



The Legend Leads...

MARKET

EBM holds the number one position in the Rs.18 billion branded biscuits market with a +40% volume share. The branded biscuit market is growing at a steady rate of 14% per annum. The growth trend has largely been due to the price stability (no price increase) for the last 8 years, making biscuits generally more affordable for middle to lower middle income consumers. The increased conversion from unbranded to branded biscuits has been due to increased quality and hygiene awareness of consumers coupled with the availability of biscuit brands in smaller unit sizes. Although EBM still owns the lion's share of the market, the industry has seen increased competitive activity in the last few years with more players like Kolson, Ismail Industries and Mayfair entering the arena.

ACHIEVEMENTS

English Biscuit Manufacturers (Pvt) Ltd., or EBM, is the pioneer of packaged biscuit manufacturing in Pakistan and has been the country's leading manufacturer of biscuits and cookies since 1967, with annual sales and production capacity in excess of Rs. 7.5 billion and 80,000 tons respectively. EBM manufacturers the country's largest range of hygienic and healthy biscuits under its famous Peek Freans Pied Piper logo. The Peek Freans Sooper brand was recently awarded the Brands of the Year Award in 2007.

EBM is the only biscuit company in Pakistan to have achieved recognised international certifications pertaining to quality control, environmental management system and



human resources management such as ISO 9001:2000, ISO 14001:2004, HACCP certifications and IIP (Investors in People) Recognition.

Proactive environmental practices form the basis of all EBM's operations. The HACCP certification itself means "prevention from hazard" by reaching out and controlling the sources of supply like raw materials and the storage as well as distribution. The Company has also addressed waste management in an efficient manner and the installation of an incinerator is the latest development in this regard.

EBM is also the only food company to have been awarded the Environmental Excellence Award for the last five successive years 2004, 2005, 2006, 2007 & 2008.

EBM has the distinction of being the only biscuit company in Pakistan to have received the ISO 27001:2005 certification pertaining to Information Security Management Systems.

The EBM Centre of Excellence was established at a cost exceeding Rs. 20 million, to make available an international level research and development facility for students of food technology, nutrition, bio-chemistry and other related scientific disciplines. Equipped with state-of-the-art equipment and full research facilities, the EBM Centre of Excellence is the only one of its kind in the country that not only helps in developing human resources in Pakistan but takes the lead in ground-breaking researches pertaining to food grains.

EBM has also been categorised by the government in the elite club of "Highest Tax Payers" by annually contributing over Rs. 850 million to the national exchequer.

EBM's cultural ethos is that of a Caring Corporate Citizen by giving back to the community as a responsibility and obligation of good governance. EBM has been recognised for its various philanthropic activities through the National CSR Award.

HISTORY

English Biscuit Manufacturers (Private) Limited was established as a joint venture company in

English Biscuit Manufacturers (Pvt.) Ltd.



More than 40 Years of Excellence

1965 with the name of Peek Freans Pakistan Limited. In 1966 the UK sponsor company was renamed to Associated Biscuits International Limited (ABIL), while the venture was renamed to English Biscuit Manufacturers (Private) Limited, which stands to date.

EBM started the manufacturing and marketing of the world famous Peek Freans range in 1967 in order to provide Pakistani consumers with good quality, healthy, nutritious, wholesome and hygienically packed biscuits. As the pioneers of packaged biscuit manufacturing in Pakistan, EBM took the lead in its early years by promoting biscuits as "food between meals" that are healthy and nutritious. This theme encompassed all the fundamentals of a brand where consumers subliminally developed "Trust and Confidence" in the company that is eternally committed to giving the highest quality products. It was through this strategic vision and direction that EBM transformed the biscuit eating habits of Pakistani consumers by making biscuits more of an everyday necessity and less of a luxury item to be consumed only at tea-time.

True to its corporate claim, 'The Legend Leads', EBM has led the biscuit industry in Pakistan for over 40 years by providing innovative and high quality biscuits.

The trademark Pied Piper made its debut about 35 year ago, and it still remains in the hearts,



minds and souls of the people through the variety and excellent quality of biscuits manufactured under its umbrella.

THE PRODUCT

Following an umbrella branding strategy, EBM manufacturers and markets its biscuits under the name of 'Peek Freans'. Peek Freans is a household name and people blindly believe in the quality of the products made under this brand. The Peek Freans Pied Piper today is the most popular icon in the industry, leading biscuit lovers to experience one superb product after another. The brand signifies trust, confidence and wholesomeness for consumers.

Peek Freans biscuits are known throughout Pakistan and abroad for their excellent quality and taste. Offering the largest variety in tastes and textures, Peek Freans biscuits promise wholesomeness and unique taste with a crispy and crunchy texture. Some of the biscuits that are marketed under the Peek Freans umbrella include leading brands such as Sooper, Rio, Party, Peanut Pik, Peanut Pista, Gluco, Marvell, Marie, Click, Smile, Ringo, Whole Wheat Slices and Original Chocolate and Lemon Sandwiches to name only a few.

A glance at Peek Frean's brand portfolio indicates that it covers almost every segment of the market. Be it young or old, men or women, EBM strives to cater to every taste.

Most of the brands are recognised as the firsts of the industry and enjoy market leadership positions in their respective segments.

Peek Freans Sooper is by far the largest selling cookie in the Pakistani market today. The brand



has almost single-handedly turned around the business and continues to contribute significantly to the company's enviable double-digit volumetric growth for the last 5 years.

RECENT DEVELOPMENTS

Recently, Peek Freans has enjoyed some extremely successful and widely acclaimed re-launches of brands like Sooper and new launches such as Rio Double Treat and Marvell. Consequently, EBM has recaptured its lost market share and achieved its rightful position as the undisputed market leader. In 1998-1999, EBM was a distant second in terms of electronics media spending. However, realising the significance of electronic media, the tables were turned in 2001-2002, when Peek Freans not only recaptured the major share of voice on local channels but also made a definite impact on satellite viewers.

PROMOTION

On the advertising and promotion front, EBM and its subsidiary CFL set new trends and developed classic and innovative concepts around the icon of 'Pied Piper' which today is an integral part of all communication.

The early communication of the 70's (Listen to the Sound of the Day) is regarded as one of the most definitive and nostalgic yet contemporary advertising campaigns of Pakistan even today. The flute tune of this jingle has become a signature tune in Peek Freans' brands communication and is one that is instantly recognised by all.

Ever since its inception, EBM has made it an integral part of its corporate philosophy to support all causes that promote national health and sports. This legacy goes back to the early years when EBM pioneered sports sponsorship in Pakistan by partnering in the first-ever live telecast via satellite of Mohammed Ali's Boxing bouts (1974), the World Football Cup (Munich-1973) and Tennis Final direct from Wimbledon. Adding to its support of sports causes EBM was the first corporate entity to have sponsored cricket, hockey, tennis and golf in the early years of PTV, when sports sponsorships were considered a taboo in the marketing circles of Pakistan.

It has been through such leadership and entrepreneurial qualities that EBM reaps the benefits today.

The Cricket World Cup (2003) provided EBM the ideal launching pad for its biggest offensive yet: the advertising campaign of Peek Freans Sooper. The advertising campaigns of Sooper have set newer and higher standards for the industry to emulate. The re-launch TV campaign of Sooper has been so popular that even after 5 years of its introduction people are still saying "yeh tho hai hee Sooper"! This was extended to "Aik dum Sooper" through a fresh communication in order to further strengthen the brand. Sooper's television commercial has done wonders for the company and the consumers. The idea of creatively using the brand name, Sooper, as a metaphor for 'Super' with a touch of situational humour to depict the product attributes and great taste of the biscuit has in effect been the winning formula. It comes as no surprise that today Peek Freans Sooper is by far the largest selling cookie brand in Pakistan and consumers are humming to the tune "iss kay mazay mein saab he ghum hain".

BRAND VALUES

- Peek Freans means **Wholesome & Nutritious**...it has only the best quality nutritious ingredients, and follows international food safety and hygiene standards
- Peek Freans means **Leadership**...it is the first in what it does and is always a catalyst for change
- Peek Freans means **Vitality**...it continues to adhere to the highest standards of hygiene and ecology
- Peek Freans means **Humanity**...it does whatever it takes to uplift the lives of the most deserving people around it. It believes in traditions, good corporate, civic and social values
- Peek Freans means **Innovation**...it always keeps innovating in every area
- Peek Freans means **Trust & Confidence**...it can always be relied upon.



www.ebm.com.pk

THINGS YOU DIDN'T KNOW ABOUT PEEK FREANS

- EBM is the pioneer of packaged biscuit manufacturing in Pakistan.
- EBM has the widest variety of biscuits under the Peek Freans brand umbrella in Pakistan.
- Leading artists such as Alamgir, Zohaib Hasan & Ali Azmat have all lent their voices at different times to sing the "Listen to the Sound of the Day" Peek Freans jingle.
- Peek Freans pioneered sports sponsorships in Pakistan much before tobacco companies and others.
- Peek Freans Sooper the largest selling cookie in Pakistan due to its taste appeal and popularity.