

EBM'S PRESS RELEASES of 2005

Headline: EBM Supports Victims of Tsunami Disaster

DATE: January, 2005

BLURB: The Tsunami tragedy that has claimed more than 150,000 lives in South Asia and Africa. Recently EBM donated biscuits worth Rs. 215,000.00 to United Nations Association of Pakistan (UNA).

DETAIL: English Biscuit Manufacturers (Pvt) Ltd., or EBM, the country's leading manufacturers of biscuits and cookies has come forward to help the victims of one of the worst natural calamities of human history – the Tsunami tragedy that has claimed more than 150,000 lives in South Asia and Africa. Recently EBM donated biscuits worth Rs. 215,000.00 to United Nations Association of Pakistan (UNA).

To support the emergency relief assistance to the millions of people affected in Maldives, UNA-Pakistan has organized a concerted effort for purpose. UNA is collecting relief goods from all sources for dispatch to the needy people.

“What has happened in South Asia is beyond description,” Mr. Khawar Butt, Managing Director, EBM said. “The tragedy is not just for the affected countries but for all mankind. As a human, it is our moral obligation to support the victims of mankind by all means.” “At EBM we are all committed to support the victims of this disaster with open heart.” He further added.

Mr. Harold Daniel, Resident Director UNA-Pakistan while commenting on the EBM's contribution said, “We appreciate the contribution from EBM, who has come forward to support this great cause for humanity. This is in great cause of supporting people of South Asia by donating food stuff, most urgently required by the victims.”

Headline: Export orders breakthrough for EBM in expo 2005

DATE: February 24, 2005

BLURB: A large number of foreign visitors showed keen interest at the stall of English Biscuit Manufacturers at the recently held Expo 2005. Representatives from several countries visited the stall and appreciated the high quality standards of all the products on display. EBM also received several orders and inquiries for export including from Durban South Africa, Doha Qatar and Oslo, Norway.

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"This is a remarkable achievement for EBM," Mr. Mubashir Ansari, GM Marketing said, "We have managed to secure these orders because of our state-of-the-art technology and high safety standards that are used as benchmarks in other countries as well. Such exhibitions serve as gateways for many opportunities for producers and buyers. Many visitors were amazed to see the high standard and variety of production in Pakistan."

Ansari stressed the need to organize such platforms at regular intervals so that maximum exposure is given to the local industry. "EBM has been hailed as a world-class producer of biscuits at this event, which serves as the point of inspiration for us to do even better in the future." he said.

Headline: EBM notches up record breaking Rs. 3.0 billion nationwide sales

DATE: April 08, 2005

BLURB: EBM announced record breaking sales of Rs. 3.0 billion in the current financial year. This phenomenal performance is attributed to strong sales in the company's major brand like Sooper and Rio. All EBM sales offices in the country have recorded positive growth with sales increases across the board in all the brands.

DETAIL: The country's leading biscuits manufacturer, English Biscuit Manufacturers (Pvt.) Ltd announced record breaking sales of Rs. 3.0 billion in the current financial year. The sales figure represents a quantum jump of 50.57% percent over sales in the corresponding period last year.

This phenomenal performance is attributed to strong sales in the company's major brand like Sooper and Rio. All EBM sales offices in the country have recorded positive growth with sales increases across the board in all the brands.

Discussing the details of this success Mubashir Ansari, General Manager Marketing & Sales, said "We are now the country's leading biscuit manufacturer, a claim we make after studying the product sales figure of our competitors". "Continued sales growth and performance has been achieved through an aggressive product launches and intensive nation wide marketing initiatives." He added.

"Quality is at the core of our business principles", stated Khawar Butt, the Managing Director of EBM. "This achievement is a constant motivation for us to excel in quality across our business operations. It is the spirit of our employees that ensures we deliver customer satisfaction and good business results year after year." He added.

The company supports many on going social programs such as healthcare campaigns and educational projects and funds many charitable organizations in their noble cause. EBM is also the only biscuit company in the country to receive the Environment Excellence Award 2004 for their persistent efforts in fighting against pollution and devising environment friendly processing techniques.

Headline: EBM achieves prestigious ISO 14001:2004 Certification

DATE: November 08, 2005

BLURB: EBM has been awarded the prestigious ISO 14001:2004 certification from URS auditors recently ISO 14001 Environmental management system is an international standard that enables an organization of any size or type to control the impact of its activities, products or services on the natural environment.

DETAIL: Pakistan's leading biscuits maker, English Biscuit Manufacturers, (Pvt) Ltd, has been awarded the prestigious ISO 14001:2004 certification from URS auditors recently. The certification has been given to the company after two days of in-depth audit of the entire plant. ISO 14001 Environmental management system is an international standard that enables an organization of any size or type to control the impact of its activities, products or services on the natural environment.

The company took the initiative of reaching this goal in August 2004 and conducted monthly gap analysis to check their progress. A company or institution that complies with the requirements can obtain a certificate according to the standard. ISO 14001 has established performance objectives and environmental management systems that companies can follow to prevent pollution, ensure compliance with regulations and achieve continual improvement.

Speaking on this commendable achievement, Khawar M. Butt, the Managing Director of EBM said that EBM is the first ever food manufacturing concern to be awarded with this high certification that qualifies us to meet the strict requirements of European countries. "With this certification we have once again proven that an organization is successful not because of its strategies and technology but because of its people who are motivated by ideas and

values, hopes and aspirations,” he said and added, “I would like to mention here that all our departments have worked day and night to make this a successful audit; our HR and Administration Department developed special programs to impart training for workers and supervisors including fire fighting and emergency preparedness drills; the commissioning of the waste water treatment plant and modification of equipment by our Engineering Department; implementation of the solid waste management system by the material management department; efforts by the housekeeping, production team, the QA team and the environment management system team are invaluable contributions to this success.”

He also mentioned the efforts by the marketing department that took out a special booklet as part of the awareness campaign for workers regarding quality, food safety and environment policy. It also contained information about their personal hygiene and its importance that proved to be very beneficial for employees.

EBM started working in 2001 on the implementation of HACCP. After one year of hard work, training and equipment modification the company got HACCP certification in May 2002. Earlier EBM also got ISO 9001:1994 certifications in 1998 and upgraded its system to ISO 9001:2000 in 2001.

“We carried out a Gap analysis in August 2004 for ISO 14001:2004. It had taken us around one year for the preparation to comply with the requirements of ISO 14001:2004. After a detailed aspect / impact study a proper Solid Waste Management area has been developed and a chemical Waste Water Treatment Plant has been installed. The final certification audit was carried out on 5th & 16th August 2005.” said Tariq Naeem, EBM’s Deputy General Manager Works & Quality Assurance.

“The entire audit was done by local industry experts and representatives of URS. We have undergone a rigorous routine to achieve this milestone and I

am proud to say that this certification shall fortify our aim to ensure good health of the consumers, as well as create environmental awareness and its benefits amongst them. I am proud to say that EBM is the first to receive this award in this country. No food industry has this certificate till now in Pakistan.” Tariq Naeem added.

URS is the only certified agency authorized by the ISO to award companies that meet all the safety and environment requirements set by the organization. EBM was the first ever food manufacturing concern in the country to qualify for the ISO 9001 certification earlier.

Headline: EBM values excellence through investment in people.

DATE: December 15, 2005

BLURB: EBM has been granted the highly recognized Investors in People Award, adding to its previous prestigious certifications. Investor in People (IIP) UK is an organization that has developed this international human resource best practice standard that currently operates in 26 countries around the world. An Investor in People develops effective strategies to improve the performance of the organization through its people.

DETAIL: The country's leading biscuits manufacturer, EBM, has been granted the highly recognized Investors in People Award, adding to its previous prestigious certifications. Investor in People (IIP) UK is an organization that has developed this international human resource best practice standard that currently operates in 26 countries around the world. The standard is expressed in 12 indicators of good practice that are based on research as to how leading organizations manage and develop their people.

"Everyone agrees that people are an organization's greatest asset, and we all know that for an organization to succeed everyone has to perform well," stated Khawar Butt, the Managing Director of EBM. "To achieve this, people need the right knowledge, skills and motivation to work efficiently. The Investors in People Standard provides the framework to ensure that this is achieved," he added.

An Investor in People develops effective strategies to improve the performance of the organization through its people. Learning and development is planned to achieve the organization's objectives and the strategies for managing people are designed to promote quality of opportunity in the development of the organization's people. The Standard ensures that people's contribution to the organization is recognized and

valued. Further, it encourages people to take ownership and responsibility by being involved in decision-making.

“The project team at EBM worked very hard to meet IIP requirement like Business plan, Training Need Analysis (TNA), Employee Development & Evaluation Manual and so on and we are proud to be the recipients of the IIP Award,” said Saadia Naveed, Director Operations of EBM.

EBM is amongst a handful of Pakistani companies and the only one in its industry to have achieved this award. EBM also holds ISO 9001, ISO 14001 and HACCP certifications.