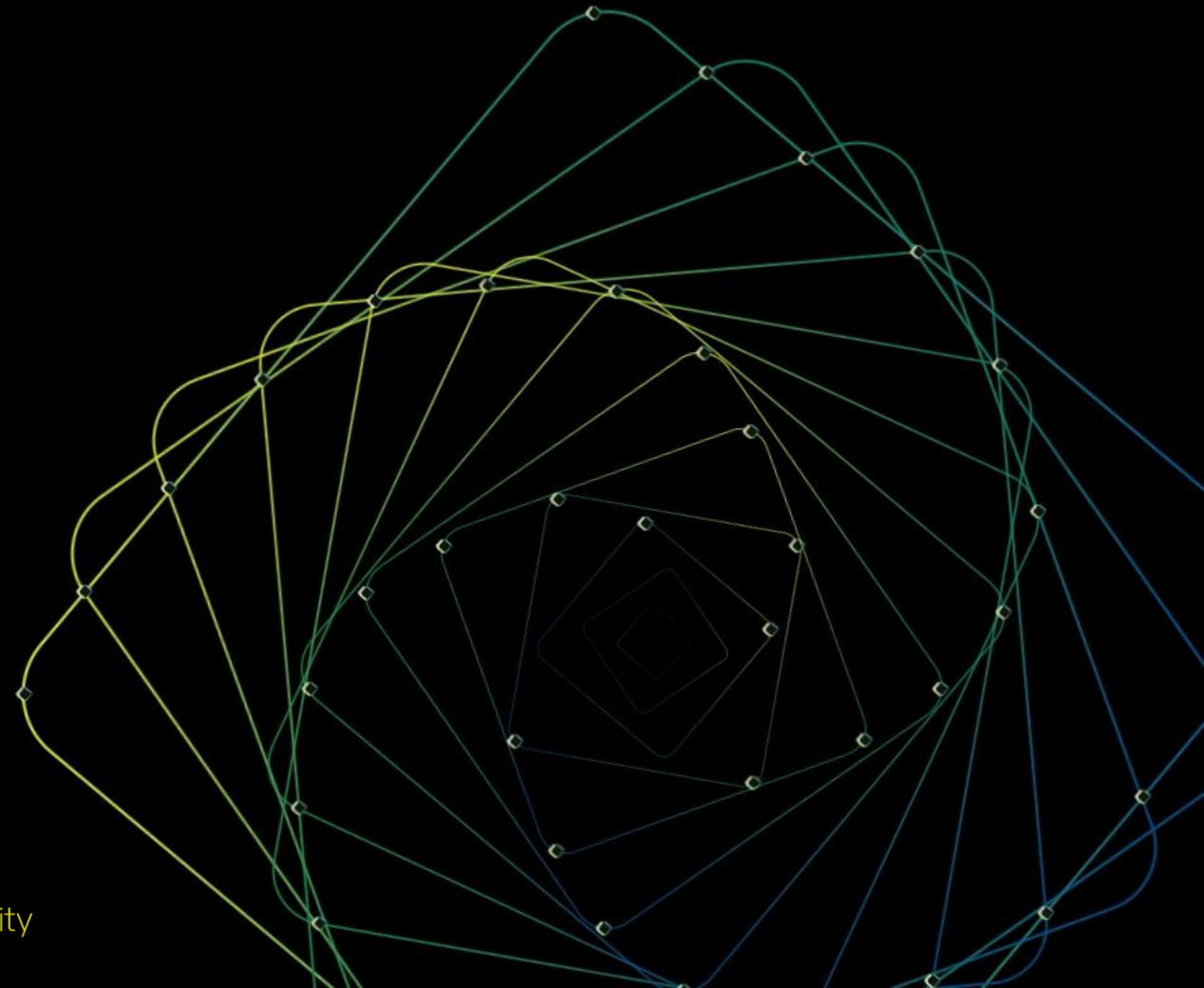


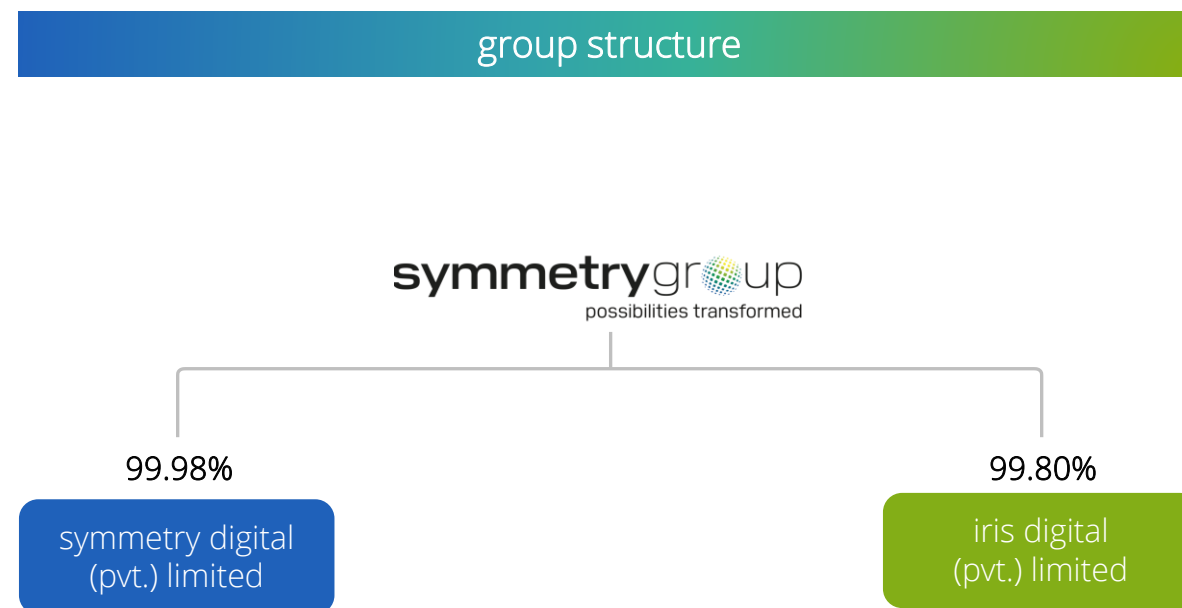
# corporate briefing annual results 2023

22<sup>nd</sup> november 2023



# introduction

name	symmetry group limited
symbol	SYM
date of incorporation	3-feb-2012
place of incorporation	karachi
date of listing on PSX	1-sep-2023
incorporation number	78443
NTN number	3935931-0
head office	56/a, street 2, khalid commercial, phase 7 ext., DHA, karachi, pakistan
website	<a href="http://www.symmetrygroup.biz">www.symmetrygroup.biz</a>
group companies	symmetry digital private limited iris digital private limited



# a glance at our business divisions & services

symmetry group provides digital services & solutions that solve today's challenges by leveraging our client's unique potential to create tomorrow's opportunities and deliver real business results. **we focus on 4 core areas:**

## interactive

- ◇ digital marketing strategy
- ◇ digital advertising
- ◇ creative & content production
- ◇ design
- ◇ social media marketing
- ◇ performance marketing
- ◇ influencer marketing
- ◇ digital pr
- ◇ search engine marketing

## transformation

- ◇ data science
- ◇ web, software & application development
- ◇ iot devices
- ◇ digital strategy
- ◇ technology consulting
- ◇ digital consultancy

## commerce

- ◇ digital commerce design
- ◇ back-end system development
- ◇ third party integrations
- ◇ global e-commerce deployment

## mobility

- ◇ mobile marketing solutions
- ◇ voice & messaging solutions
- ◇ mobility tools development
- ◇ geo-location & tagging solutions



# our universe

we weave technology-driven ideas into existence across a spectrum of specialized products and services within our four divisions.



**iris digital** brings together outstanding creative and technology talent, to build digital experiences that connect brand and consumers



**symmetry digital** is pakistan's first and premier full service digital marketing agency that shines as a pioneer in innovation and creativity



**appabilities** is a mobile app design & development studio and mobility solution's provider with a focus on offshore business growth



**influsense.ai** is a one-stop shop ai powered influencer marketing solution for the data-driven age



**corral** is a data science brand that enables clients and marketers to gain insights from their data through ai, data visualization, analytics, & more



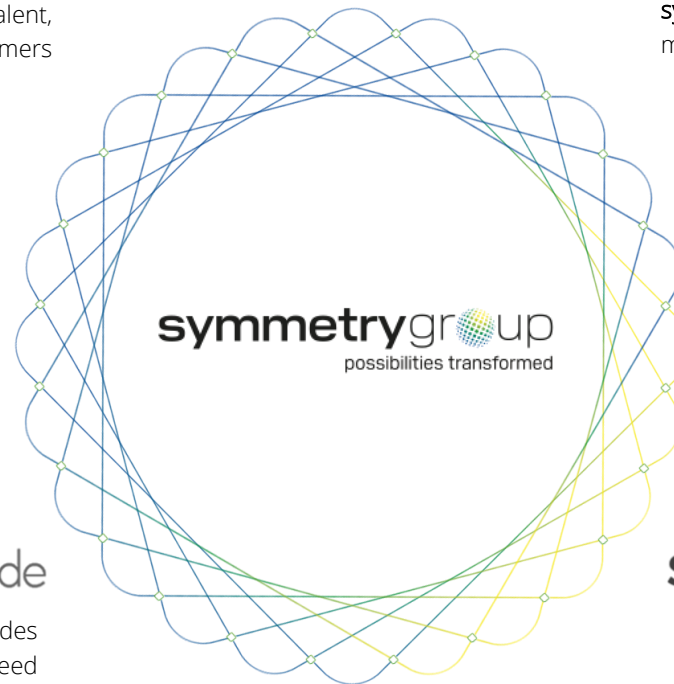
**corral performance** is a unified analytics platform that provides visualization and insights of online advertising performance across paid media channels



**symmetry trade** is an authorized partner of alibaba.com that provides local brands with digital marketing tools and services to succeed globally



**survit** is an end-to-end ai based SaaS solution that enables organizations to measure satisfaction level of their customers at scale



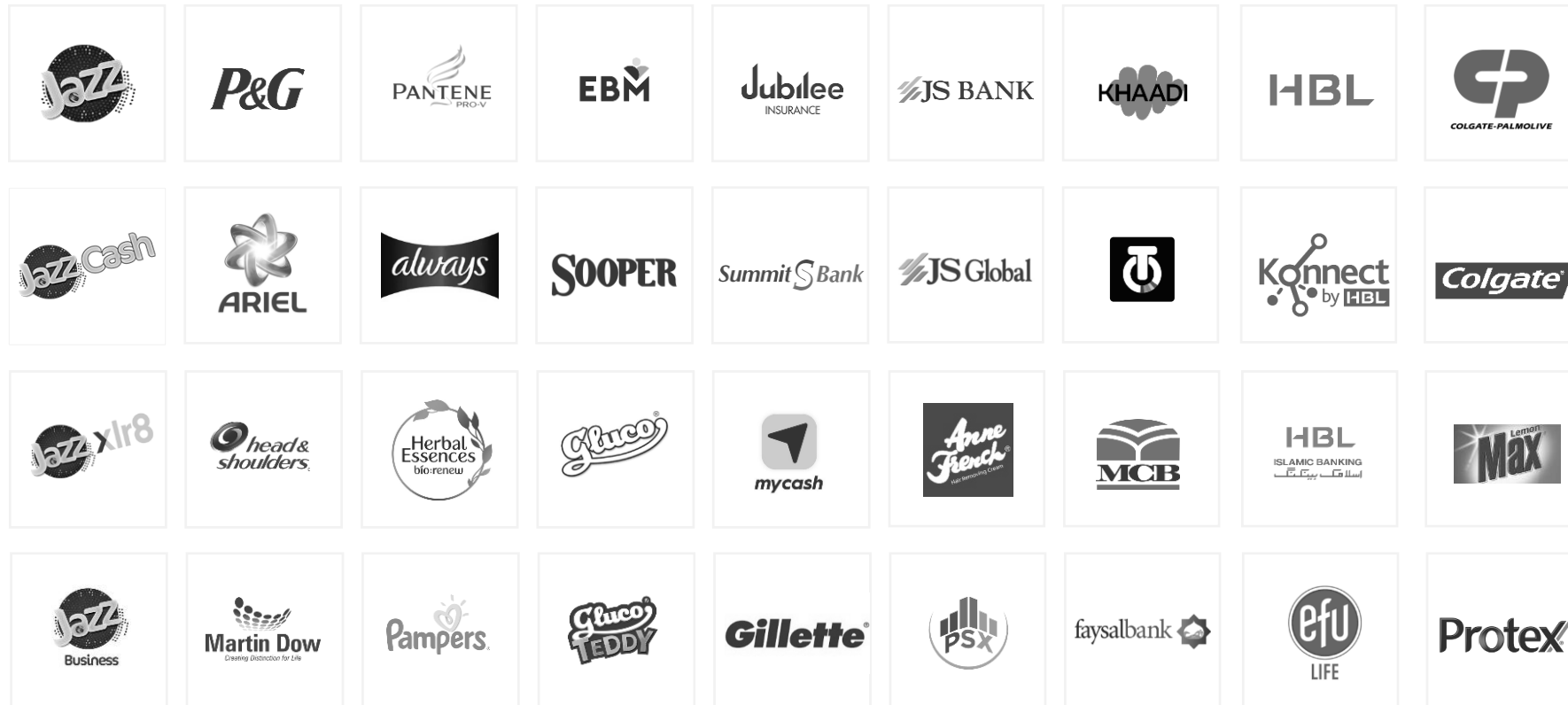
**mobits** is a cloud-based platform to manage mobile marketing campaigns, reporting and user engagement



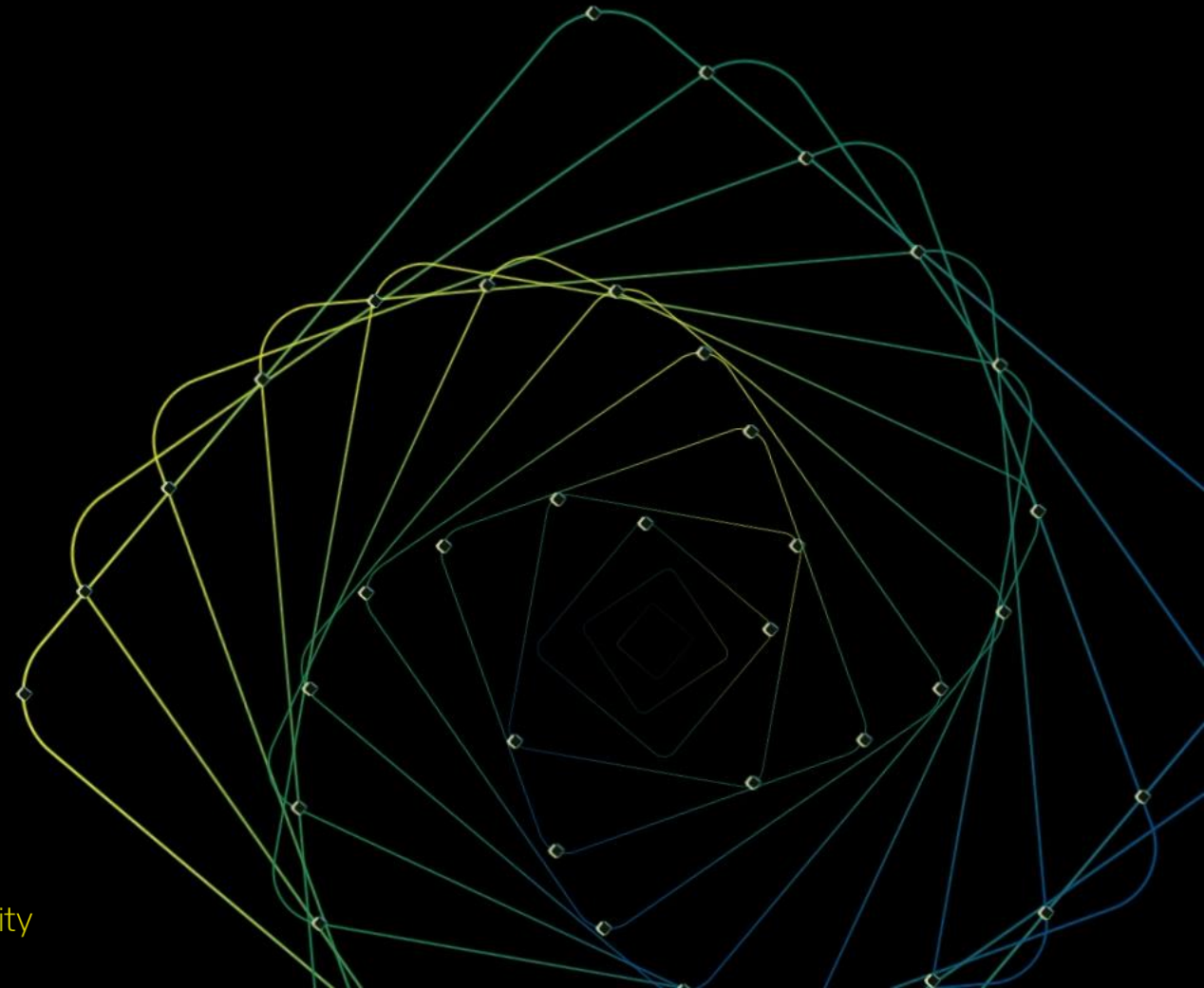
# delivering digital experiences for leading clients & brands

our clientele is spread across the globe.

our clients belong to a wide range of industries including: telcos, banks, DFS, insurance, FMCG, pharmaceuticals, hospitality, retail, education, technology and trading.



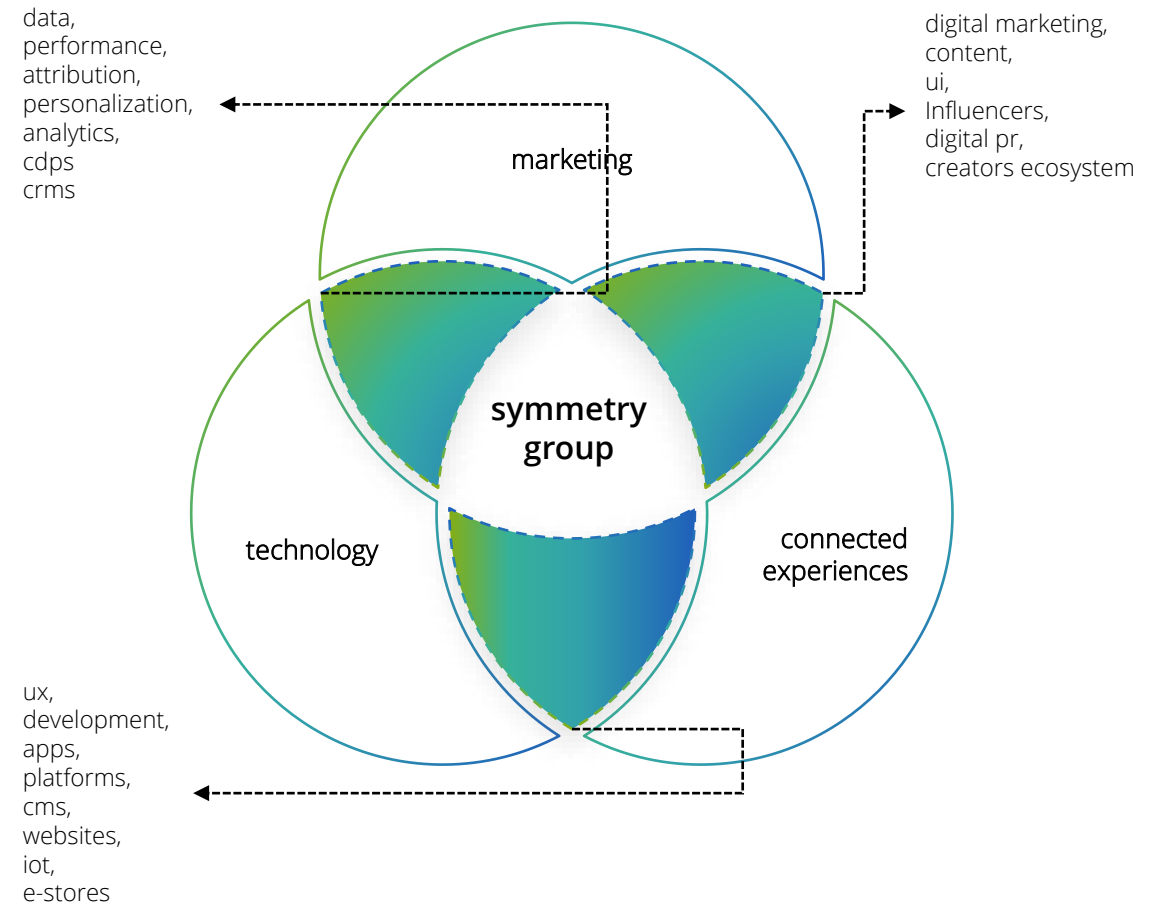
# business review



# we thrive at the heart of creativity

symmetry group is a leading digital technology and experiences company.

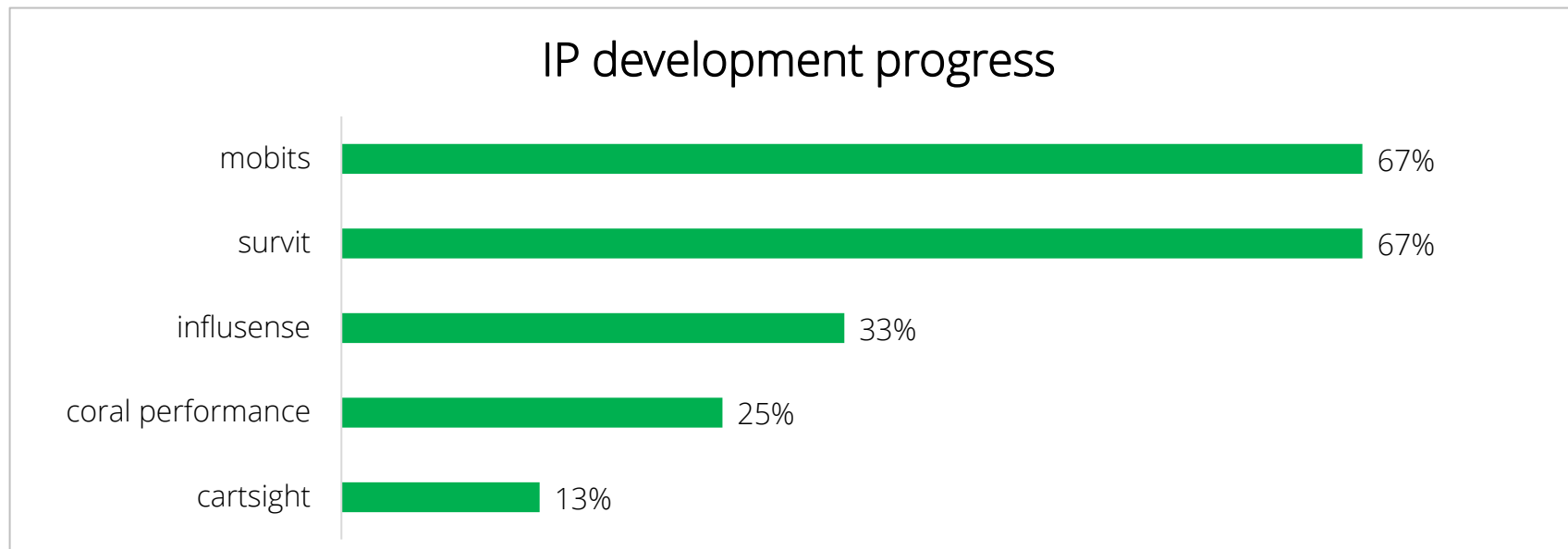
we weave technology-driven ideas into existence across a spectrum of digital products and services including digital strategy, consulting, transformation, digital commerce, data science, mobility, retail/research & interactive marketing



# business highlights

2023 had been a remarkable year in our journey

- ◇ significant milestone was achieved by securing regulatory approvals from both PSX and SECP for listing on PSX main board.
- ◇ company successfully renewed all its major contracts with its customers. some significant contracts were with Jazz, HBL and JS Bank.
- ◇ 2 new markets, north america and qatar, were entered opening up way for international expansion.
- ◇ infrastructure for mobility solutions was established and is being further improved.
- ◇ the commerce vertical was strengthened with authorized channel partner contract from alibaba.com.
- ◇ progress on development of the IPs (our own products) was on track.



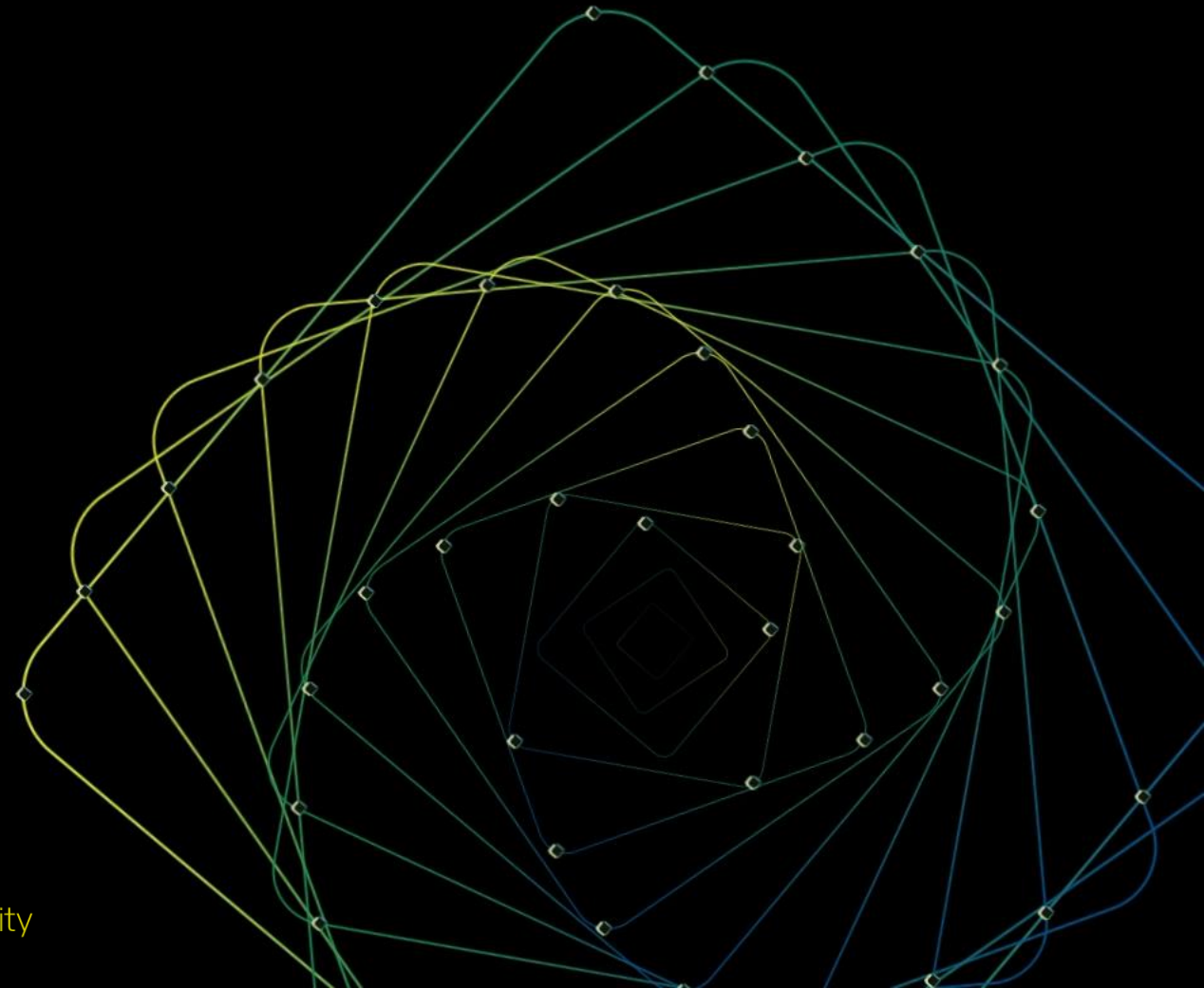


# collaborating for growth with valuable partnerships & certifications

through our network, we are integrating you with a world that keeps pace with technology and change, enables simplicity from complexity and shapes the future.



# financial review



# financial overview

total assets

PKR 597 million

net revenue

PKR 459 million

liabilities

PKR 170 million

operating profit

PKR 172 million

equity

PKR 427 million

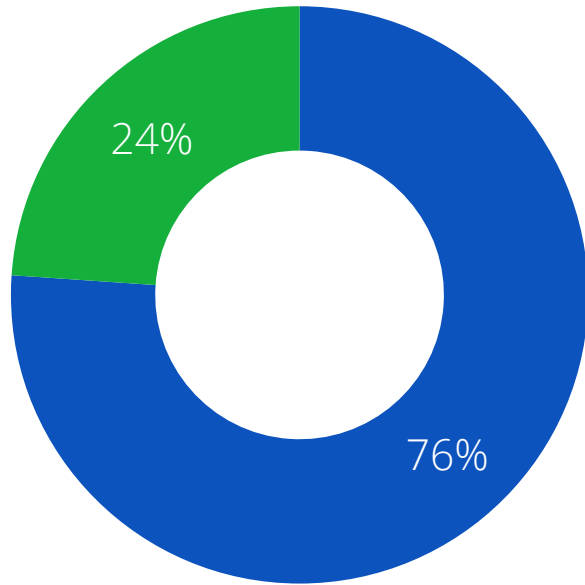
profit after tax

PKR 158 million



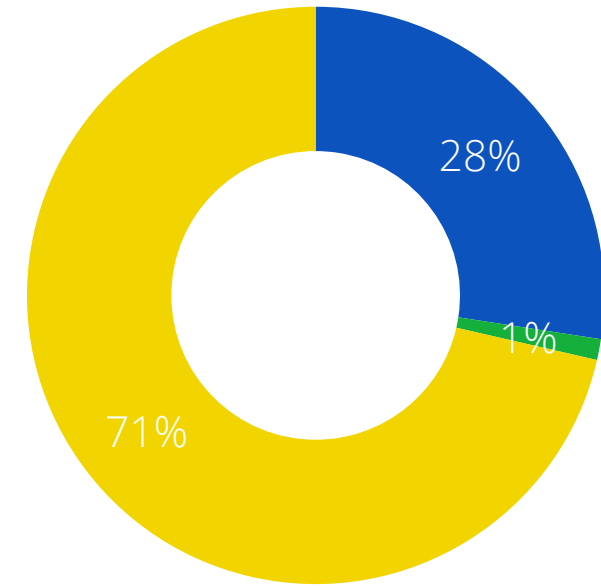
# assets & capital

assets composition



- Current Assets
- Non-Current Assets

capital structure

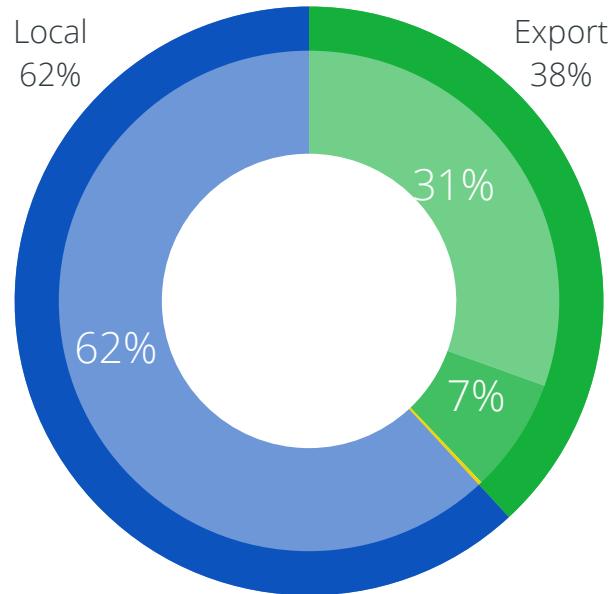


- Current Liabilities
- Non-Current Liabilities
- Equity



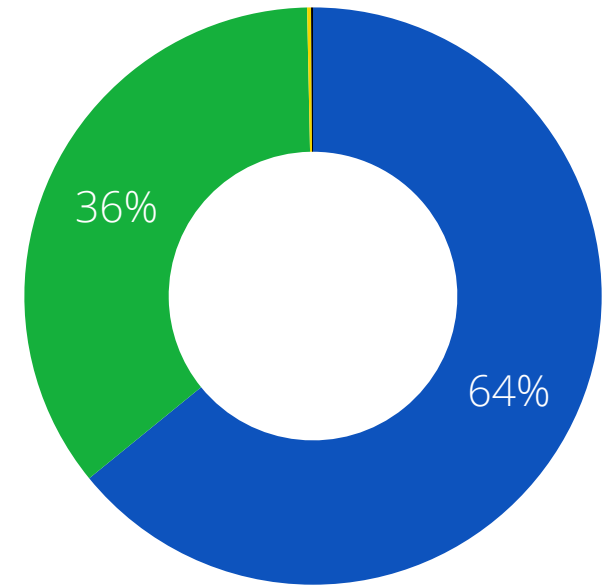
# revenue & cost

## revenue by geography



- MENA
- North America
- APAC
- Pakistan

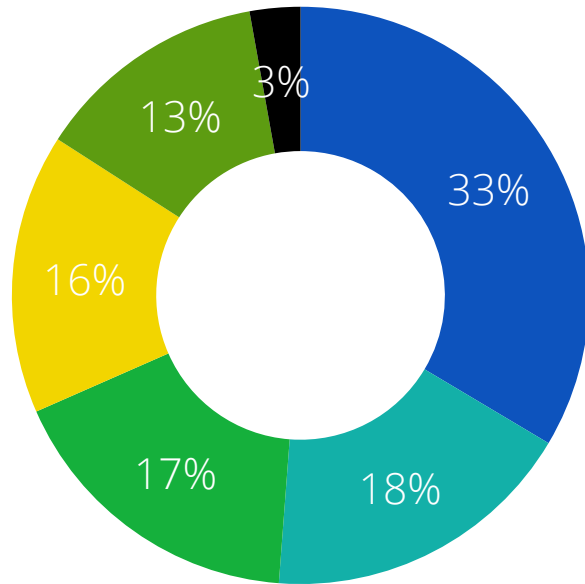
## revenue by business



- Transformation
- Interactive
- Commerce
- Mobility

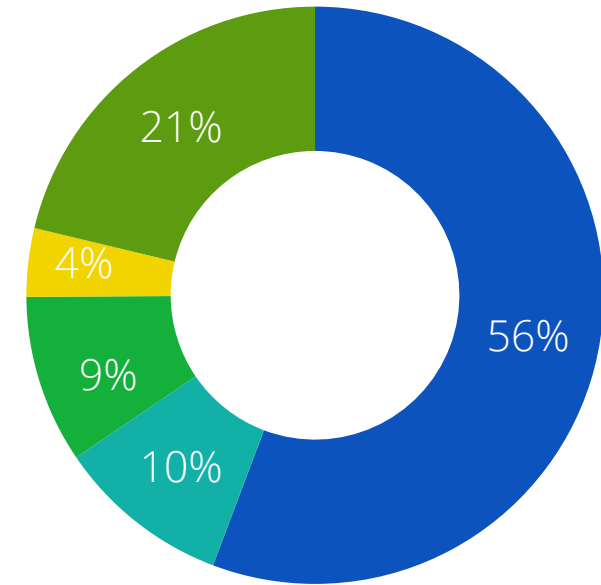
# revenue & cost

## revenue by industry



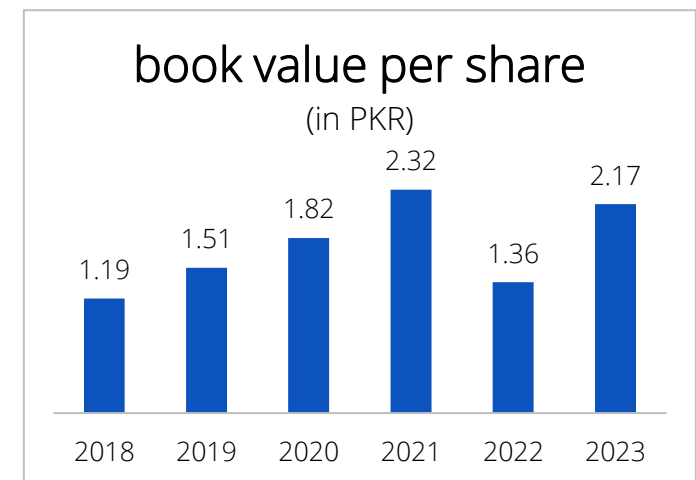
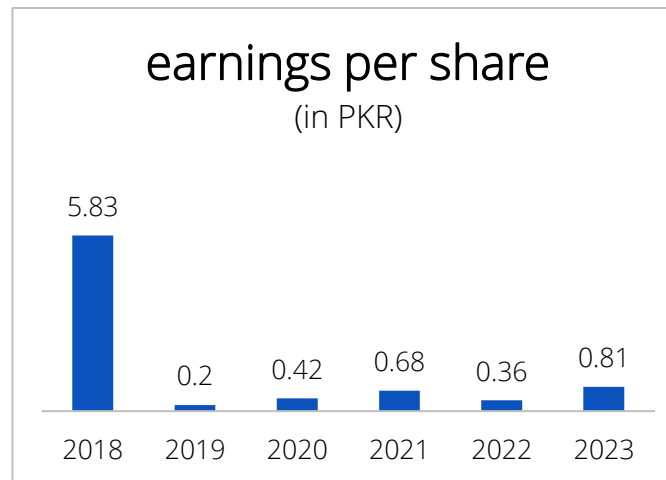
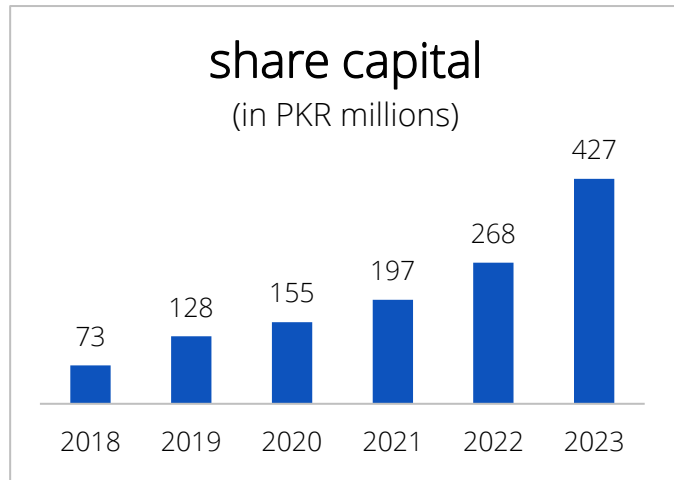
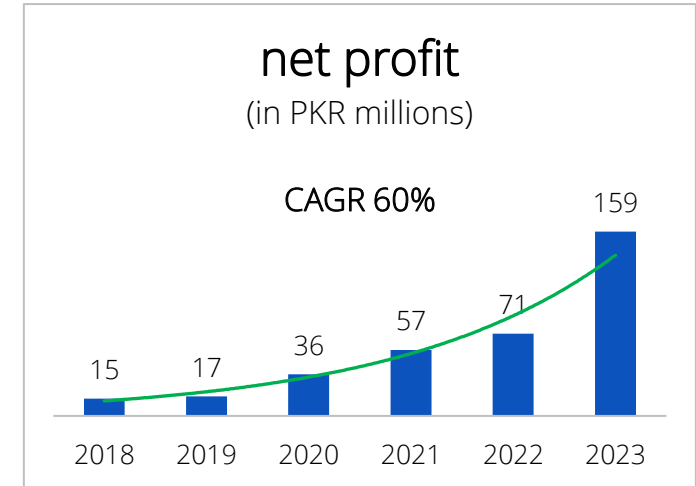
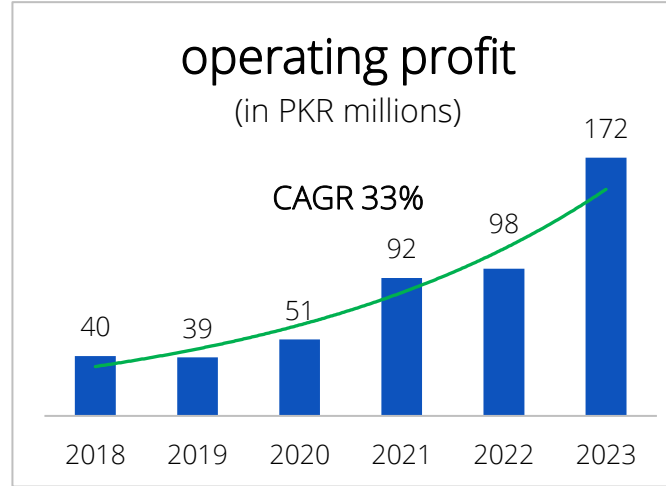
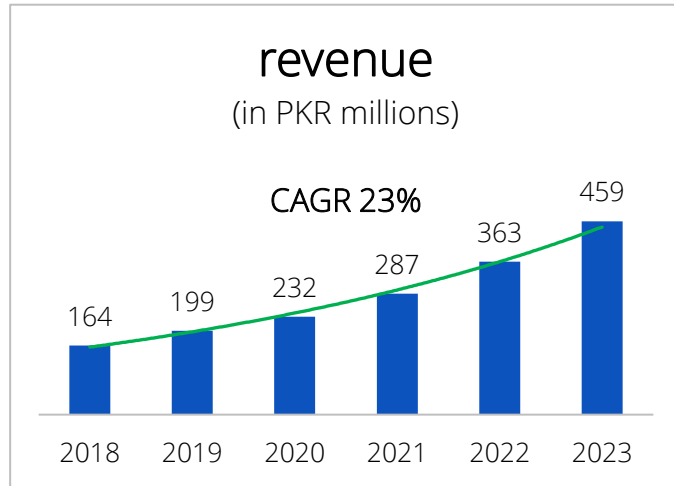
- Banks & FIs
- Technology
- Telcos
- FMCG
- Trading
- Others

## cost structure

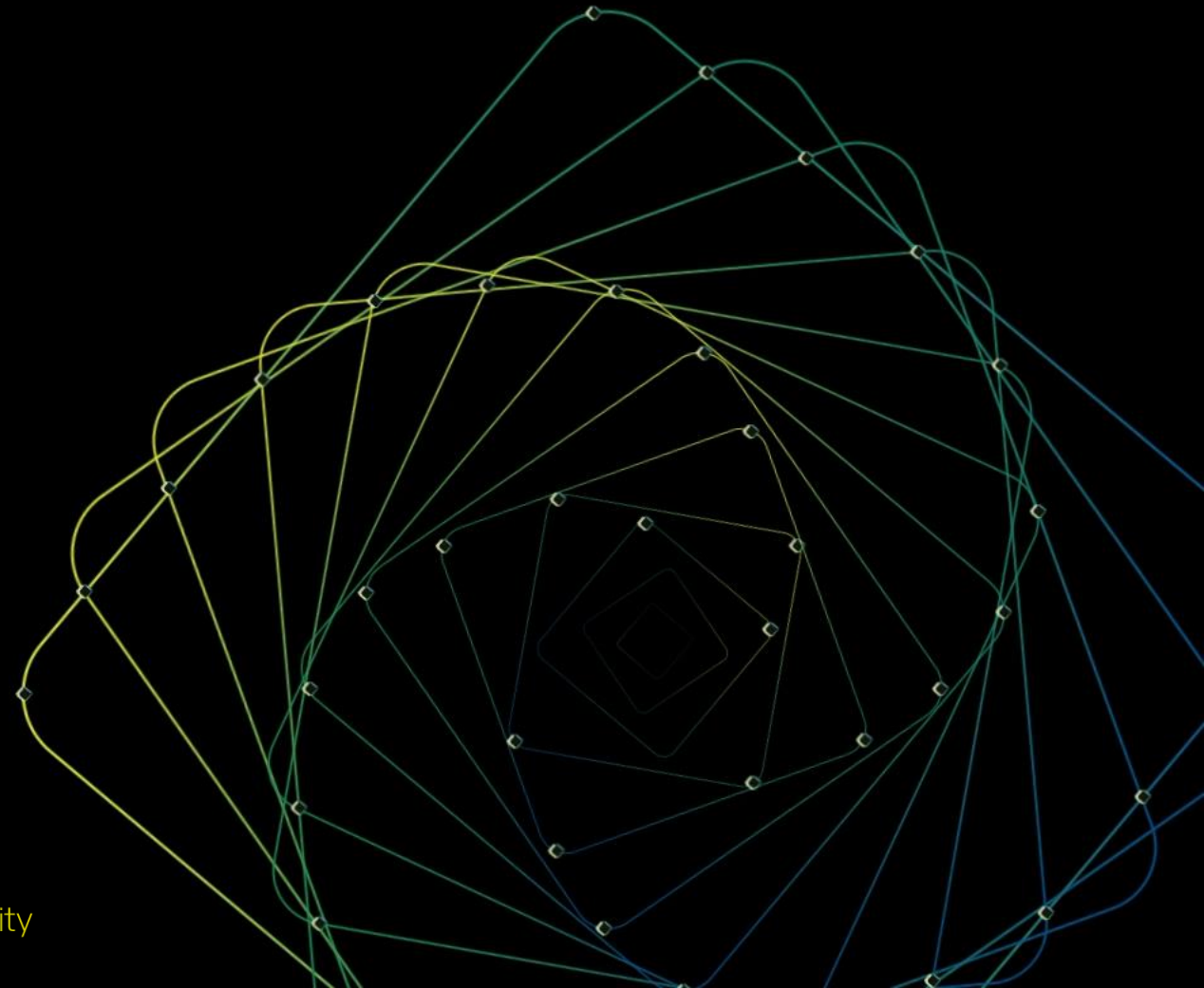


- HR Cost
- Travelling
- IT Cost
- Entertainment
- Other Expenses

# financial analysis



# future outlook





# future outlook

## global trends

following are some of the key global trends:

- ◇ global technology and transformation market reached USD 588 billion mark in 2021
- ◇ expected to grow to USD 3,739 billion by 2030
- ◇ between 2021 & 2030 CAGR is expected to remain at 23%
- ◇ demand of digital and ai driven products is continuing to grow at an extremely fast pace

## local industry

here is a snapshot of growth potential of the digital industry in pakistan:

- ◇ in 2018, total economic contribution of the mobile ecosystem was USD 16.7 billion, equivalent to 5.4% of GDP
- ◇ by the end of 2023, economic contribution of the mobile industry in pakistan is expected to reach 6.6% of GDP
- ◇ there has been a tremendous increasing in mobile and subsequently the internet penetration



# growth strategy

- ◇ a healthy growth is expected to continue in 2024
- ◇ development of IPs is on track hence launch of these products is also expected on time
- ◇ increase in local revenue
  - increase in local client base
  - retention of existing clients
- ◇ increase in export revenue
  - increasing business in existing markets, north america, qatar & UAE
  - expansion in new markets, focus will be on KSA & singapore
- ◇ investment in new technology startups, focus will remain on AI and data

4 Es model for growth



# questions & answers

