SERVICE GLOBAL FOOTWEAR LIMITED

CORPORATE BRIEFING SESSION
NOVEMBER 18, 2025

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Service Global Footwear Limited

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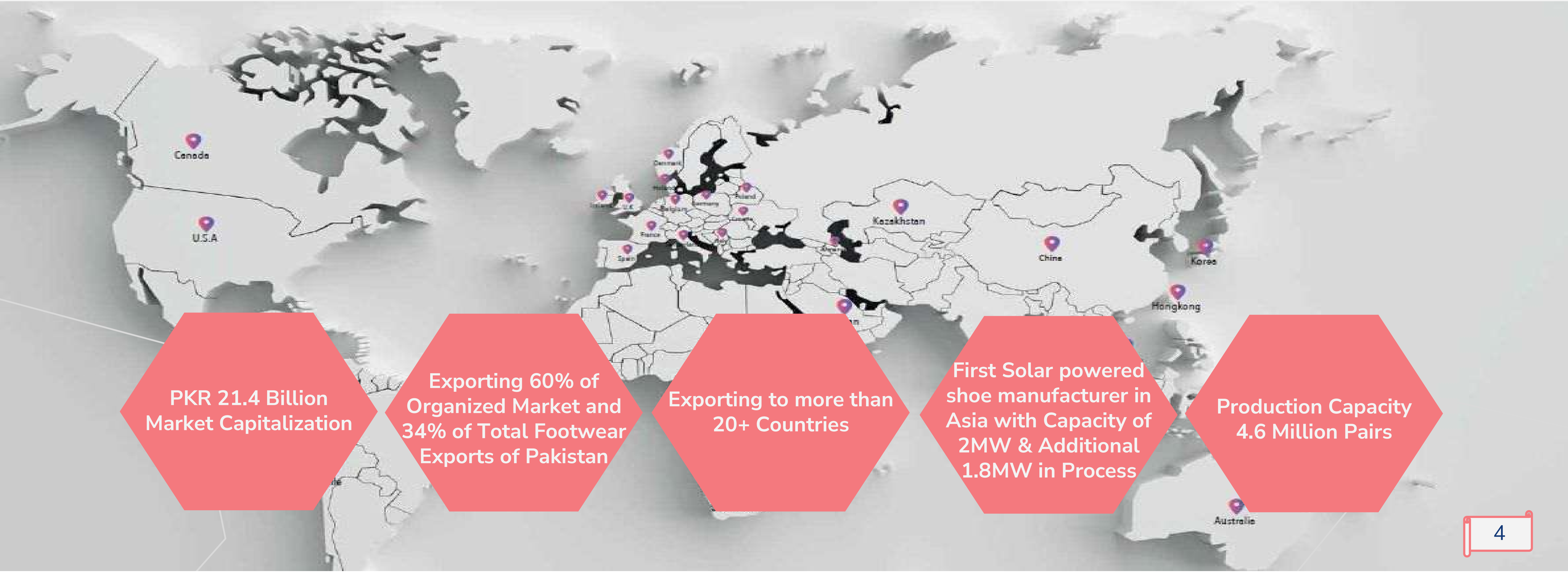
COMPANY PROFILE

INTRODUCING
SERVICE GLOBAL FOOTWEAR LIMITED

Service Global Footwear Limited

Service Global Footwear Limited (SGFL) is a prominent Pakistani company specializing in the manufacturing, marketing, and export of footwear, leather, and allied products. SGFL's primary operations revolve around producing and distributing a wide variety of footwear, primarily for international markets. The company has established itself as a leading export-oriented entity, supplying footwear to various regions, including Europe, North America, Asia, Africa, and Australia . SGFL's commitment to quality and innovation has positioned it as a trusted partner for global brands, contributing significantly to Pakistan's footwear export industry. With a dedicated workforce and a focus on sustainable growth, the company continues to expand its footprint in the global market.



PKR 21.4 Billion Market Capitalization

Exporting 60% of Organized Market and 34% of Total Footwear Exports of Pakistan

Exporting to more than 20+ Countries

First Solar powered shoe manufacturer in Asia with Capacity of 2MW & Additional 1.8MW in Process

Production Capacity 4.6 Million Pairs

OUR HISTORY

Service Global Footwear Limited

Year	Production Capacity In Millions
2019	3.00
2023	4.00
9M2025	4.60

1988

Muridke plant became operational

1989

Export Started with 25,417 Pairs

2019

SGFL

Demerged from Service Industries Limited and became separate entity

2020

18.91% Equity Investment in Service Long March Tyres (Pvt.) Ltd.

2021

Listed on Pakistan Stock Exchange

2022

100% Investment in Dongguan Service Global Limited
(Subsidiary in China)

Story Continues

GROUP STRUCTURE

Service Industries Limited

HOLDING COMPANY

Service Global Footwear Limited

(75.01% equity held by SIL)

MAIN COMPANY

Service Long March (Pvt.) Ltd.

(21.37% equity held by SIL)

(9.68% equity held by STPL)

(18.30% equity held by SGFL)

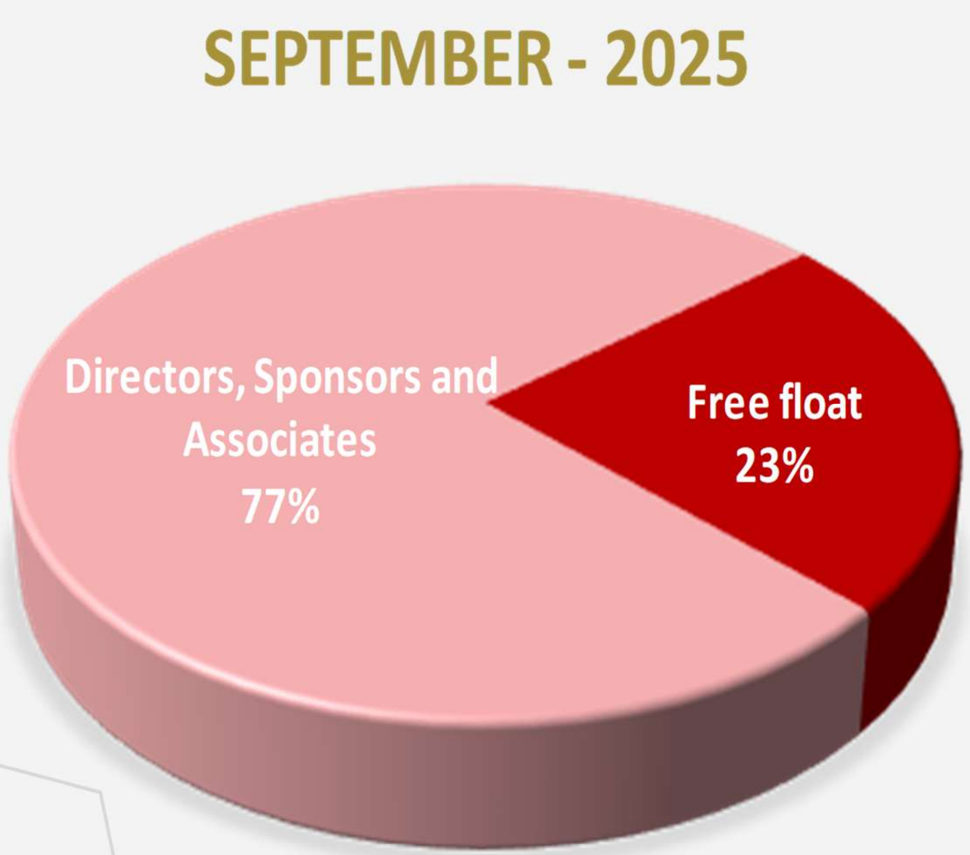
ASSOCIATED COMPANY

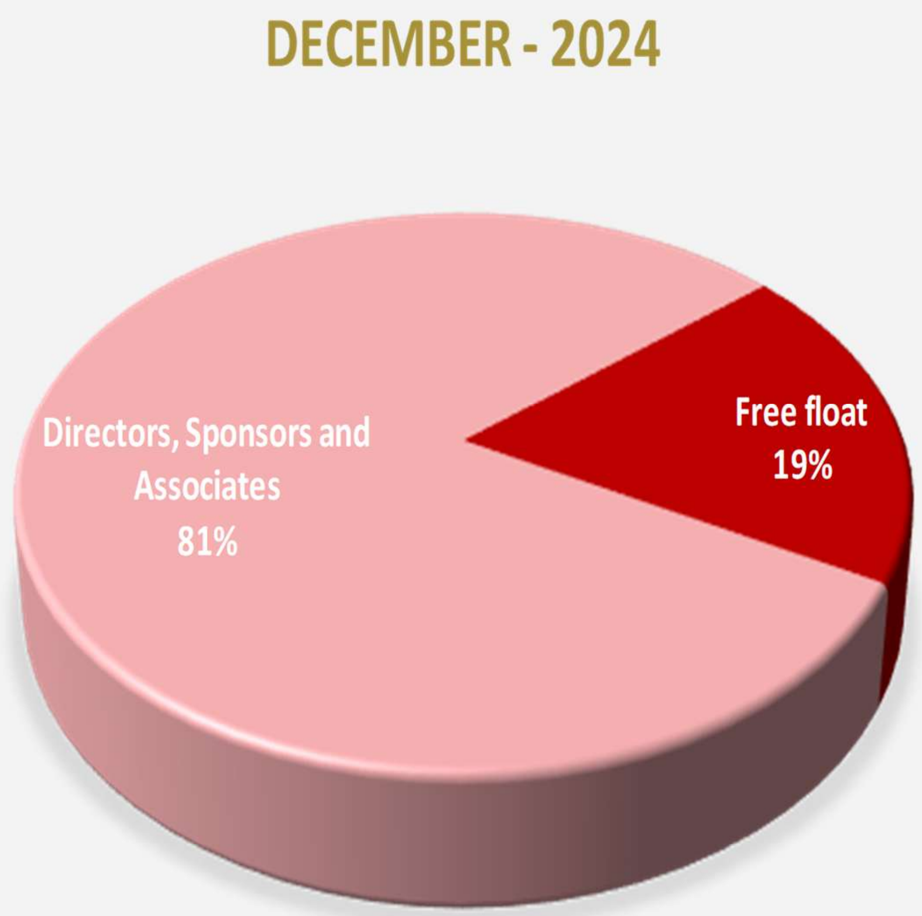
Dongguan Service Global Limited

(100% equity held by SGFL)

SUBSIDIARY COMPANY

FREE FLOAT SHARES





02

Corporate Social Responsibility

CORPORATE SOCIAL RESPONSIBILITY

ENVIRONMENT

SGFL demonstrates a strong commitment to environmental sustainability through continued investment in renewable energy. As one of the first solar-powered factories in the region, we currently generate 2MW of solar power, and are doubling this capacity to 4MW by 2025. We also implement globally recognized standards such as HIGG FEM, RCS (Recycled Claim Standard), and FSC-certified packaging to promote sustainable sourcing, eco-friendly production, and minimized environmental impact.

GOVERNANCE

SGFL's governance model is built on transparency, compliance, and continuous improvement. We are certified under ISO 9001 (Quality), ISO 14001 (Environmental Management), ISO 45001 (Occupational Safety), ISO 17025 (Lab Management), and CTPAT, ensuring operational integrity, risk management, and global trade compliance. Our Business Ethics Policy reinforces a culture of integrity and accountability, upholding full compliance with legal and regulatory frameworks and fostering stakeholder trust through ethical and responsible conduct.

SOCIAL

SGFL upholds internationally recognized labor and social standards through certifications including SEDEX, BSCI, SLCP, and HIGG FSLM. We promote an inclusive, safe, and respectful workplace guided by ILO conventions and national labor laws. Our workforce reflects global diversity bringing together individuals of various cultures, ethnicities, religions, and nationalities to collectively support the livelihoods of thousands of families. Equal opportunity, gender inclusion, and support for persons with special needs are core pillars of our social responsibility framework.

03

KEY FINANCIAL HIGHLIGHTS

ANNUAL FINANCIAL PERFORMANCE HIGHLIGHTS 2024 VS 2023

Service Global Footwear Limited

Revenue

PKR 17,392 Million
VS
LY 15,062 Million

Gross Profit

PKR 2,890 Million
VS
LY 3,301 Million

Profit before Levy & Taxation

PKR 1,627 Million
VS
LY 1,594 Million

Share of Profit from SLM

PKR 1,323 Million
VS
LY 474 Million

Net Profit

PKR 1,105 Million
VS
LY 1,182 Million

Earning Per Share

PKR 5.37
VS
LY 5.75

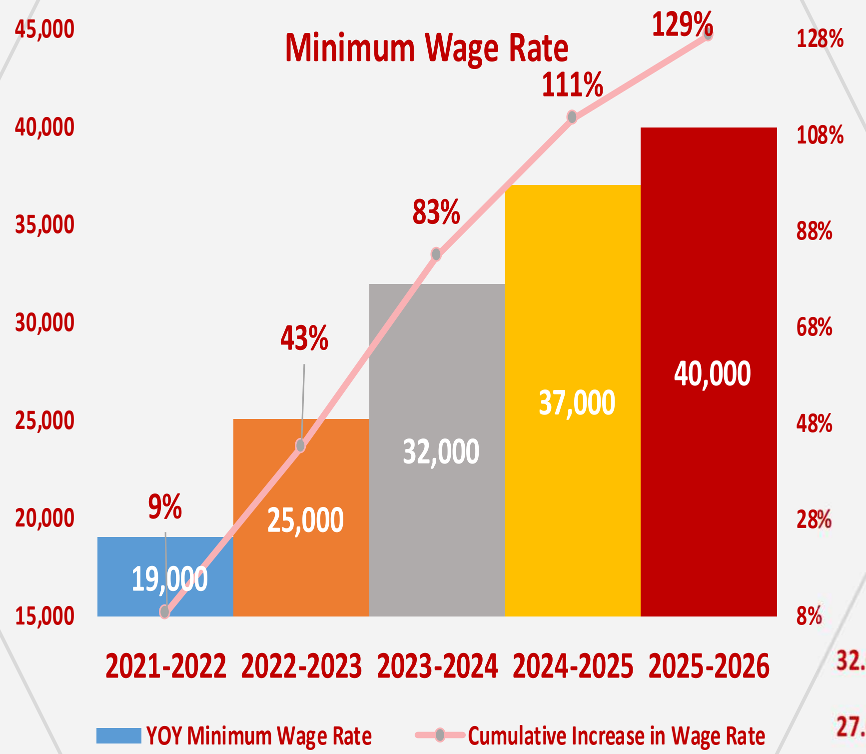
FINANCIAL INFORMATION
STATEMENT OF PROFIT OR LOSS
ANNUAL

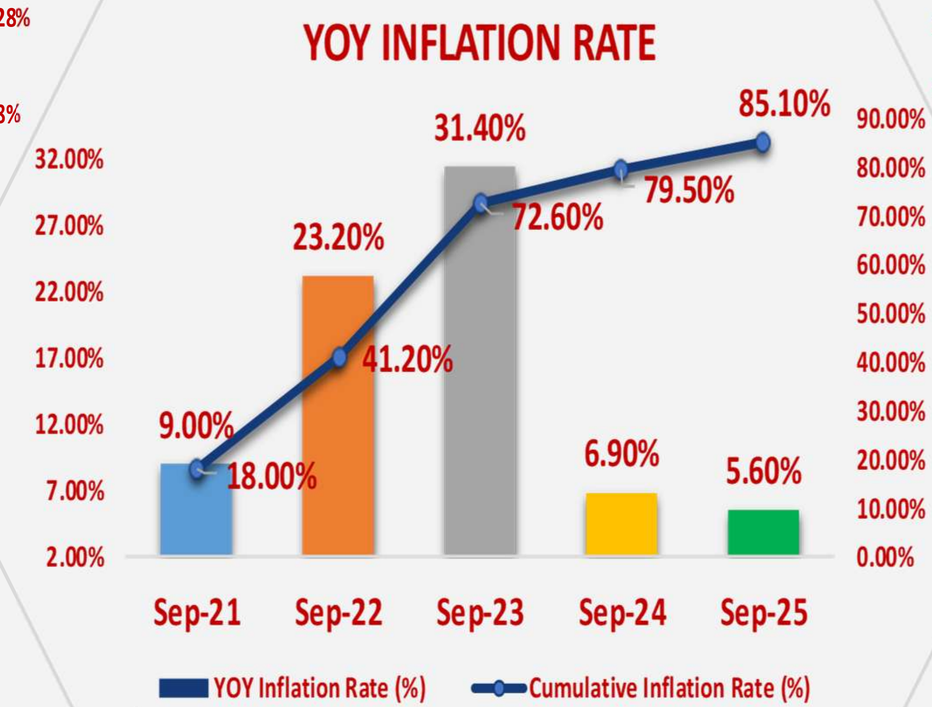
Service Global Footwear Limited

	December 31, 2024		December 31, 2023		Variance	
	Rs. (000)	%age of Revenue	Rs. (000)	%age of Revenue	Rs. (000)	%age
Revenue	17,391,854	100%	15,061,817	100%	2,330,037	15%
Cost of Sales	(14,501,963)	-83%	(11,760,696)	-78%	(2,741,267)	23%
Gross Profit	**2,889,891**	**17%**	**3,301,121**	**22%**	**(411,230)**	**-12%**
Distribution Cost	(1,352,327)	-8%	(1,186,780)	-8%	(165,547)	14%
Admin Expenses	(776,650)	-4%	(671,194)	-4%	(105,456)	16%
Other Expenses	(109,374)	-1%	(88,230)	-1%	(21,144)	24%
Other Income	319,241	2%	772,572	5%	(453,331)	-59%
Finance Cost	(667,078)	-4%	(1,007,721)	-7%	340,643	-34%
Profit before Share of Profit from SLM and Tax	**303,703**	**2%**	**1,119,768**	**7%**	**(1,156,708)**	**-103%**
Share of profit from equity accounted investee	1,323,147	8%	474,039	3%	849,108	179%
Profit before Levy and Taxation	**1,626,850**	**9%**	**1,593,807**	**11%**	**33,043**	**2%**
Provision for Levy and Taxation	(521,613)	-3%	(412,200)	-3%	(109,413)	27%
Profit after Levy and Taxation	**1,105,237**	**6%**	**1,181,607**	**8%**	**(76,370)**	**-6%**
Earnings per Share	**5.37**		**5.75**			

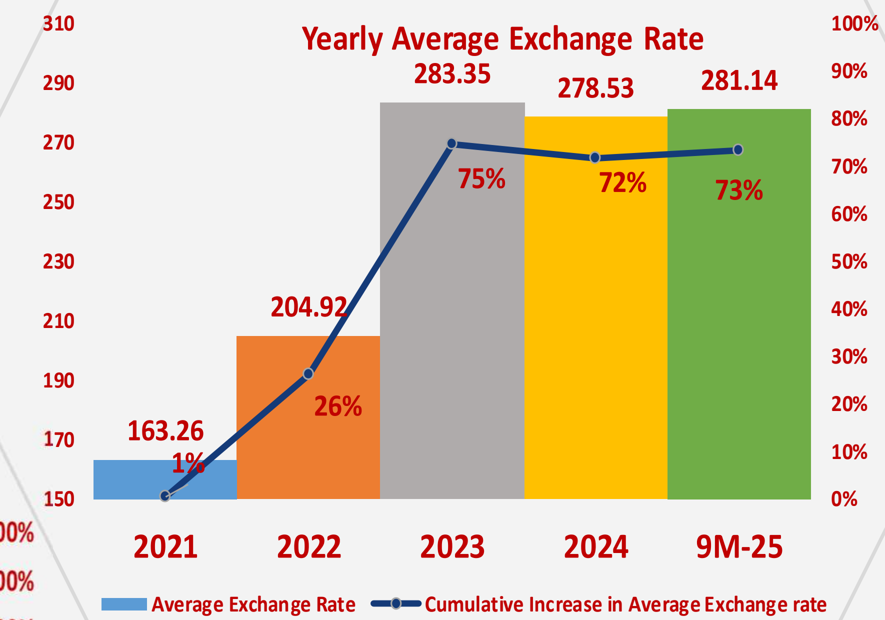
YEARLY INFLATION AND EXCHANGE RATE TREND

Service Global Footwear Limited





*Year-on-year national inflation rates are obtained from the Pakistan Bureau of Statistics website at the end of each September.

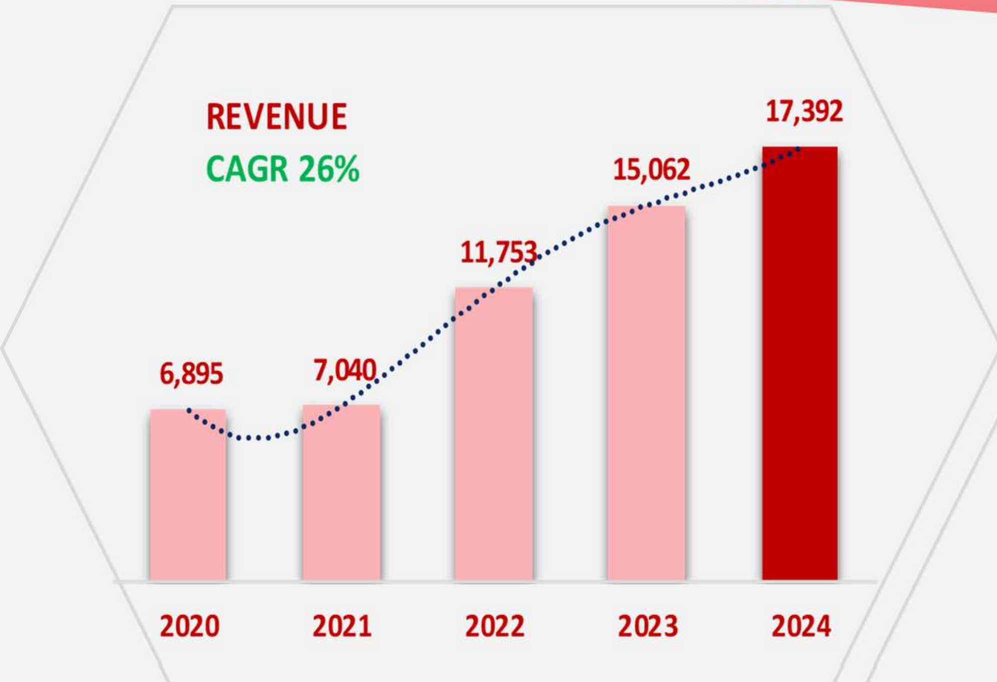


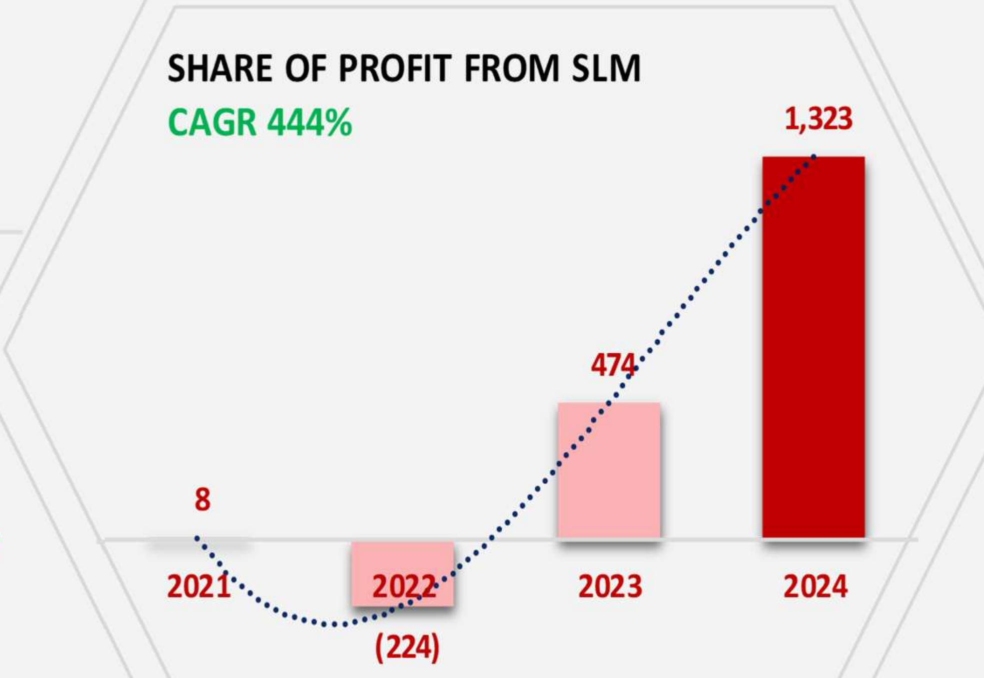
The cumulative increase has been calculated using 2020 as the base year.

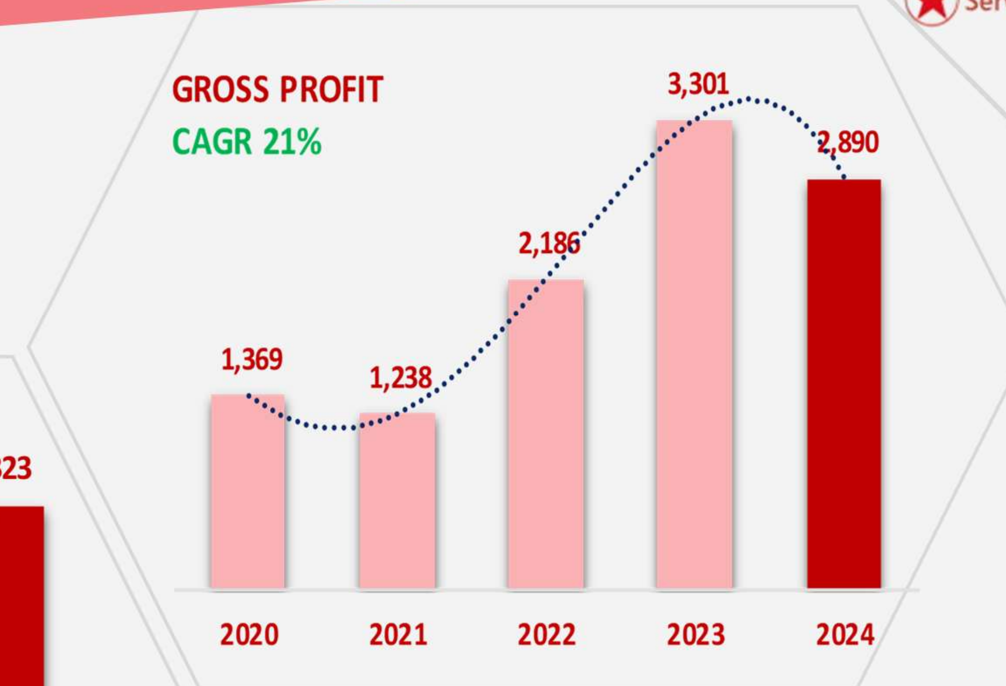
FINANCIAL PERFORMANCE
ANNUAL
FIVE YEAR TREND ANALYSIS

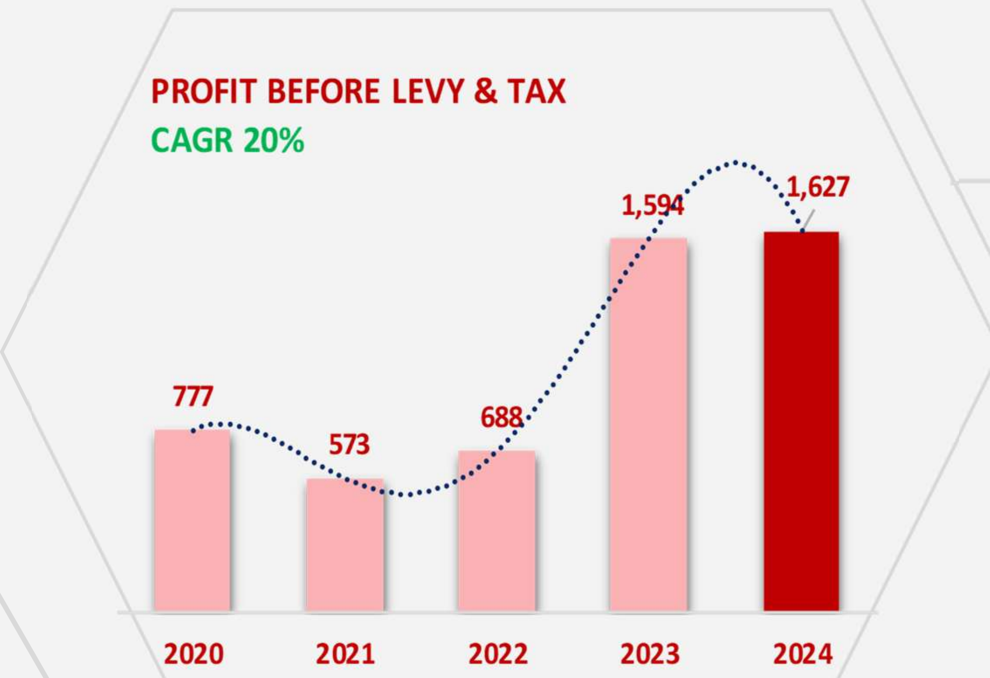
Amount In Millions

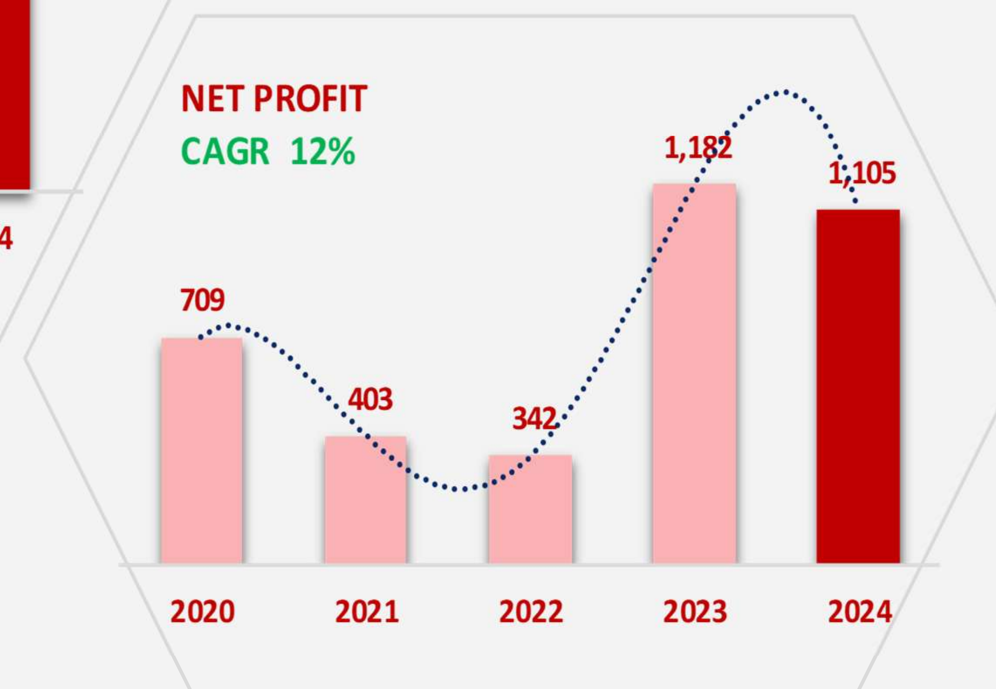
Service Global Footwear Limited











NINE MONTHS FINANCIAL PERFORMANCE HIGHLIGHTS 2025 VS 2024

Service Global Footwear Limited

Revenue

PKR 15,186 Million
VS
LY 12,951 Million

Gross Profit

PKR 2,594 Million
VS
LY 2,179 Million

Profit before Levy & Taxation

PKR 2,097 Million
VS
LY 1,236 Million

Share of Profit from SLM

PKR 1,657 Million
VS
LY 944 Million

Net Profit

PKR 1,641 Million
VS
LY 817 Million

Earning Per Share

PKR 7.96
VS
LY 3.97

FINANCIAL INFORMATION
STATEMENT OF PROFIT OR LOSS
NINE MONTHS

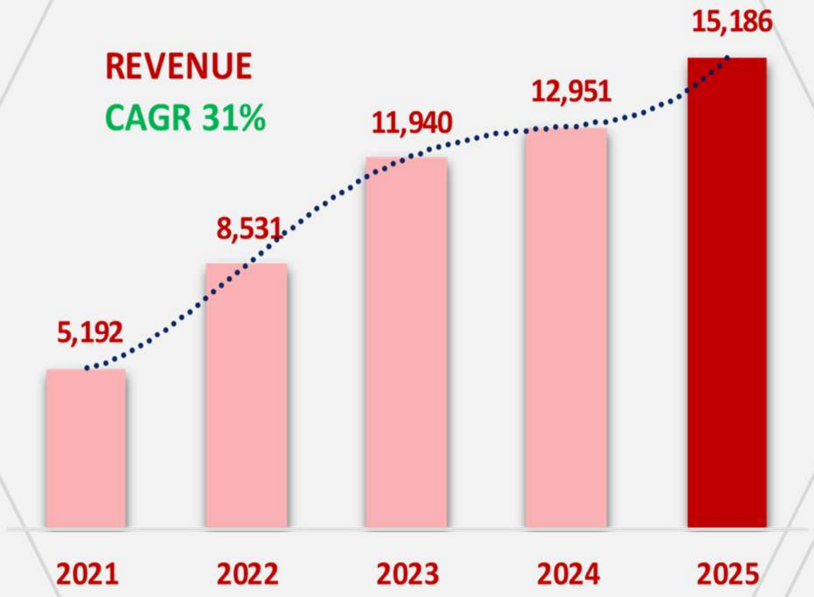
Service Global Footwear Limited

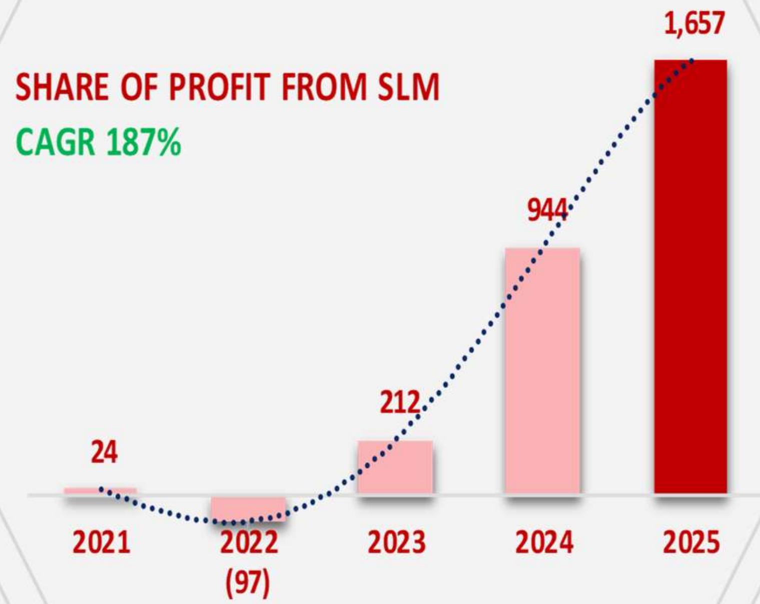
	September 30, 2025		September 30, 2024		Variance	
	Rs. (000)	%age of Revenue	Rs. (000)	%age of Revenue	Rs. (000)	%age
Revenue	15,186,172	100%	12,951,499	100%	2,234,673	17%
Cost of Sales	(12,591,821)	-83%	(10,772,280)	-83%	(1,819,541)	17%
Gross Profit	**2,594,351**	**17%**	**2,179,219**	**17%**	**415,132**	**19%**
Distribution Cost	(1,147,756)	-8%	(993,740)	-8%	(154,016)	15%
Admin Expenses	(661,198)	-4%	(554,150)	-4%	(107,048)	19%
Other Expenses	(60,407)	0%	(4,302)	0%	(56,105)	1304%
Other Income	103,007	1%	206,742	2%	(103,735)	-50%
Finance Cost	(388,707)	-3%	(541,781)	-4%	153,074	-28%
Profit before share of Profit from SLM and Tax	**439,290**	**3%**	**291,988**	**2%**	**(5,772)**	**-2%**
Share of net profit from equity accounted investee	1,657,387	11%	944,310	7%	713,077	76%
Profit before Levy & Taxation	**2,096,677**	**14%**	**1,236,298**	**10%**	**860,379**	**70%**
Provision for Levy and Taxation	(456,024)	-3%	(418,984)	-3%	(37,040)	9%
Profit after Levy & Taxation	**1,640,653**	**11%**	**817,314**	**6%**	**823,339**	**101%**
Earnings per Share	**7.96**		**3.97**			

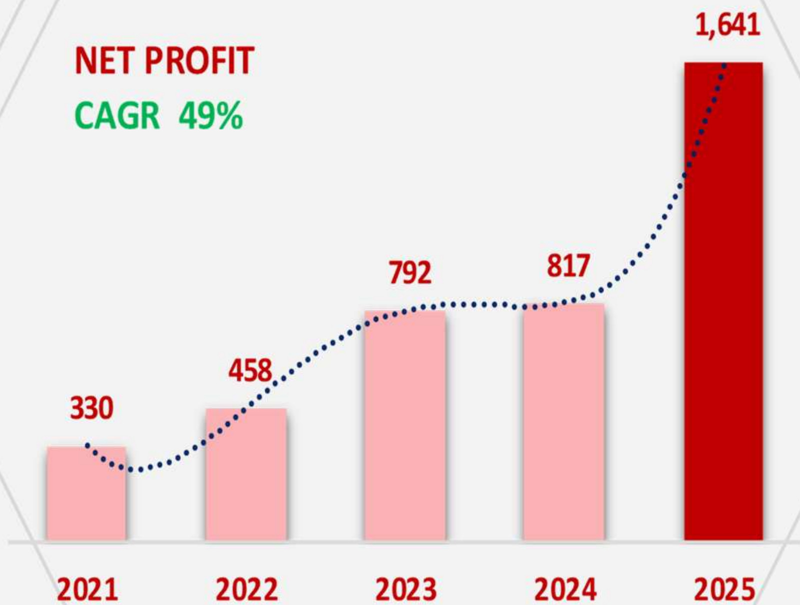
FINANCIAL PERFORMANCE
NINE MONTHS
FIVE YEAR TREND ANALYSIS

Amount In Millions

Service Global Footwear Limited







FINANCIAL POSITION OVERVIEW
SEPTEMBER-25 VS DECEMBER-24

Service Global Footwear Limited

Equity & Reserves

PKR 8,093 Million
VS
7,210 Million

Long Term Borrowing

PKR 1,108 Million
VS
313 Million

Short Term Borrowing

PKR 8,201 Million
VS
9,032 Million

Fixed Assets

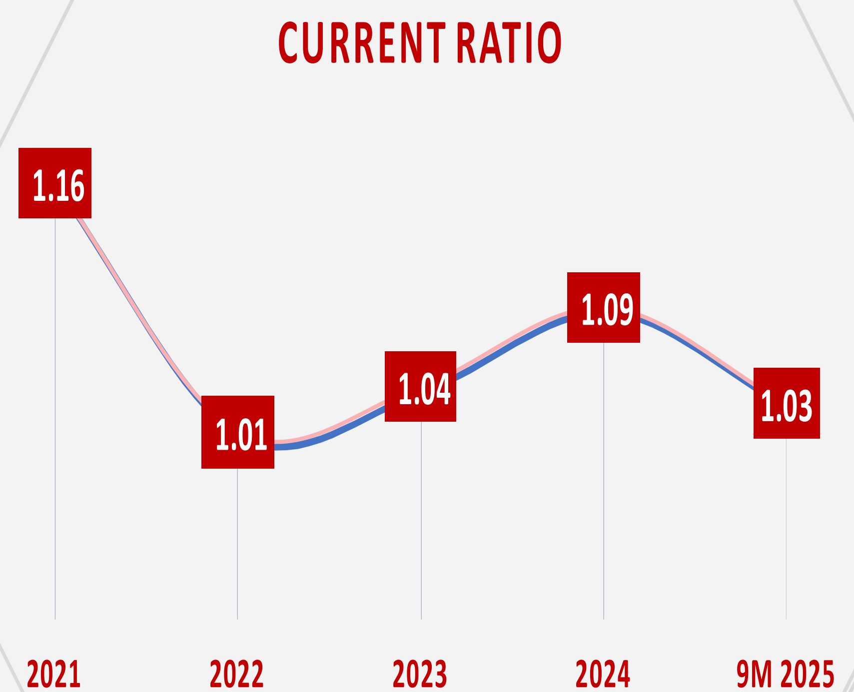
PKR 3,788 Million
VS
2,949 Million

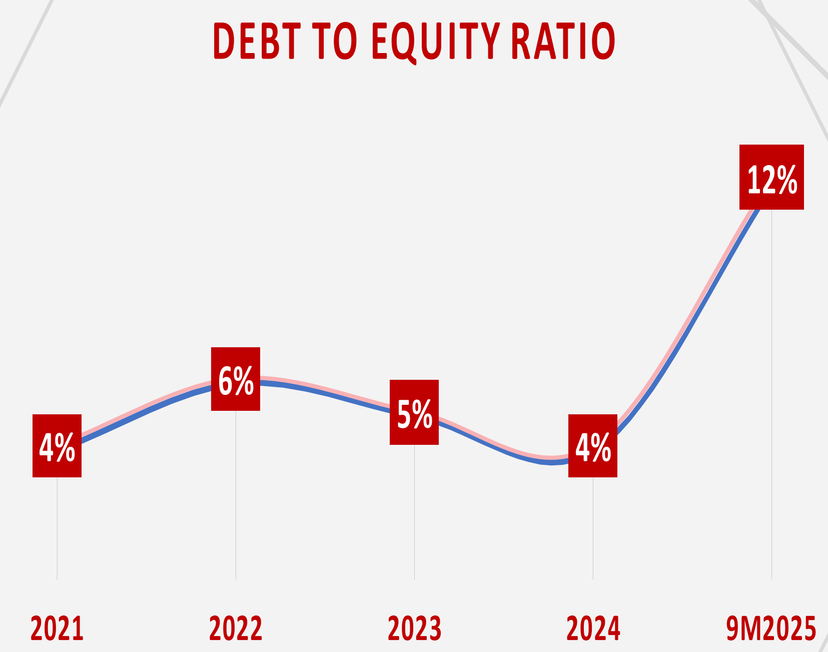
DEBT TO EQUITY RATIO
Sep-25 : 12:88
Dec-24 : 04:96

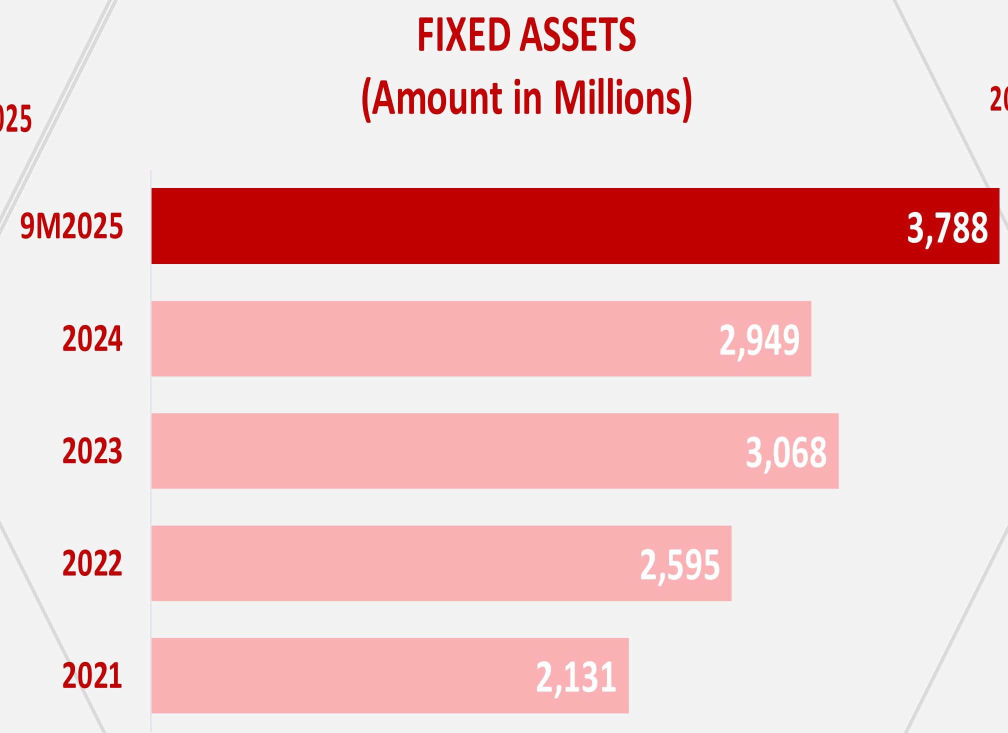
CURRENT RATIO
Sep-25 : 1.03
Dec-24 : 1.09

FINANCIAL POSITION OVERVIEW 5 YEARLY ANALYIS

Service Global Footwear Limited



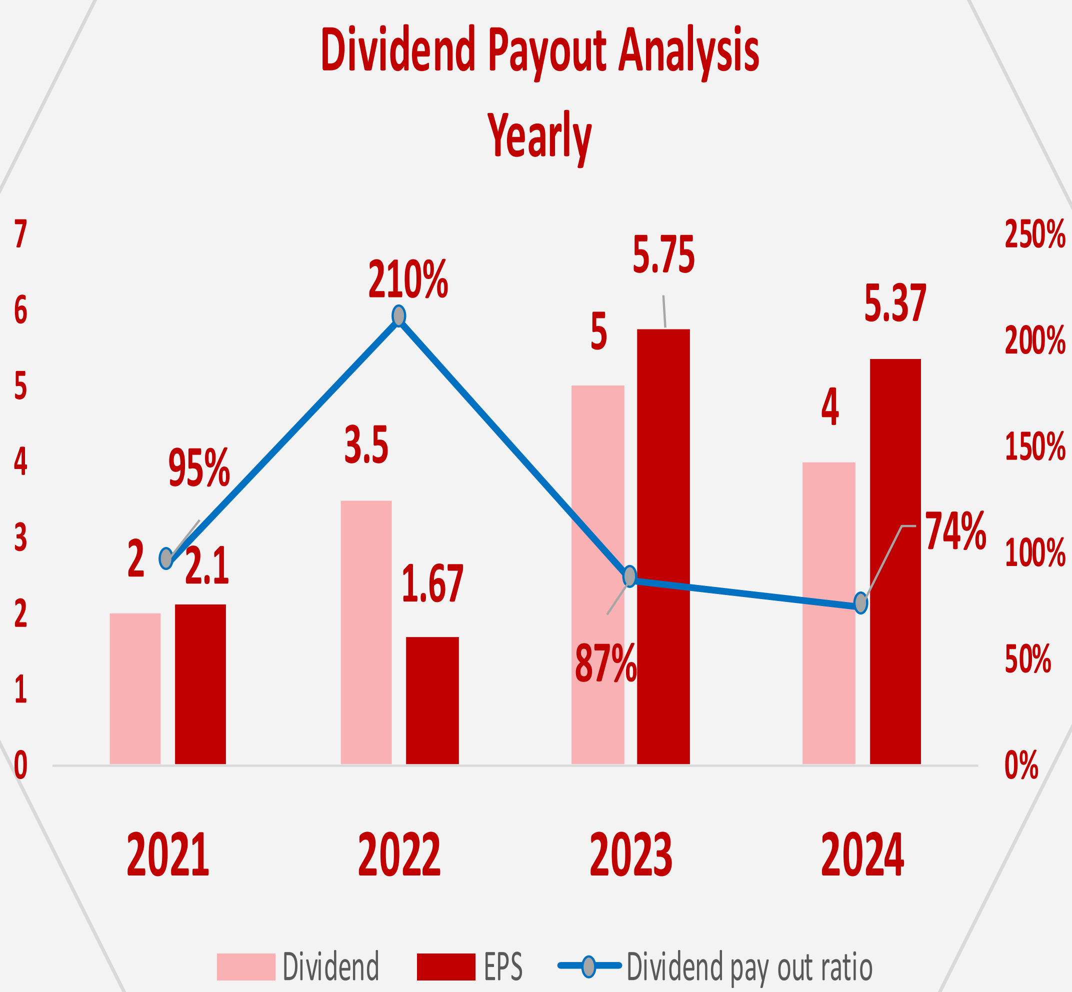


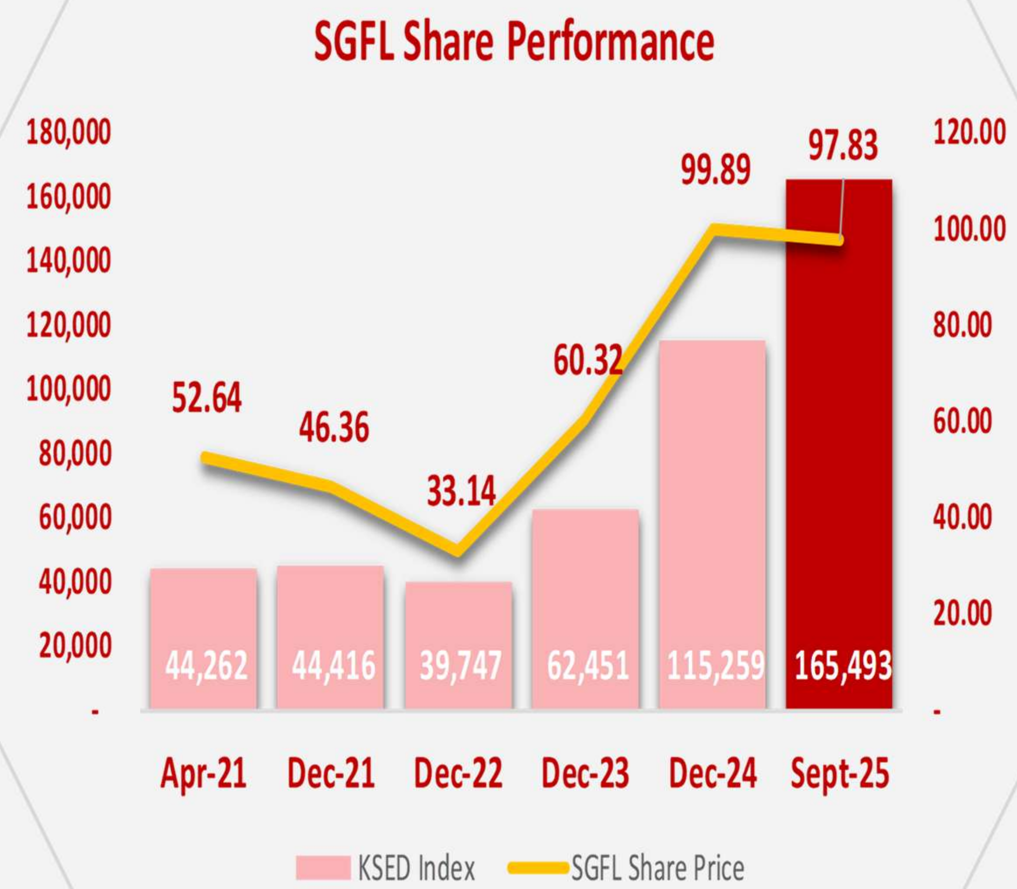


Payment Year	Dividend Payments In Millions
2022	922
2023	823
2024	412
9M2025	824

FINANCIAL PERFORMANCE

Service Global Footwear Limited





04

FUTURE OUTLOOK

FUTURE OUTLOOK

SGFL remains firmly committed to long-term competitiveness and sustainable growth, guided by three key pillars:

- **Market Expansion**
  SGFL is proactively engaging new U.S. and EU customers to diversify its portfolio and reduce concentration risks. While buyer sentiment remains cautious, the sales pipeline is robust, and several promising new accounts are expected to materialize in Y-2026.

- **Speed to Market Advantage**
  Through our China office and newly established mold development workshop in Pakistan, SGFL has strengthened its access to materials and tooling capabilities. These initiatives have reduced development lead times and improved responsiveness, enabling SGFL to serve global customers with greater agility.

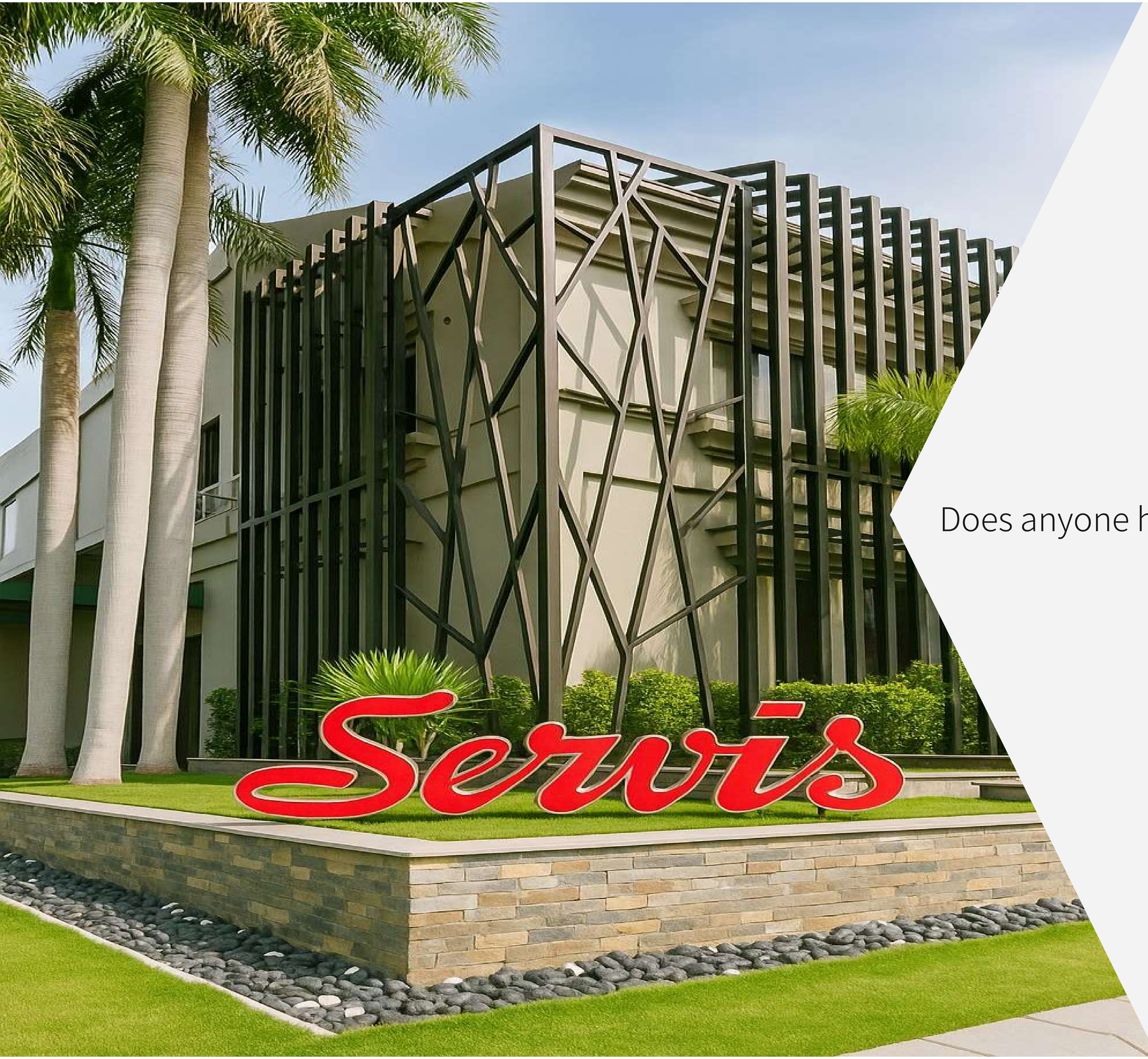
- **Cost Leadership**
  To counter pricing pressure, SGFL has redesigned part of its operation to achieve higher efficiencies with the help of foreign technicians and consultants. This has resulted improving output/person and lowering overheads. SGF is continuously striving for operational discipline and excellence.

Outlook for the Year 2026:

The Company anticipates Y-2026 to remain a challenging yet pivotal year, shaped by continued global demand softness and intense pricing competition. SGFL's strategic focus will remain on cost optimization, productivity enhancement, and customer retention through dependable performance and timely delivery.

The Company is actively pursuing strategic joint venture partnership to strengthen production capabilities and advanced expertise.

At the same time, SGFL remains firmly committed to invest in technology, energy efficiency, and sustainability initiatives that reinforce its position as an active global player and Pakistan's leading footwear exporter. Through these continued efforts, the Company aims to create resilient growth and deliver sustainable long-term value to its shareholders and stakeholders alike.



THANK YOU

Does anyone have any questions?

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