist Naurin Farhan emphasized early detection and health empowerment.

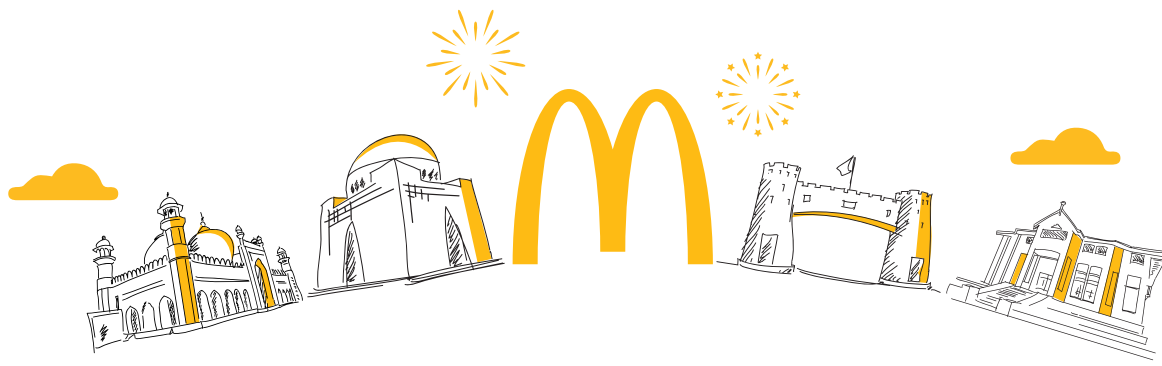
As part of our Corporate Social Responsibility (CSR), a Blood Donation Drive with the Fatimid Foundation engaged employees to support thalassemia patients, fostering unity and compassion. Ramadan Iftar dinners and Christmas festivities, including gift distribution and tree decorations, celebrated cultural and religious diversity across our

workforce.

Marking 20 years of excellence, we organized a grand celebration followed by a picnic. Additionally, a cricket match with the National Logistics Corporation (NLC) was held to promote teamwork and camaraderie. Men's Day featured fitness activities, a financial literacy session titled "Money Matters," and a graffiti art workshop in collaboration with Solace, while Women's Day celebrated and highlighted the contributions of women at ULS.

Events such as Independence Day, Ramadan, and Christmas celebrations reflect our commitment to respecting diverse cultural backgrounds. Programs like Mental Health Day, Breast Cancer Awareness, and the Blood Donation Drive reinforce our dedication to employee well-being and community impact.

At ULS, we uphold equal employment opportunities and strive to build an inclusive workplace where diverse experiences and perspectives drive our collective success.



# Empowering Communities, Leading with Integrity

At McDonald's Pakistan we are enacting steps that benefit our people and country through workplace inclusivity, ethical governance, community-driven initiatives and ecofriendly practices. Leading with integrity, we are empowering communities through impactful initiatives:

- 175,000 units of electricity saved monthly
- Over 500 trees planted annually
- 3,000kg of paper eliminated annually
- 263kg of plastic stirrers removed annually
- 9,300kg of plastic reduction in dessert spoons annually
- 6,000+ employed directly and in associated industries
- Supplier Workplace Accountability conducted on all 52 local suppliers
- 3,630 meals distributed to Less Fortunate during 2023 to Aug 2024
- Business is fully integrated with revenue authorities
- Impacted 10,000 youngsters actively involved in sports from 2023 to Aug 2024
- Mentored organizations to meet global standards in skills and tech expertise



# Subcommittees' Overview





Authorised  
Service Contractor



**UAN 021-111-669-877**

# Subcommittee Overview

In 2024 ten ABC Subcommittees provided strategies to ensure our priorities and goals were achieved. With a collective sense of purpose, the subcommittees leadership, worked closely with its members to formulate proposals that were presented to the Government of Pakistan aimed at mitigating challenges faced by member companies, under challenging economic conditions, globalization pressures and increased regulatory requirements. In the subsequent outcomes, the ABC proposals for the federal budget submission were well received by the key government departments. A series of engagements with Finance, Trade, FBR and Commerce and other relevant government functionaries provided opportunities for dialogue and influence.

## ABC Subcommittees - 2024

| S #                                                    | Name of Subcommittee /<br>Name of Nominees | Designation                                            | Company                 |
|--------------------------------------------------------|--------------------------------------------|--------------------------------------------------------|-------------------------|
| <b>1. Agriculture &amp; Food Services Subcommittee</b> |                                            |                                                        |                         |
| 1                                                      | Mr. Tallal Hakeem, Chair                   | CEO                                                    | Coteva                  |
| 2                                                      | Ms. Scellina Asad, Co-Chair                | Director                                               | Century Capital         |
| 3                                                      | Ms. Amina Khalid                           | Sr. National Manager QA, Corp. Comm. & Govt. Relations | Siza Foods (McDonald's) |
| 4                                                      | Mr. Muhammad Asim                          | Regulatory Affairs Lead – Seeds                        | Bayer                   |
| 5                                                      | Mr. Muhammad Rizwan Mobin                  | Business Leader - TYVEK                                | DuPont                  |
| 6                                                      | Mr. Jahanzeb Saeed                         | Director Consumer Division                             | Muller & Phipps         |
| 7                                                      | Mr. Zawar Kazmi                            | Head of Agro                                           | PepsiCo                 |
| <b>2. ESG Subcommittee</b>                             |                                            |                                                        |                         |
| 1                                                      | Ms. Tushna Patel, Chair                    | Executive Director                                     | AICT                    |
| 2                                                      | Mr. S. Khurram Shah, Co-Chair              | Executive Director, Corporate Affairs & Sustainability | Pepsi-Cola              |
| 3                                                      | Ms. Hafsa Zubair                           | Head of Communications & PA                            | Bayer                   |
| 4                                                      | Ms. Amina Khalid                           | Sr. National Manager QA, Corp. Comm. & Govt. Relations | Siza Foods (McDonald's) |
| 5                                                      | Mr. Shaukat Khokhar                        | Country Manager Partner Ecosystem                      | IBM                     |
| 6                                                      | Mr. Usama Majeed                           | Corporate & Govt. Affairs Manager                      | Mondelez                |
| 7                                                      | Ms. Haya Khan                              | Competency Development & Sales OC Specialist           | Chevron                 |
| 8                                                      | Ms. Hiba Dar                               | Senior Communications Manager                          | Coca-Cola               |
| 9                                                      | Ms. Manal Ghayas                           | CSR - Pakistan                                         | DuPont                  |
| 10                                                     | Ms. Shafia Naseer                          | Communications & Sustainability Leader                 | P&G                     |

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|    |                 |                                                  |         |
|----|-----------------|--------------------------------------------------|---------|
| 11 | Ms. Ifra Imtiaz | Head of Corporate Communications & Social Impact | PepsiCo |
| 12 | Ms. Aimen Bajwa | External Communications & Social Impact Manager  | PepsiCo |

### 3. Finance & Tax

|    |                             |                                                            |                         |
|----|-----------------------------|------------------------------------------------------------|-------------------------|
| 1  | Mr. S. Khurram Shah, Chair  | Executive Director, Corporate Affairs & Sustainability     | Pepsi-Cola              |
| 2  | Mr. Kamran Nishat, Co-Chair | Managing Director & CEO                                    | M&P                     |
| 3  | Mr. Jahanzaib M. Khan       | CFO & Director                                             | Bayer                   |
| 4  | Mr. Shahzad Anjum           | Assistant Director Finance                                 | Stewart                 |
| 5  | Dr. Faisal Hashmi           | Senior Director                                            | Coca-Cola               |
| 6  | Mr. Iftikhar Ahmad          | Assistant Director Finance                                 | Siza Foods (McDonald's) |
| 7  | Mr. Mahad Rashid Hafeez     | Chief Financial Officer                                    | Chubb Insurance         |
| 8  | Ms. Iqra Yasin              | Tax Lead Pakistan                                          | IBM                     |
| 9  | Mr. Mustafa Rafiq           | Financial Reporting & Compliance - Asia Pacific Finance    | Chevron                 |
| 10 | Mr. Saad Yusufi             | Head of Finance                                            | Mondelez                |
| 11 | Mr. Shayan Ahmed            | Customs & Finance Executive                                | DuPont                  |
| 12 | Mr. Usman Danish            | Country Tax Manager                                        | P&G                     |
| 13 | Mr. Muhammad Tariq Khan     | Director Finance & Company Secretary                       | Muller & Phipps         |
| 14 | Mr. Saad Salman             | Manager Taxation, Accounts & Finance Division              | Muller & Phipps         |
| 15 | Mr. Basit Pirzada           | Head of Public Policy, Government Affairs & Sustainability | PepsiCo                 |
| 16 | Mr. Tabish Aseem Farid      | Finance Director & CFO                                     | Abbott                  |

### 4. Government Relations

|    |                                |                                                        |                         |
|----|--------------------------------|--------------------------------------------------------|-------------------------|
| 1  | Mr. Akram Wali Muhammad, Chair | Chief Executive                                        | Gerry's                 |
| 2  | Ms. Tushna Patel, Co-Chair     | Executive Director                                     | AICT                    |
| 3  | Mr. Adnan Asad                 | Chief Executive Officer                                | Venus                   |
| 4  | Mr. Asim Saeed Khan            | CEO                                                    | Shipco Transport        |
| 5  | Dr. Faisal Hashmi              | Senior Director                                        | Coca-Cola               |
| 6  | Ms. S. Khurram Shah            | Executive Director, Corporate Affairs & Sustainability | Pepsi-Cola              |
| 7  | Mr. Umar Toor                  | Assistant Director RED                                 | Siza Foods (McDonald's) |
| 8  | Mr. Syed Hasan Mahmood         | Company Secretary, Head of Compliance & Risk           | Chubb Insurance         |
| 9  | Mr. Syed Ali Reza              | Manager Business Development – Pakistan                | Chevron                 |
| 10 | Mr. Usama Majeed               | Corporate & Govt. Affairs Manager                      | Mondelez                |
| 11 | Mr. Muhammad Asim              | Regulatory Affairs Lead – Seeds                        | Bayer                   |
| 12 | Mr. Moosa Kazim                | Regulatory Affairs Leaf – PH                           | Bayer                   |



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|    |                     |                                                            |         |
|----|---------------------|------------------------------------------------------------|---------|
| 13 | Mr. Jawaid Siddiqui | Financial Controller & Company Secretary                   | DuPont  |
| 14 | Ms. Xenia Rasul     | Head of GR & Public Policy                                 | P&G     |
| 15 | Mr. Basit Pirzada   | Head of Public Policy, Government Affairs & Sustainability | PepsiCo |

### 5. Membership & HR

|   |                               |                                                        |                  |
|---|-------------------------------|--------------------------------------------------------|------------------|
| 1 | Mr. Adnan Shaffi, Chair       | CEO                                                    | PriceOye         |
| 2 | Mr. Asim Saeed Khan, Co-Chair | CEO                                                    | Shipco Transport |
| 3 | Mr. Adnan Asad                | Chief Executive Officer                                | Venus            |
| 4 | Ms. Nuzhat Hussain            | Manager HR, Pak - BHR Ops Middle East , Europe, Africa | Chevron          |
| 5 | Mr. Muhammad Bilal            | Head of HR Operations                                  | Bayer            |
| 6 | Ms. Sonam Furqan              | FSRE Specialist                                        | DuPont           |
| 7 | Mr. Umer Farid                | Director HR                                            | PepsiCo          |
| 8 | Mr. Waseem Naz                | Corporate Affairs & Legal Operations Analyst           | PepsiCo          |

### 6. IT

|   |                            |                                        |                 |
|---|----------------------------|----------------------------------------|-----------------|
| 1 | Mr. Nadeem Elahi, Chair    | CEO                                    | TRG             |
| 2 | Mr. Adnan Shaffi, Co-Chair | CEO                                    | PriceOye        |
| 3 | Mr. Kashif Gaya            | CEO                                    | Euronet         |
| 4 | Mr. Bilal Shahzad          | CTO                                    | Stewart         |
| 5 | Mr. Taimur Mughal          | Sales Leader                           | IBM             |
| 6 | Mr. Aurangzeb Khan         | Country IT Lead                        | Bayer           |
| 7 | Mr. Munir Anjum Sherwani   | IT Specialist - Pakistan & Middle East | DuPont          |
| 8 | Mr. Iftikhar Arif          | General Manager IT                     | Muller & Phipps |
| 9 | Ms. Komul Khan             | Head of IT                             | PepsiCo         |

### 7. Industry, Trade & Logistics

|    |                               |                                                       |                  |
|----|-------------------------------|-------------------------------------------------------|------------------|
| 1  | Mr. Sami Wahid, Chair         | Managing Director                                     | Mondelez         |
| 2  | Mr. Asim Saeed Khan, Co-Chair | CEO                                                   | Shipco Transport |
| 3  | Mr. Kashif Gaya               | CEO                                                   | Euronet          |
| 4  | Mr. Christos Volis            | CEO                                                   | ULS / UPS        |
| 5  | Mr. Ahmed Ali                 | Managing Director & Country Commercial Lead CS        | Bayer            |
| 6  | Mr. Syed Fahad Zafar          | Brand Partner Specialist - Data & AI and Automation   | IBM              |
| 7  | Mr. Ahsan Irshad              | Associate Business Consultant Indirect                | Chevron          |
| 8  | Mr. Muhammad Haris Mansoor    | Country Leader – Pak & Africa Region - Corian® Design | DuPont           |
| 9  | Ms. Xenia Rasul               | Head of GR & Public Policy                            | P&G              |
| 10 | Mr. Javed Aba Ali             | Manager Import & Transport                            | Muller & Phipps  |

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|    |                       |                                      |           |
|----|-----------------------|--------------------------------------|-----------|
| 11 | Mr. Mir Muhammad      | Head of Supply, Planning & Logistics | PepsiCo   |
| 12 | Ms. Zoya Baig         | Manager Supply, Planning & Logistics | PepsiCo   |
| 13 | Mr. Usama Majeed      | Corporate & Govt. Affairs Manager    | Mondelez  |
| 14 | Mr. Aamer Saghir Khan | Director Sales & Projects            | ULS / UPS |

### 8. Legal & IPR

|    |                             |                                              |                         |
|----|-----------------------------|----------------------------------------------|-------------------------|
| 1  | Mr. Adnan Asad, Chair       | CEO                                          | Venus                   |
| 2  | Mr. Khurram Qamar, Co-Chair | Director External Affairs                    | Philip Morris           |
| 3  | Mr. Nadeem Elahi            | CEO                                          | TRG                     |
| 4  | Mr. Akram Wali Muhammad     | Chief Executive                              | Gerry's                 |
| 5  | Mr. Asim Saeed Khan         | CEO                                          | Shipco Transport        |
| 6  | Mr. Umar Toor               | Assistant Director RED                       | Siza Foods (McDonald's) |
| 7  | Mr. Syed Hasan Mahmood      | Company Secretary, Head of Compliance & Risk | Chubb Insurance         |
| 8  | Mr. Jawaid Siddiqui         | Financial Controller & Company Secretary     | DuPont                  |
| 9  | Ms. Ramsha Rais             | Legal Counsel, Pakistan                      | Mondelez                |
| 10 | Mr. Khan Mustafa Saleemi    | Head of LPC                                  | Bayer                   |
| 11 | Ms. Mariam Anwar            | Head of Legal                                | P&G                     |
| 12 | Mr. Munaf Hussain Lakda     | Director Legal & Administration              | Muller & Phipps         |
| 13 | Ms. Raazia Khan             | Legal Analyst                                | PepsiCo                 |

### 9. Pharmaceutical & Chemicals

|   |                                    |                                                    |                 |
|---|------------------------------------|----------------------------------------------------|-----------------|
| 1 | Mr. S. Anis Ahmed, Chair           | Managing Director & CEO                            | Abbott          |
| 2 | Mr. Kamran Ataullah Khan, Co-Chair | CEO / Country Manager                              | DuPont          |
| 3 | Mr. Khurram Mirza                  | Country Commercial Lead PH                         | Bayer           |
| 4 | Mr. Shezad Ahmed                   | Business Leader - DuPont Water Solutions, Pakistan | DuPont          |
| 5 | Ms. Amna Zehra Abbas               | Senior Brand Director Femcare and Healthcare       | P&G             |
| 6 | Mr. Mujeeb Ali Khan                | Director Pharma                                    | Muller & Phipps |

### 10. Social Impact & Corporate Reputation

|   |                               |                                                        |                         |
|---|-------------------------------|--------------------------------------------------------|-------------------------|
| 1 | Ms. Scellina Asad, Chair      | Director                                               | Century Capital         |
| 2 | Ms. S. Khurram Shah, Co-Chair | Executive Director, Corporate Affairs & Sustainability | Pepsi-Cola              |
| 3 | Ms. Hafsa Zubair              | Head of Communications & PA                            | Bayer                   |
| 4 | Ms. Manahil Kapadia           | Director                                               | Synergy Advertising     |
| 5 | Mr. Fayyaz Tahir              | National Manager HR                                    | Siza Foods (McDonald's) |

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|    |                    |                                                   |         |
|----|--------------------|---------------------------------------------------|---------|
| 6  | Ms. Sana Bhagat    | Subscription and Annuity Sales Specialist         | IBM     |
| 7  | Ms. Soonita Sethna | DIFM Specialist Consumer Channel - Pakistan Sales | Chevron |
| 8  | Ms. Shafia Naseer  | Communications & Sustainability Leader            | P&G     |
| 9  | Ms. Ifra Imtiaz    | Head of Corporate Communications & Social Impact  | PepsiCo |
| 10 | Ms. Aimen Bajwa    | External Communications & Social Impact Manager   | PepsiCo |

# APPRECIATION

The Executive Committee would like to acknowledge and appreciate the following members for their support by placing advertisements in this Report:

1. Abbott Laboratories (Pakistan) Ltd.
2. Bayer Pakistan (Pvt) Ltd.
3. Captain-PQ Chemical Industries (Pvt) Ltd.
4. Chevron Pakistan Lubricants (Pvt) Ltd.
5. Chubb Insurance Pakistan Ltd.
6. DuPont Pakistan Operations (Pvt) Ltd.
7. Euronet Pakistan (Pvt) Ltd.
8. Gerry's International (Pvt) Ltd. **(FedEx)**
9. Gray Mackenzie Restaurants International Ltd. **(KFC)**
10. Mondelez Pakistan Ltd.
11. Pepsi-Cola International (Pvt) Ltd.
12. S.I. Global Solutions (Pvt) Ltd.
13. Siza Foods (Pvt) Ltd. **(McDonald's)**
14. Universal Logistics Services (Pvt) Ltd. **(UPS)**



# KFC

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*Cadbury*  
**DAIRY  
MILK**

**Kuch Acha Hojaye**  
**Kuch Meetha Hojaye**