



PAKISTAN JOURNEY

Ozgur Akyildiz, General Manager Middle East and Africa



Smart hygiene solutions for all generations

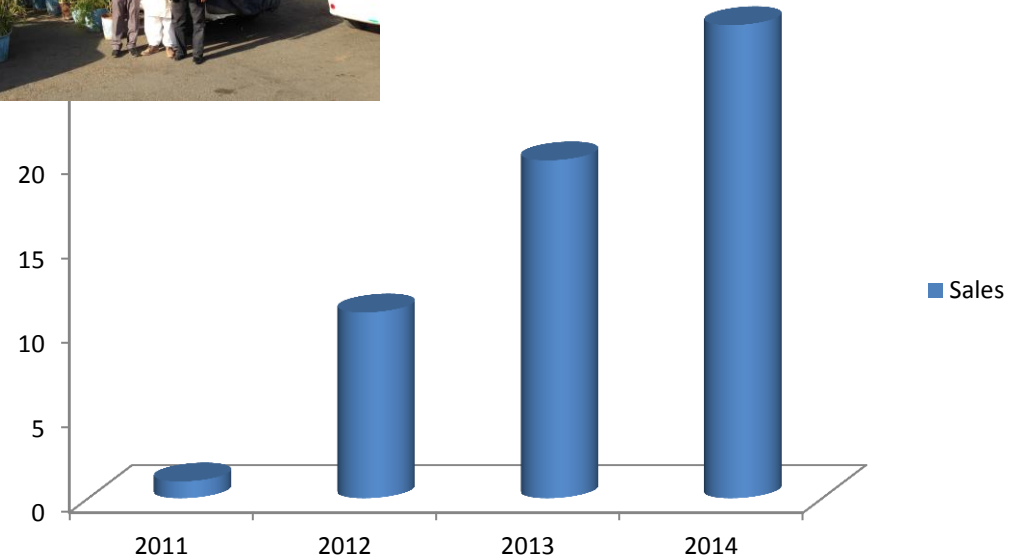
- How do you find Pakistan? Do you like our country?

It is very common to receive this question as a foreigner.



- I like it a lot

I like it a lot because of our successful business there.



Everything started in 2010



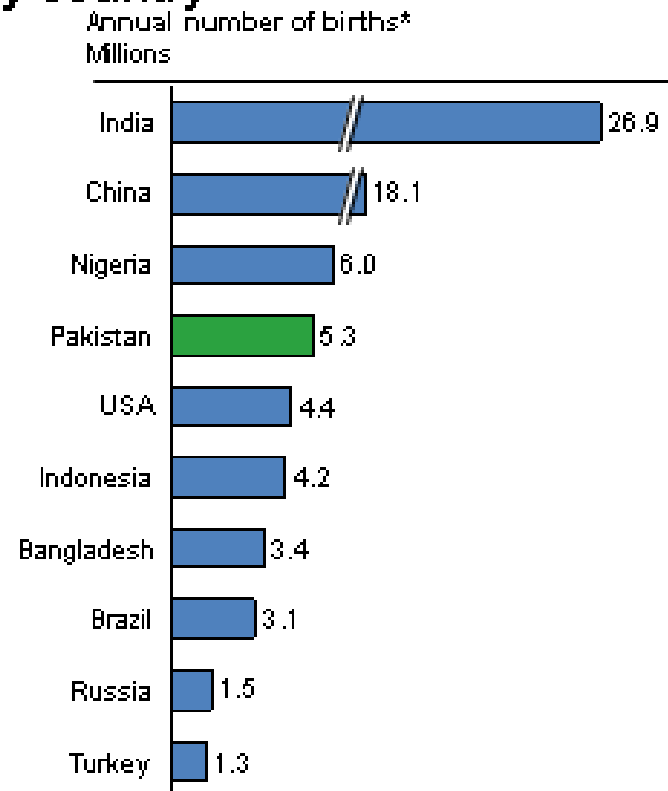
- We have made our first visits between Nov '10-Jan '11 when we analyzed:
 - Overall market attractiveness
 - Competitive environment for baby diapers
 - Distribution industry structure and players
 - Regulatory issues
 - Strategic options for market entry
- Project presented to our board in Feb 2011 and we are empowered to make it happen.

Pakistan has a huge population



Pakistan has a young population and has among the highest number of births per year of any country

Total population:	170-180 m
Population under age of 15:	37%
Fertility rate per woman:	3.8
Children aged 0-3 years:	15m +



* UNICEF 2008 data
Source: UNICEF, UNFPA, team analysis

Jan Consulting

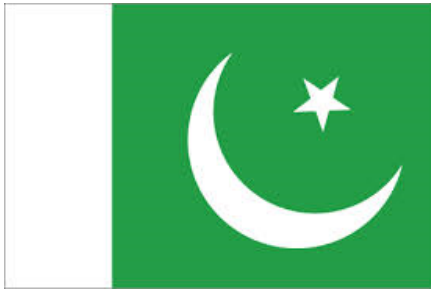
One Young Country vs. One Old Continent



Pakistan

=

Europe



~16 million kids aged between 0 and 3

Pakistan=5,3 mio; Euro 28= 5,4 mio births per year

Source: European Commission, Eurostat. Fertility Rate in the EU28, May 2014

Multinationals are there



Nestle Pakistan's chief [Ian Donald](#) has [summed up the rising demand](#) for his company's products as follows: “It’s a common perception that China and India are much bigger in terms of growth than Pakistan. But for Nestle, the per capita consumption of our products in Pakistan is twice as much as we have in China and India.”

Unilever Pakistan— that sells butter, soap, shampoos to tea and ghee, sold more than Rs52 billion worth of consumer products, earning a cool sum of Rs4 billion in profit for the year 2011.

GlaxoSmithKline, the biggest pharmaceutical company in the country sold drugs worth Rs22 billion and earned profit of Rs1 billion, last year



Source: Pakistani press - news reports

BTL was an important part initially



We strengthen our position in 2012



- Maximizing distribution in all sales channels, all regions
- Starting up TV and Radio advertising campaign (Jan & Mar) supported by billboards (Feb)
- Strengthening organization (regional and territory managers)



TVC



ADVERTISEMENT SUPPLEMENT

DAWN MONDAY MARCH 12, 2012



Leading Diaper Brands

Babies Love Canbebe

Love Wins

Canbebe Makes a Mark

Canbebe (pronounced /canbebe/), a leading Turkish brand of baby diapers was formally launched in the Pakistani market in December 2011. And it is no surprise that the brand has already made a strong place in the market in this short time.

"When you have an excellent product and an affordable pricing, it always makes an attractive value for money proposition in the market. In addition, Canbebe delivers and does by its promise of giving more freedom and better comfort not just to the babies, but more importantly and value for their mothers as well," says Syed Syarif Shah, National Manager Marketing & Sales, Ontex Pakistan.

With the market demand understood and the product fit established, Canbebe was brought on the scene by its highly recognizable medical consumable under the 'idea of 'Canbebe-Always Give Baby Dry Skin'."

Canbebe's proposition remains simple: a high quality innovative product at an affordable price that can provide babies with more freedom and comfort.



From Turkey With Love...
About Ontex

Canbebe is a brand of Ontex, an European market leader in hygiene, baby care & cosmetics, female care and specialized adult products. With over 20 years of operating experience, Ontex is the private label market leader and

the 2nd largest diaper manufacturer Western Europe, producing more than 6 billion diapers annually through its 14 production plants across Europe, Turkey, North Africa, Asia and Australia. Employing over 8000 people worldwide, Ontex is headquartered in Belgium and owned by two leading global private equity players, Goldman Sachs Capital Partners and TPG Capital.

Ontex's Turkey production facility manufactures Canbebe diapers that are shipped to Pakistan. With its leadership position, a key focus on quality and a set of innovative products, Ontex is passionate about achieving higher levels of customer delight and more here in Pakistan:

"A brand that Turkish mothers have trusted for 20 years, Canbebe is not just a symbol of a mother's love for her baby, but also a symbol of the love of new babies," says Ergül Niyilidiz, General Manager for Ontex Turkey, CEO Ontex Pakistan and President, Ontex Middle East & Africa.

A Perfect Partnership: Ontex and Muller & Pappas

An Ontex's national distributor partner in Pakistan, Muller & Pappas Pakistan is proud to have played an important part in making Canbebe one of the leading diaper brands in the country. With almost a five-decade long legacy and expertise, Muller & Pappas Pakistan is committed to small together with Ontex every step of the way.

"The advent of Ontex in Pakistan is not only a promise of competitive product offers for the Pakistani consumer but also a great economic option for both Pakistan and Turkey on their journey to making a mutually profitable trade partnership," says Khatun Nisbat, Managing Director at Muller & Pappas Pakistan.

A winning team at Ontex Turkey

Özgür Akaylıta
General Manager Turkey, CEO Ontex Pakistan and President, Ontex Middle East & Africa



Özgür Akaylıta is based in Istanbul and working with Ontex for the last 20 years. He graduated from Bogazici University (Istanbul) in 1993, and worked his career as a management trainee in Procter & Gamble, the digital provider for multinational TV and interactive advertising company, which became the fastest growing TV advertising company in Turkey. In Ontex Turkey, he has worked for 3 years in sales and marketing before becoming General Manager.

A winning team at Ontex Pakistan

Aamir Jinn
Country Director



Overseeing the market entry and growth of Ontex brands in Pakistan, Aamir has almost twenty years of international experience advising global companies on strategy and organization. He holds all aspects of Ontex's year winning and growth in the Pakistani market. Aamir is a graduate of Istanbul University (Istanbul) and Princeton University (USA), and has previously worked with a management consultancy firm, McKinsey & Company in London.

Syed Musarrat Shah
National Manager Marketing and Sales



Handling Marketing, Sales and Distribution for Ontex Pakistan, Syed has an experience of 12 years in Marketing and Sales national and multinational organizations including baby diapers and feminine care products. He is a Certified Practising Marketer (CPM) from American Marketing Institute (AMI), a Masters in Marketing and a Gold Medalist from UoM. He is a member of Marketing Association of Pakistan (MAP), Association Marketing Institute (AMI) and Marketing Association of Karachi & Sindh (MAKAS).

Syed Muhammad Ailif
Sales & Distribution Manager



Ailif takes care of the Ontex Supply Chain in Pakistan. With an experience of over 10 years in sales and marketing, he has a strong track record of global customer products, his leadership and analytical skills maximize sales every through the value chain.

Uzair Ishaq Khan
National Finance and Administration



Chief India after Finance, Treasury & Administration functions at Ontex Pakistan. He holds more than 17 years of Audit & Finance related experience in both local & multinational companies in Pakistan and abroad. He is a Chartered Accountant & a member of Pakistan Institute of Public Finance Accountants.

Obama Copy

Original Copy

Latest Copy

We are manufacturing since Nov 2012



- Re-packing operation was the initial stage before going to local manufacturing
- Analysis and approval of local manufacturing
- Target is to create a new hub for Ontex with the lowest transformation cost
- We are based in Port Kasim Ind Area, Karachi



Today we are a leading brand!



We are
a leading diaper brand
in the **6th most populous contry** of
the world
and the first multinational
producing locally.

This is putting us in a great position
to enjoy **tremendous growth** for
future.

Join us to enjoy Pakistan Journey!

Ontex

