

17 April 2025

The General Manager
Pakistan Stock Exchange Limited
Stock Exchange Building,
Stock Exchange Road,
Karachi.

Subject: CEO Change – Material Information

This is to inform shareholders that after an outstanding career with Haleon Pakistan Limited (the '**Company**'), Mr. Farhan Muhammad Haroon, currently the Chief Executive Officer and Executive Director of the Board, Pakistan will be transferred to **Haleon South Africa** as General Manager, effective **1 June 2025**.

The Board of Directors approved the transfer and thanked Mr. Haroon for his dedicated service and leadership, which led to significant business growth. Mr. Haroon shall continue to hold the office of Chief Executive Officer and Executive Director of the Board till 31 May 2025.

The Board of Directors have (as applicable) decided to appoint Mr. Qawi Naseer, who will join the Company on **28 April 2025** as **Chief Executive Officer (Designate)**. He will be appointed **Chief Executive Officer and Executive Director of the Board**, effective **1 June 2025**. A separate but corresponding announcement shall be issued in accordance with PUCARS timings upon the change of Mr. Naseer's designation to Chief Executive Officer and Executive Director to the Board, effective 1 June 2025.

Mr. Naseer is a dynamic and accomplished business leader with a track record of driving transformative growth and innovation in the consumer goods industry. The Board of Directors welcome Mr. Naseer to the Company.

You may please inform the TRE Certificate Holders of the Exchange accordingly.

Yours sincerely,
For and on behalf of Haleon Pakistan Limited



Ms. Mashal Mohammad
Barrister-at-Law
Company Secretary



CC: Executive Director / HOD,
Offsite -II Department, Supervision Division,
Securities and Exchange Commission of Pakistan,
NIC Building, 63 Jinnah Avenue,
Blue Area, Islamabad.