

INITIAL CREDIT RATING REPORT GLOSSY MEDIA



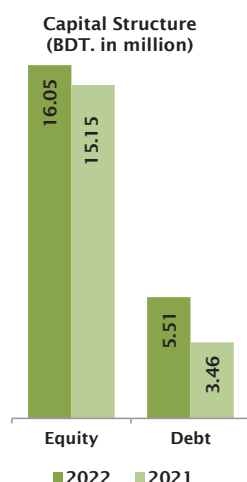
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Key Snapshot:

BDT. in million		
Particulars	2022	2021
Revenue	45.45	40.54
EBIT	5.49	4.86
Net Profit	5.33	4.75
Total Assets	21.56	18.60
Total Equity	16.05	15.15
Total debt	5.51	3.46
Net Profit Margin (%)	11.7	11.7
CCC (Days)	100	111
ICR (X)	33.08	43.30



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SME Rating	Rating Notch	Outlook	Date of Declaration	Date of Expiration
	WCRSME3	Stable	30 August 2023	29 August 2024

Methodology: SME rating methodology published on the WCRCL website at www.wasocreditrating.com

RATING RATIONALE

WCRCL has assigned 'WCRSME3' (pronounced as WASO Credit Rating Small and Medium Enterprise Three) rating under the SME Rating to **Glossy Media** (hereinafter referred as "GM" or "The Enterprise") based on its financial and other relevant qualitative and quantitative information up-to the date of the rating issuance.

The above rating has been assigned based on the fundamentals of the enterprise which includes:

- Experienced and skilled management
- Maintained sound business relation with supplier & buyer
- Owned business premises and storage facility
- Good Profitability margin
- Low levered capital structure
- Comfortable interest coverage position
- Satisfactory banking relationship
- Good mortgage security coverage against loan

However, the above rating has been moderated to some extent due to some factors like:

- Average disclosure in the financial statements
- Tight liquidity position considering long cash conversion cycle
- Low interest coverage ratio
- Manual accounting system

The SME rating implies that the enterprise has **above average credit quality**.

WCRCL also viewed the enterprise with "Stable" outlook and believes that GM will be able to maintain its good fundamentals in the foreseeable future. This rating may be revised in case of any extraordinary changes in line with the sponsor's equity investment, debt obligations, management, business operations and/or changes in any macro and micro factors in the economy.