

corporate briefing annual results 2024

4th september 2024

symmetry at a glance

symmetry group is a digital technology and experiences company



39 clients

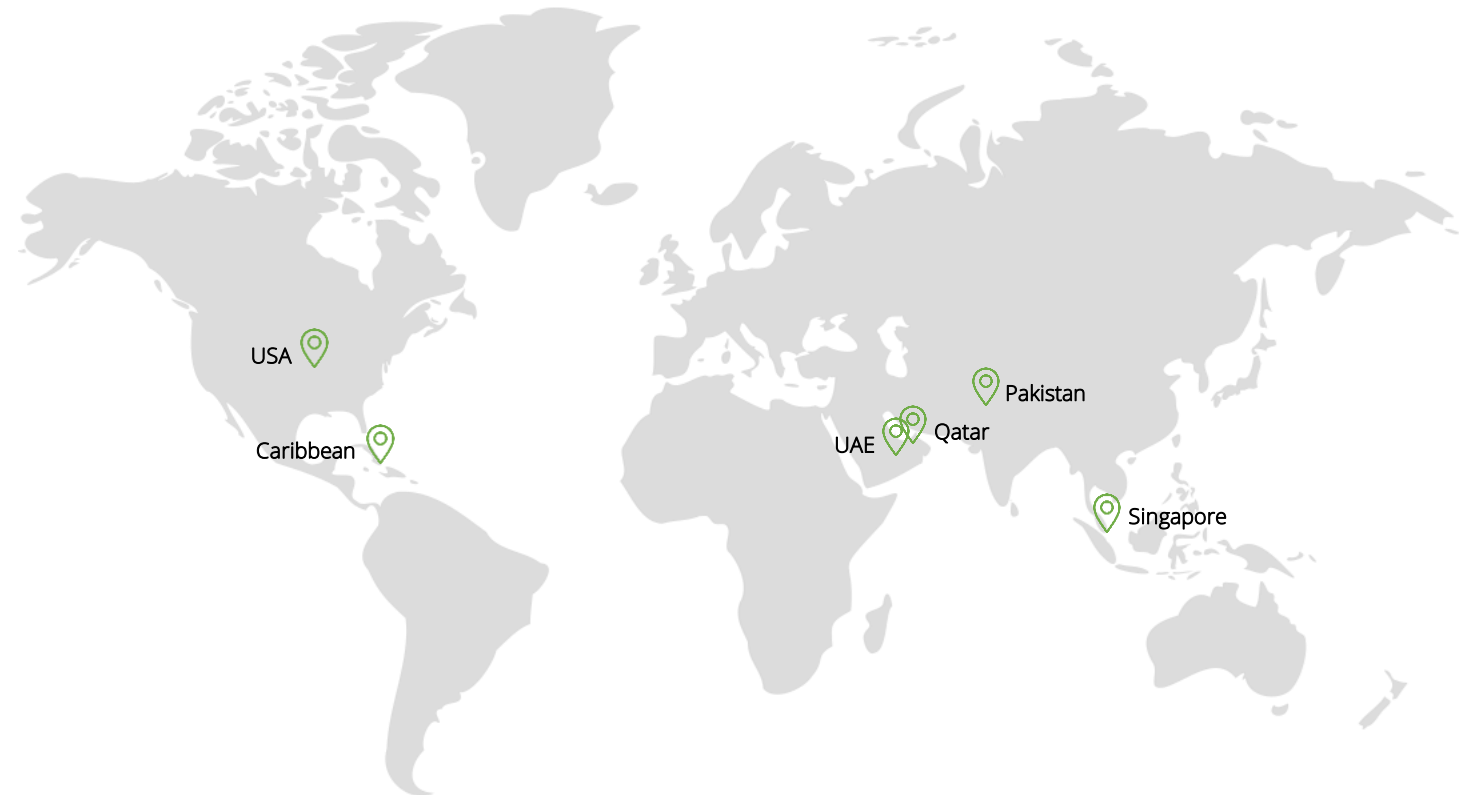
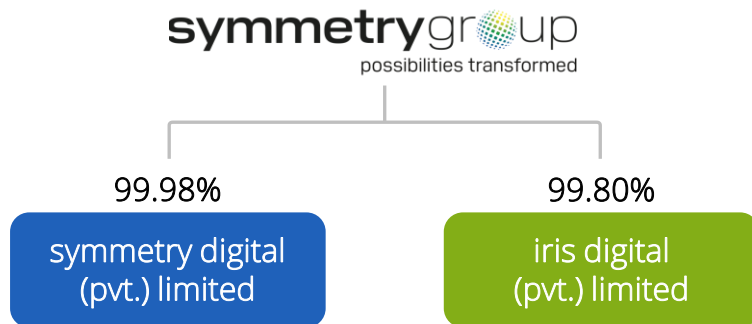


173 employees



4 offices

group structure



our business divisions

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
- ◇ whatsapp business solution
- ◇ voice & messaging solutions
- ◇ mobility tools development
- ◇ geo-location & tagging solutions
- ◇ mobile messaging integrations



progress on IPs (products)

IP (product)	description	status	completion date (expected)	revenue
survit	customer satisfaction gauge	 100%	N/A	-
mobits	mobile messaging platform	 100%	N/A	1M
influsense	influencer marketing platform	 83%	Q4-24	3M
corral performance	performance marketing platform	 75%	Q1-25	-
carsight	retail shoppers' insights platform	 50%	Q2-25	-



financial overview

total assets

PKR 1,221 million

net revenue

PKR 578 million

liabilities

PKR 307 million

operating profit

PKR 172 million

equity

PKR 914 million

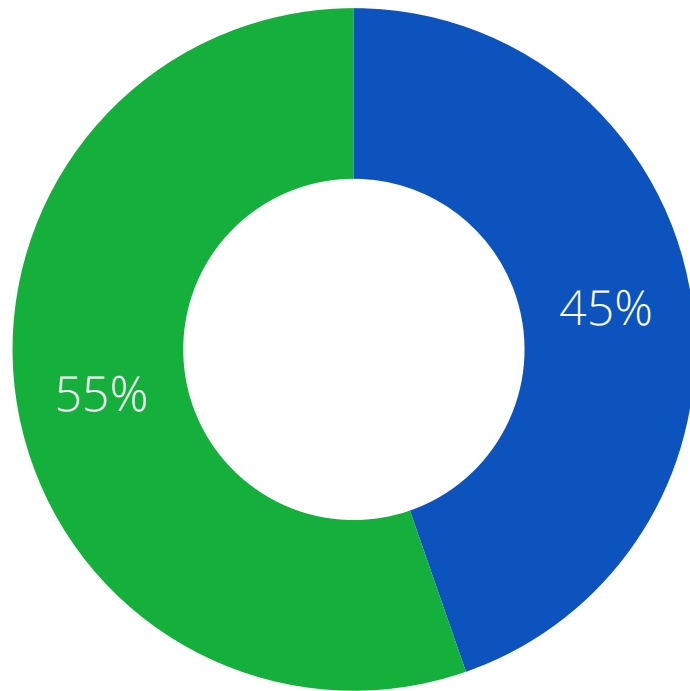
profit after tax

PKR 140 million



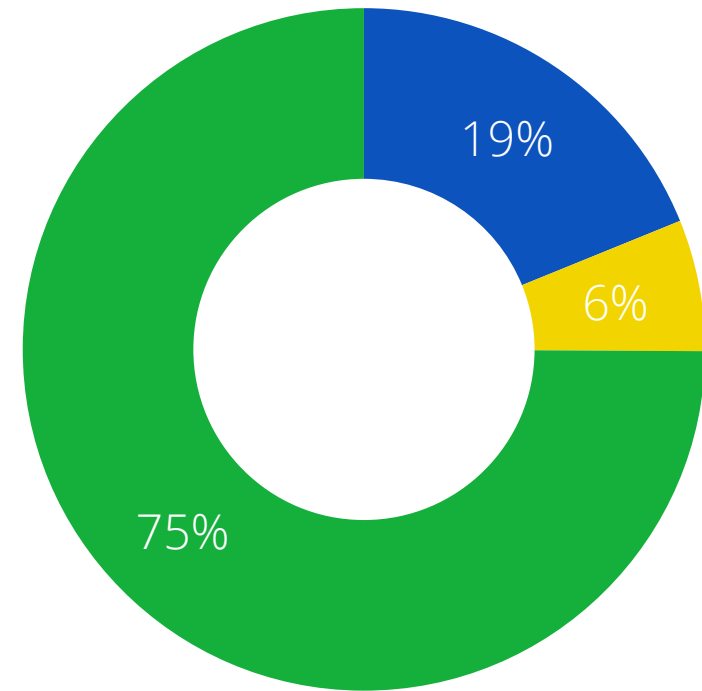
assets & capital

assets composition



■ current assets ■ non-current assets

capital structure



■ current liabilities ■ non-current liabilities ■ equity



revenue & cost

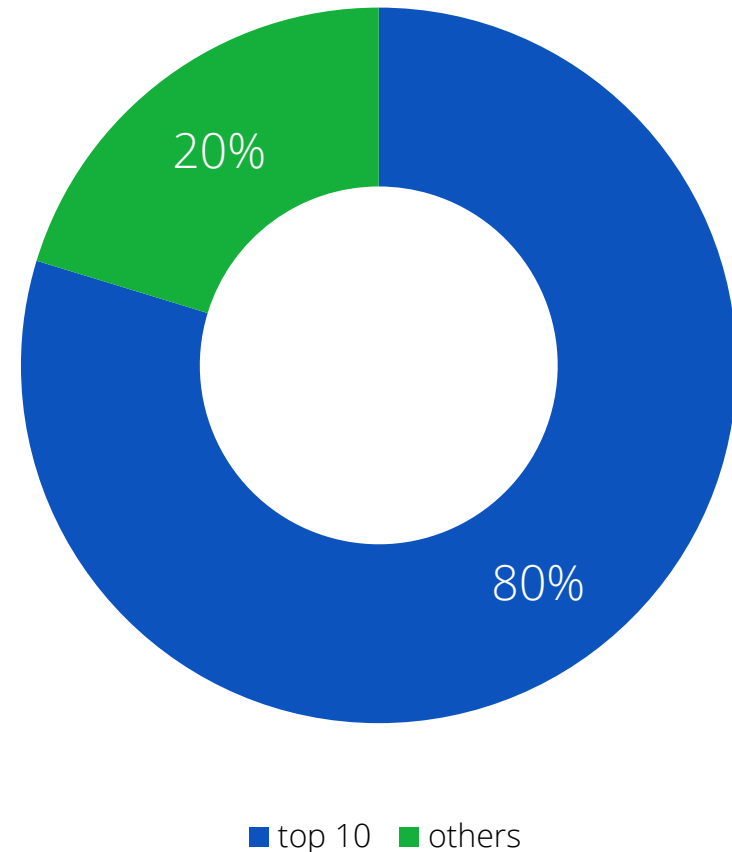
top 5 local customers

- ◇ jazz
- ◇ HBL
- ◇ P&G
- ◇ JS bank
- ◇ MCB / ebm

top 5 export customers

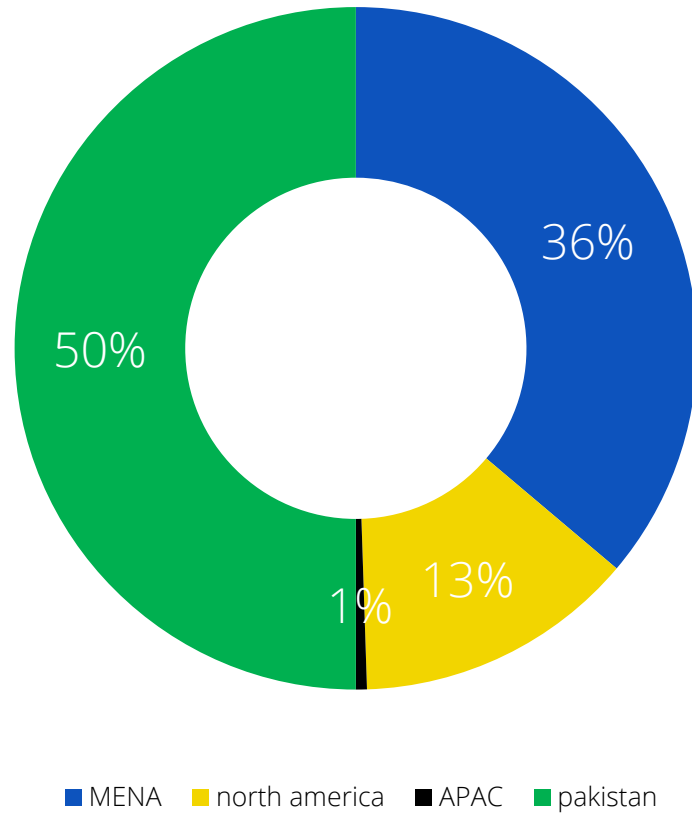
- ◇ al-waha computers
- ◇ humming bird
- ◇ s ventures
- ◇ digicel (prism holdings)
- ◇ luminus trading

revenue concentration

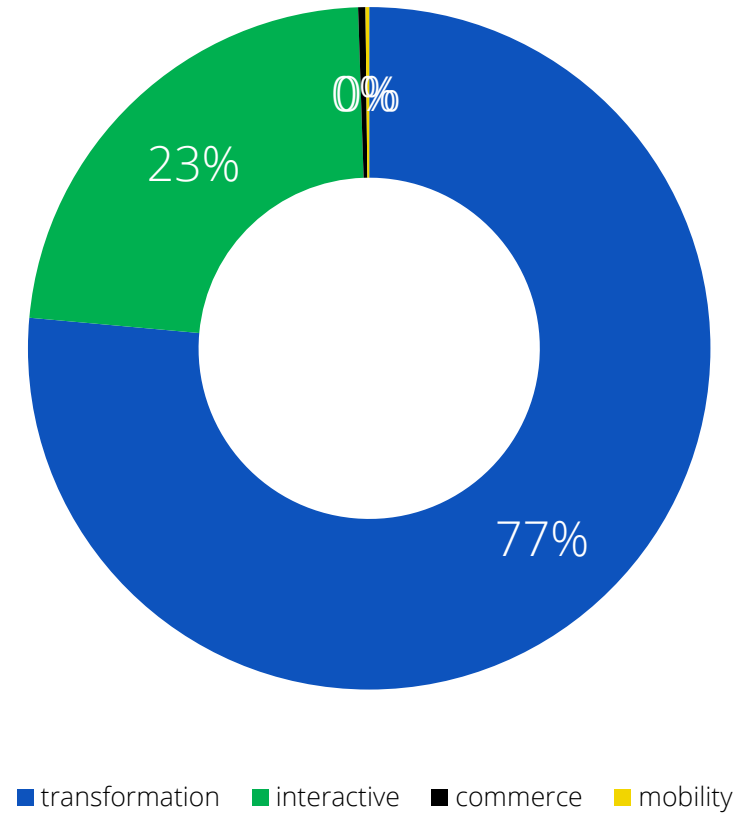


revenue & cost

revenue by geography

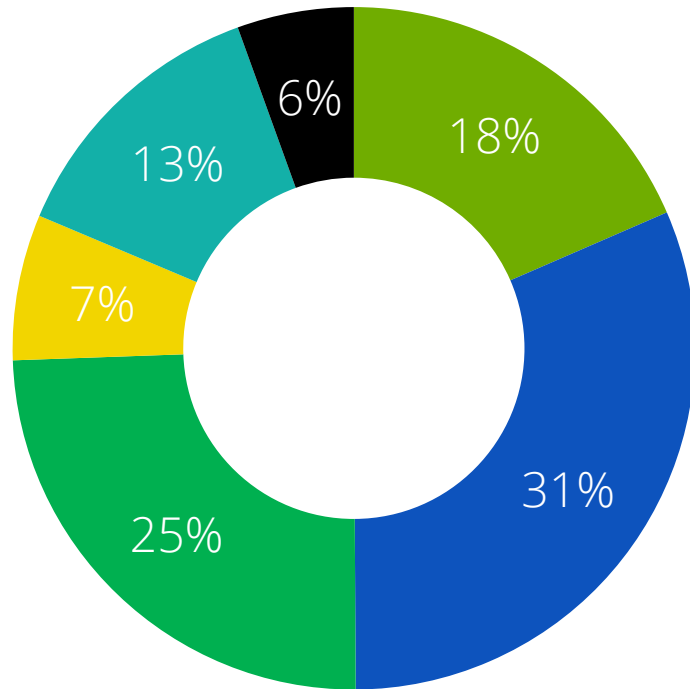


revenue by business



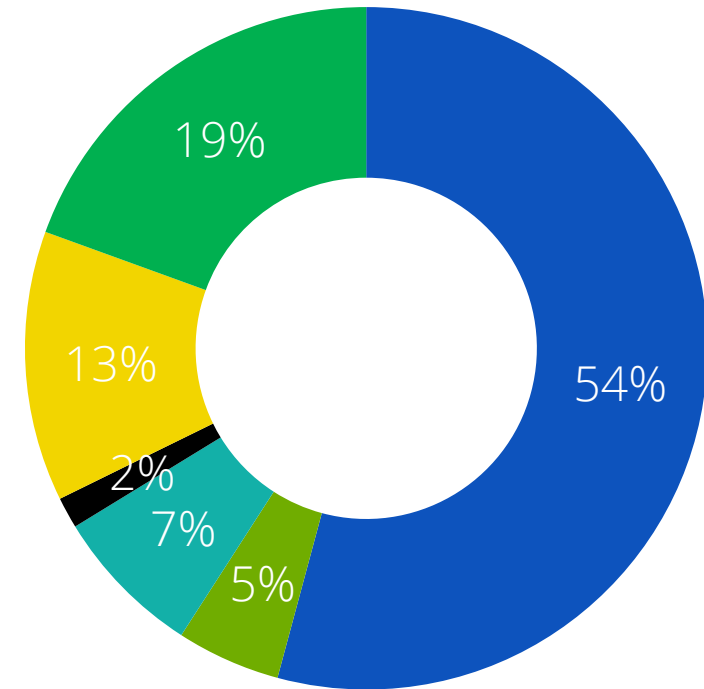
revenue & cost

revenue by industry



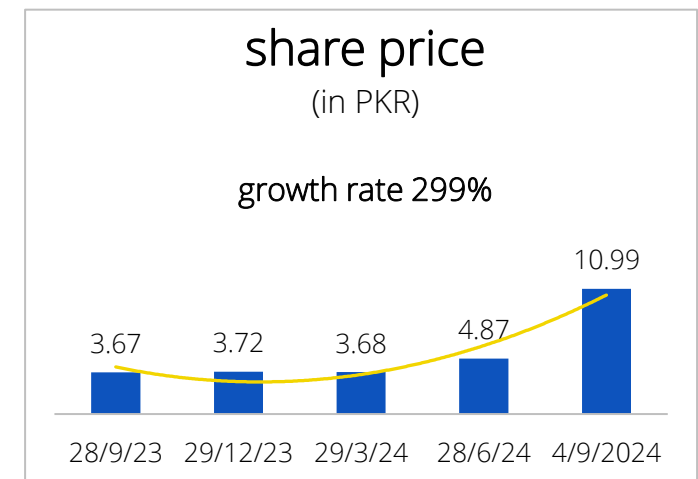
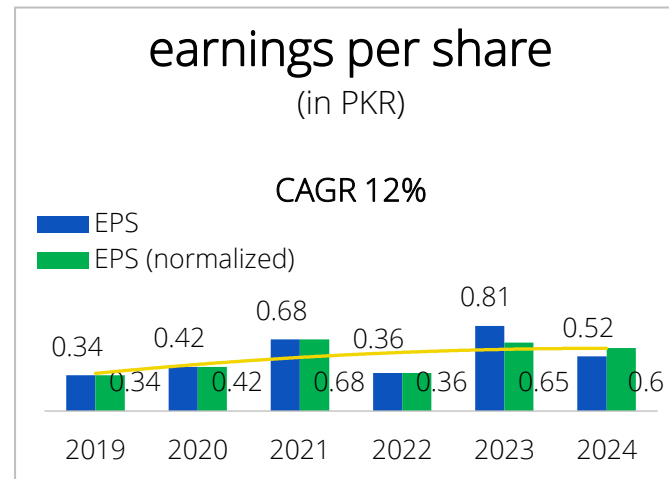
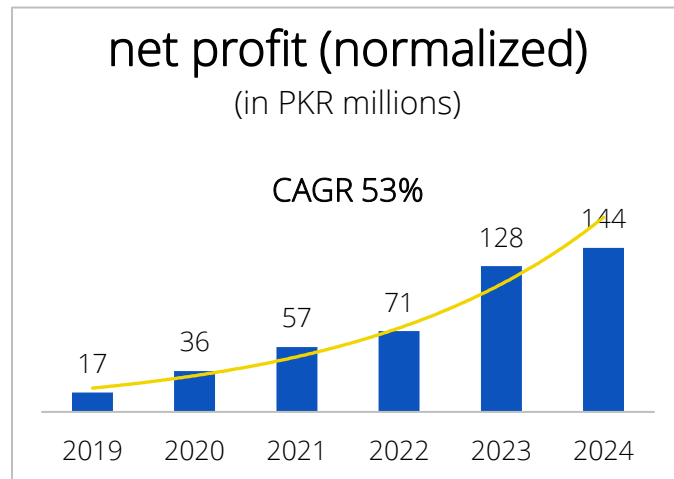
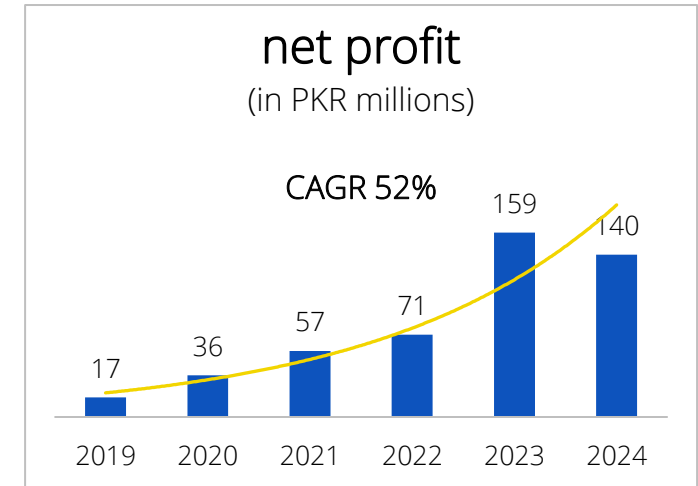
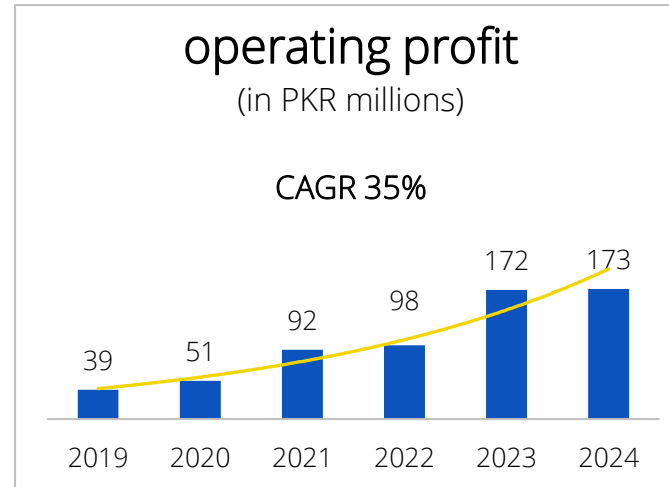
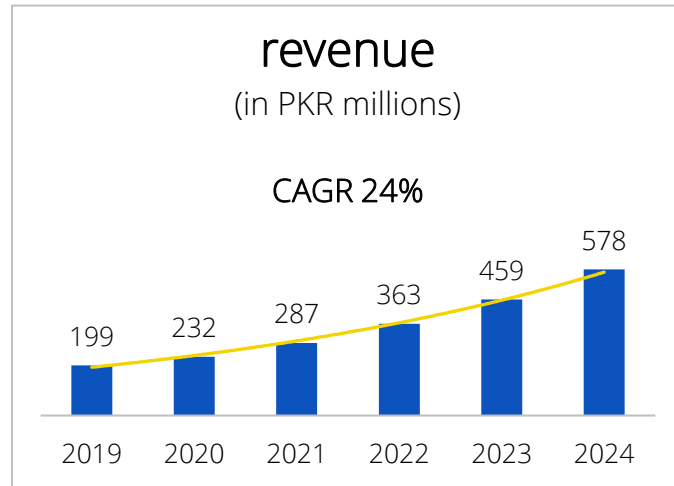
■ banks & Fis ■ technology ■ telcos ■ FMCG ■ trading ■ others

cost breakup



■ HR ■ travelling ■ IT ■ marketing ■ dep. & amort. ■ others

financial performance



Note:

Adjusted for Abnormal Exchange Gain & impact of change in accounting due to IFRS-16.

growth strategy



future outlook

- ◇ AI is the way forward
- ◇ expansion beyond borders
- ◇ carving products out of custom solutions
- ◇ investment & strategic partners to scale our products globally
- ◇ lowering interest rate will help fuel our growth plans
- ◇ investment in R&D



questions & answers

wait! we have more after this

thank you video