



Information Memorandum 2024



Pakistan's Largest B2B Raw Materials
Procurement & Credit Platform

www.zarea.pk

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ZAREA

About the Company

About Us

Zarea is at the forefront of transforming the commodity trading and distribution landscape in Pakistan. Through innovative approaches and cutting-edge solutions, we are shaping the future of the industry and setting new standards for efficiency, reliability, and sustainability.

Vision

- Transcending boundaries
- Innovation and efficiency
- Revolutionizing the industry
- Cutting-edge technology
- Strong partnerships
- Commitment to excellence
- Empowering stakeholders
- Economic growth and positive change



Mission

- Founded on innovation, integrity, inclusivity
- Transforming the commodity sector
- Unlocking economic prospects
- Simplifying market engagement
- Serving farmers, businesses, and investors
- Gateway to opportunities

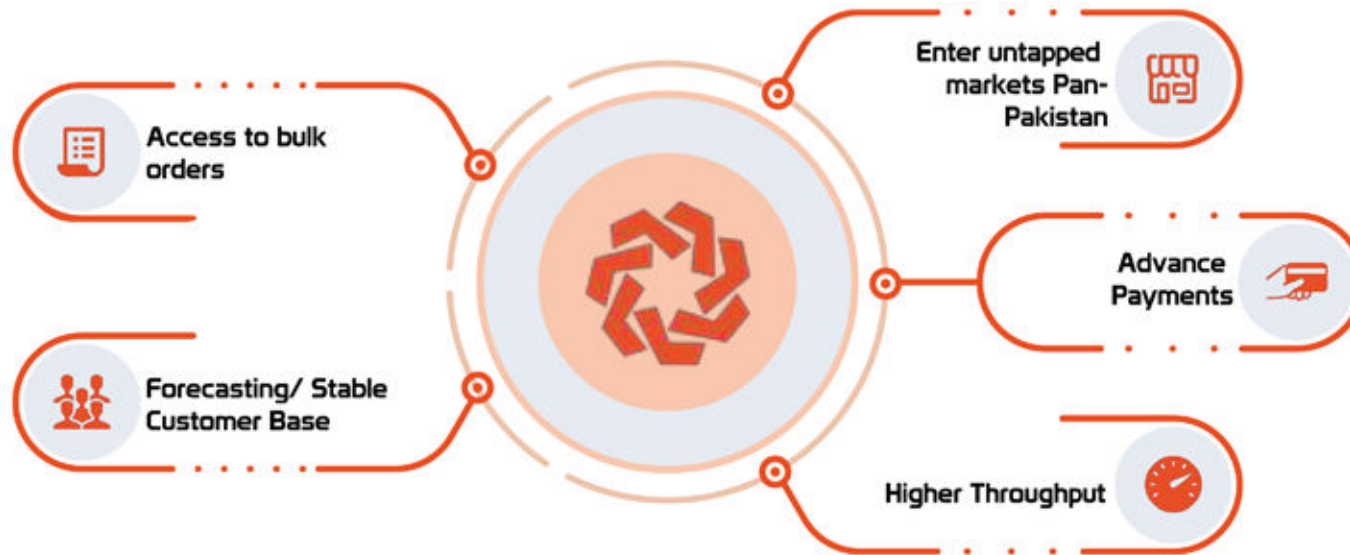
Zarea Commodities Marketplace

- Pioneering future trading
- Innovative B2B platform
- Connecting buyers and sellers
- Seamless and secure
- Fair pricing and fast delivery
- Quality products and lower costs
- Growth opportunities

Our Commodities



Why Suppliers Choose Us



Our Supplier Base



Why Customers Choose Us:

One Stop Digital Solution

Stable Supply Chain

Access to Financing

Faster logistics

Storage

Discounts/ Deals & Promotions

Data & Analytics

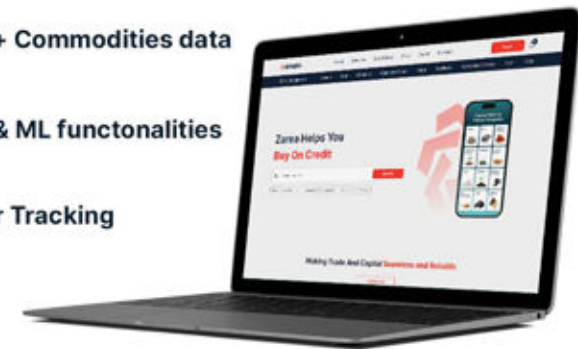
Quality Assurance

Our Customer Base

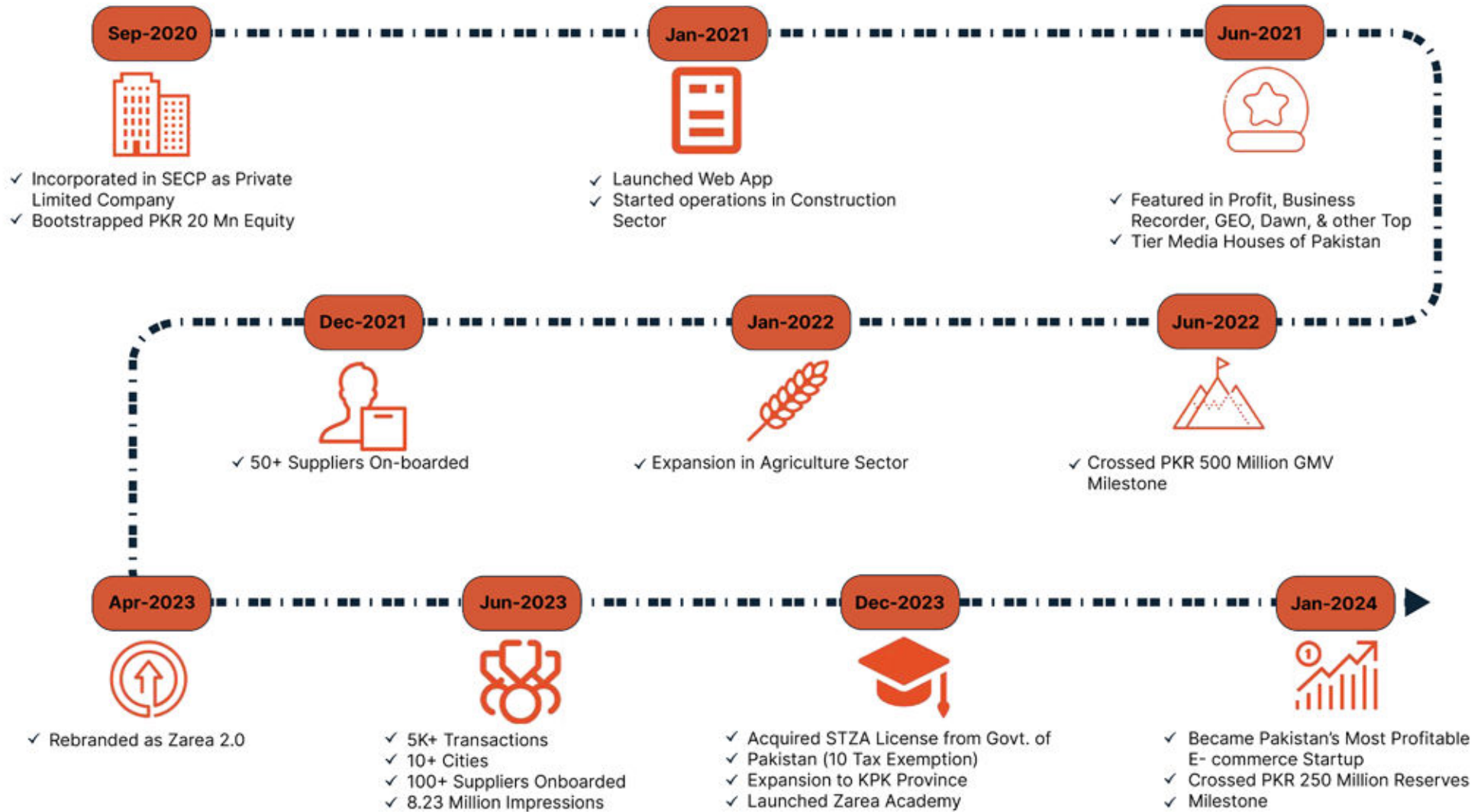


Our Cutting Edge-Technology

- State of the art Mobile App
- Digital User Dashboards
- 20 years + Commodities data
- Inbuilt Ai & ML functionalities
- Live Order Tracking



Our Journey & Milestones Achieved





ZAREA

Board of Directors



Misbah Momin (Chairperson/Director)



Misbah Momin is an entrepreneur, philanthropist, and social activist. She is the President of Misbah Momin Foundation and MM Talks, and Editor-in-Chief of Mindful Magazine. She has experience in communications and business development with Bonds Travel Bureau and Flying Group of Companies. Misbah is a core member of the CARE Foundation and has served on the National Commission on the Status of Women (NCSW) in Pakistan.



Ali Alam Qamar (CEO/Director)



Ali Alam Qamar is a Pakistani Industrialist, Investor and Entrepreneur. He completed his Masters of Finance from University of Cambridge. Ali has founded Zarea which is Pakistan's Largest B2B E-Commerce Platform for Commodities. Ali is also Vice President at MM Foundation which is one of Pakistan's largest charitable organisations striving for educational reforms and mental health awareness.



Sohail Wajahat Siddiqui (Director)



A prominent corporate leader and former Federal Minister for Petroleum and Natural Resources, he significantly increased order intake, share price, and dividends as MD of Siemens Pakistan. With 30+ years in the energy sector, he restructured PSO, saving millions. Holder of a master's in Electronics Engineering and the Sitara-e-Imtiaz award, he developed a respected energy plan saving billions. He also served as Chapter Chair of YPO/YPO Gold and President of OICCI and MAP.



M. Afzal Chaudhry (Director)



He holds a Postgraduate degree in Economics from Punjab University and a Diploma in Banking with "Role of Honour" from the Institute of Bankers, Pakistan. With a 43-year banking career, he worked at UBL, Commercial Bank of Oman, First Women Bank, and Silk Bank. He served as Chief of Special Assets Management, Senior Credit Officer, Deputy General Manager, and Regional Head, gaining extensive experience in commercial, corporate, industrial, and banking sectors.



Nouman Ul Hassan (Director)



Nouman ul Hassan brings over 10 years of extensive experience in software development and digital marketing to our company. He has honed his skills in reputable organizations such as IBEX and has established himself as a top-rated professional on platforms like Upwork and Fiverr. His proficiency spans a diverse range of technical and strategic areas. He is adept at leveraging cutting-edge technologies to develop robust software solutions and has a deep understanding of digital marketing dynamics.



Shafqaat Ahmed (Director)



Mr. Shafqaat Ahmed possesses over 48 years of rich banking experience both within Pakistan and in international markets of Corporate Finance, Capital markets, Treasury & portfolio management. He was responsible for establishing Albaraka Bank in Pakistan and served as its Head from 1992 till early 2018. He is currently serving as a non-executive director of Security papers Ltd and as an independent director at Gharibwal Cement Company Ltd.



Meezan Fahd Mukhtar (Director)

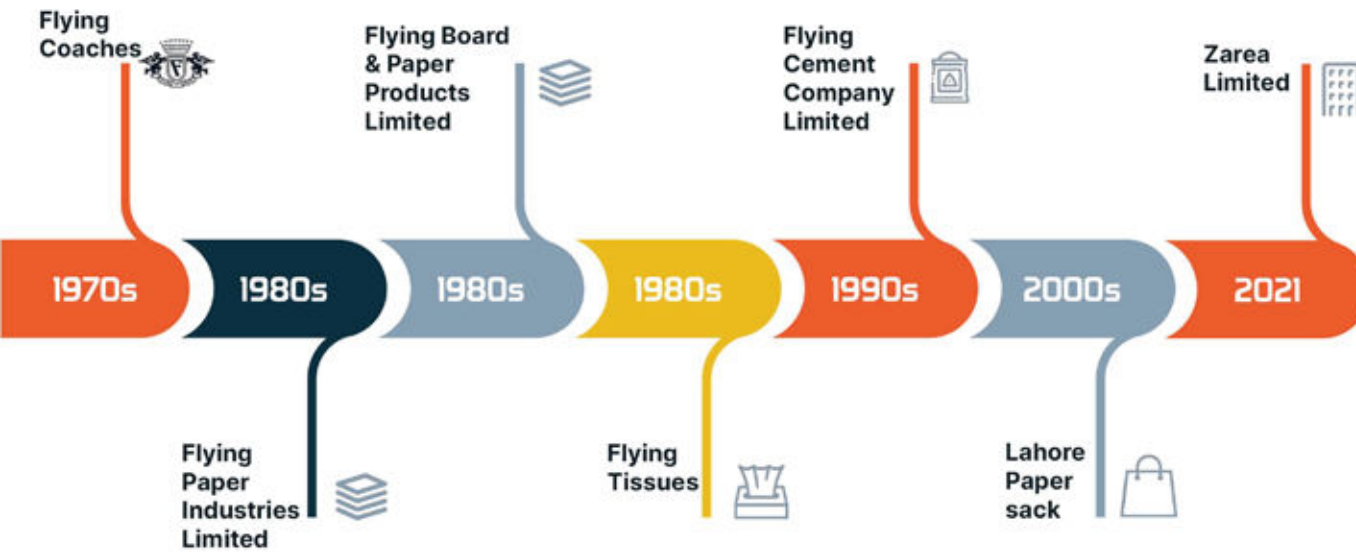


Meezan holds a Bachelor of Arts and Sciences from the prestigious School of Oriental and African Studies (SOAS), University of London. She is a dynamic entrepreneur in the fashion industry, bringing innovative ideas and a keen sense of style to her ventures. With a strong academic background and a passion for creativity, Meezan has successfully established herself as a prominent figure in the fashion world. She is married to Fahd Mukhtar, sponsor and director of Fatima Group

 **ZAREA** | **Flying Group**

Flying Group emerged as the pioneer of Pakistan's first luxury coaches in the 1970s and later diversified into the largest paper manufacturing industry in the 1980s. The company expanded into the tissue manufacturing industry at the same time. The Group took another turn in the 1990s and entered into a cement manufacturing business "Flying Cement Company Limited", with a production capacity of 13000 tons daily. Tradition of excellence is the reason the company gained the nation's trust.

GROUP HISTORY



GROUP STRENGTHS

Paper Manufacturing

One of the largest player in Pakistan: Annual Capacity to produce 100,000 tons of writing and printing paper.

Cement Bags Manufacturing

Supplier of packaging material to the cement industry in Pakistan with the combination of German Machinery (Windmoller & Holscher). Annual production capacity of about 75 million paper bags including 2, 3 & 4 ply bags using best quality imported Extensible Paper.

Cement Manufacturing

Annual capacity 4.4 million tons of cement, brand new FLSmith Line (\$100million expansion to C.O.D in 2024).

Power Generation

- Captive Power Plants :
- 12MW Waste heat Recovery plant
 - 7MW Waste Heat Recovery Plant
 - 21MW Coal fired Power plant
 - 12MW Furnace Oil Generation

Commodities Supply Chain Network

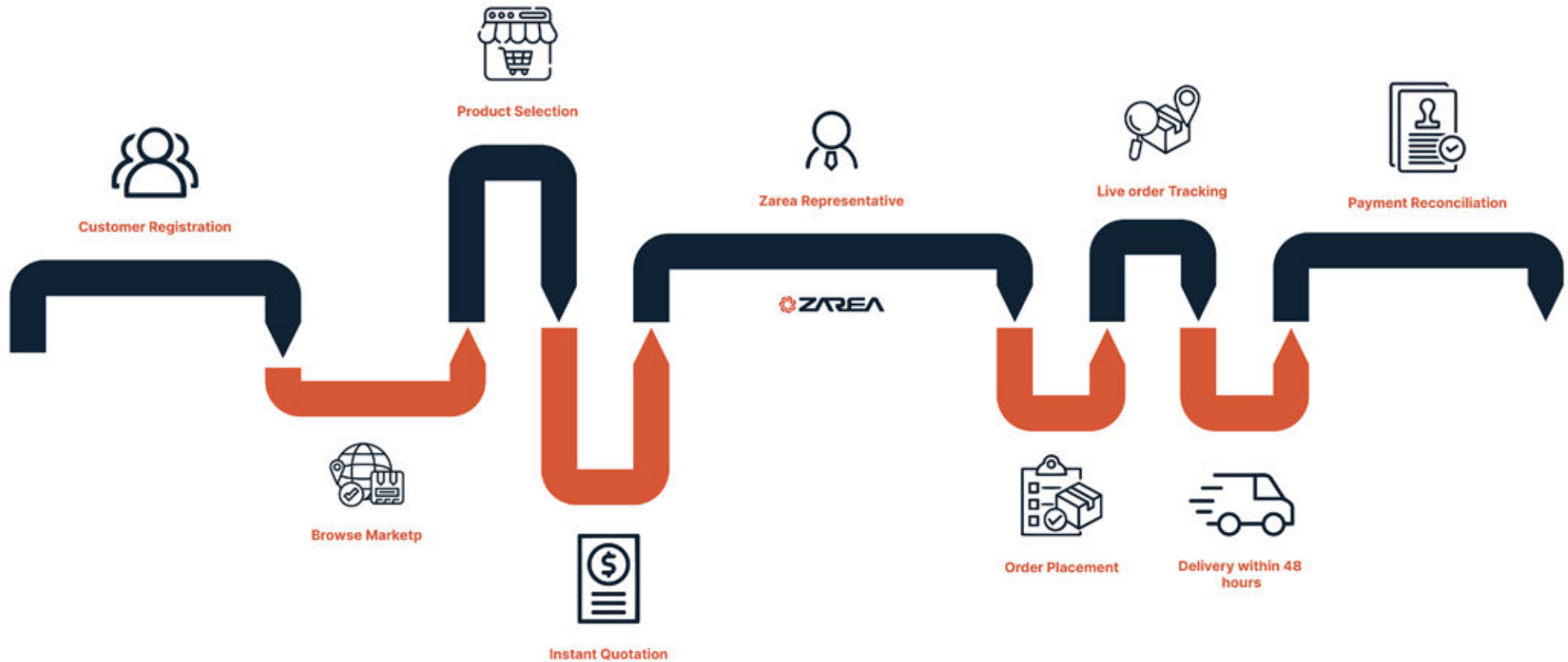
Agricultural Biomass Annual procurement network in excess of 300,000 tons. Local & Imported coal network in excess of 250,000 tons per annum.



ZAREA

Business Model

HOW ZAREA WORKS



Experience the streamlined process at Zarea: effortlessly register, browse, and select products, with instant quotations. Our dedicated representatives guide you through order placement, while real-time tracking ensures prompt delivery within 48 hours. Trust in our meticulous payment reconciliation for seamless transactions, exemplifying Zarea's commitment to efficiency and customer satisfaction.

The Solution - Digital Ecosystem

Value For Supplier

- Advance Payments
- High Order Volume
- Bigger Client Base
- Pan Pak Orders

- Grower, Farmer
- Manufacturer
- Importer

Zarea Commerce



- Distributor
- Wholeseller
- Retailer/Stockist
- Exporter
- End Consumer

Value For Buyer

- Inventory Management
- Higher Sales & Profitability
- Increased Throughput and Transparency
- Access to Credit

Zarea Procurement



Zarea Finance



Zarea Warehouse



Zarea Logistics



Zarea Data & Analytics





Revenue and Cost Drivers

Revenue Drivers

Zarea Limited drives its topline from a mix of products including Cement, Steel, Building & Finishing materials and Agri Biomass. It is clearly evident from the product analysis shown below that 60%, 48% and 46% of the revenue is derived from the sale of Cement in FY22, FY23 and FY24 respectively. Further, the Company has also witnessed 211% growth in Agri Biomass in FY24 as compared to FY22.

Increasing Penetration of Internet & Mobile

Rapidly Growing Youth Population

Rise Of Digital Payment Solutions

Logistics and Delivery Improvements

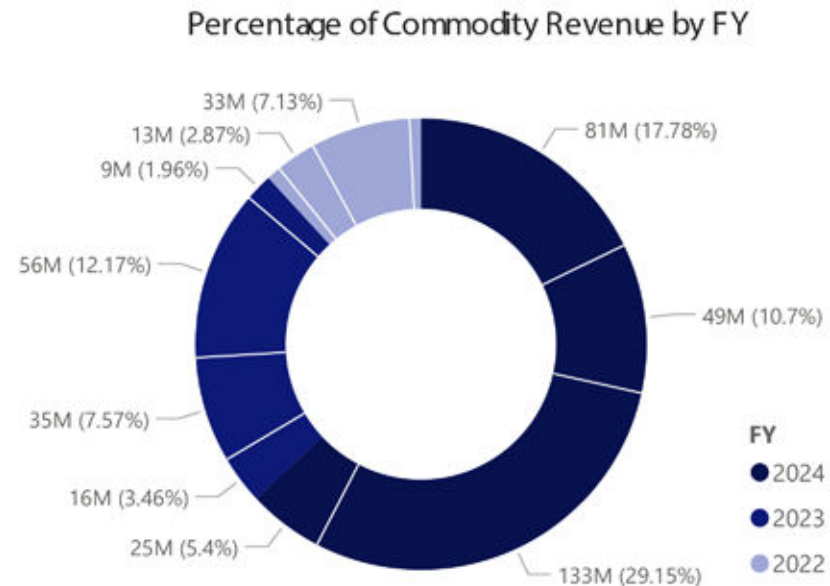
Increase in SME Trade & Commodity Trade

Increased Smartphone Usage

Government Support and Digital Initiatives

Digital Shift Post Covid

Increase in Construction Activity in Pakistan



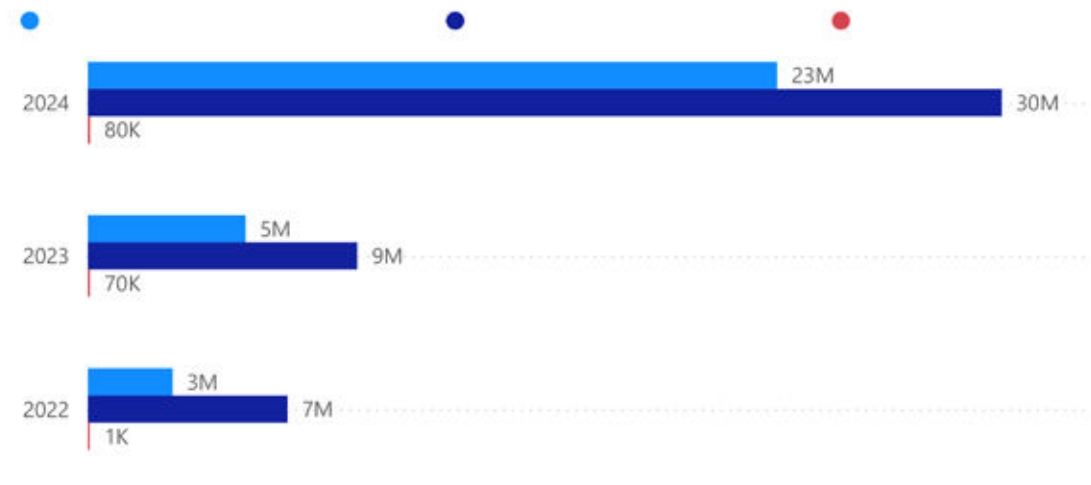
Cost Drivers

Administrative and General Expenses for our e-commerce marketplace include Salaries and Benefits, Repair and Maintenance, Legal and Professional Charges, Fees and Subscriptions, General Office Expenses, Software Maintenance, Charity and Donations, Auditor’s Remunerations, Depreciation, and Amortization. These elements are vital for operational efficiency, infrastructure upkeep, compliance, daily operations, and financial health.

Administrative & General Expenses	Selling & Distribution Expenses	Finance Cost	General Office Expenses
Salaries, Benefits & Allowances	Repair & Maintenance	Legal & Professional Charges	Fee & Subscription
Software maintenance Expenses	Charity & Donations	Auditor's Remunerations	Depreciation
Salaries, Benefits and Allowances	Travelling & Conveyance	Entertainment Expenses	Advertisement & Marketing

Cost Drivers Report For Information Memorandum

Administrative and General Expenses , Selling and Distribution Expenses and Finance Cost by FY (Cost Driver)





ZAREA

Technology Overview

Commodities:

AI-generated Commodity Trading Insights

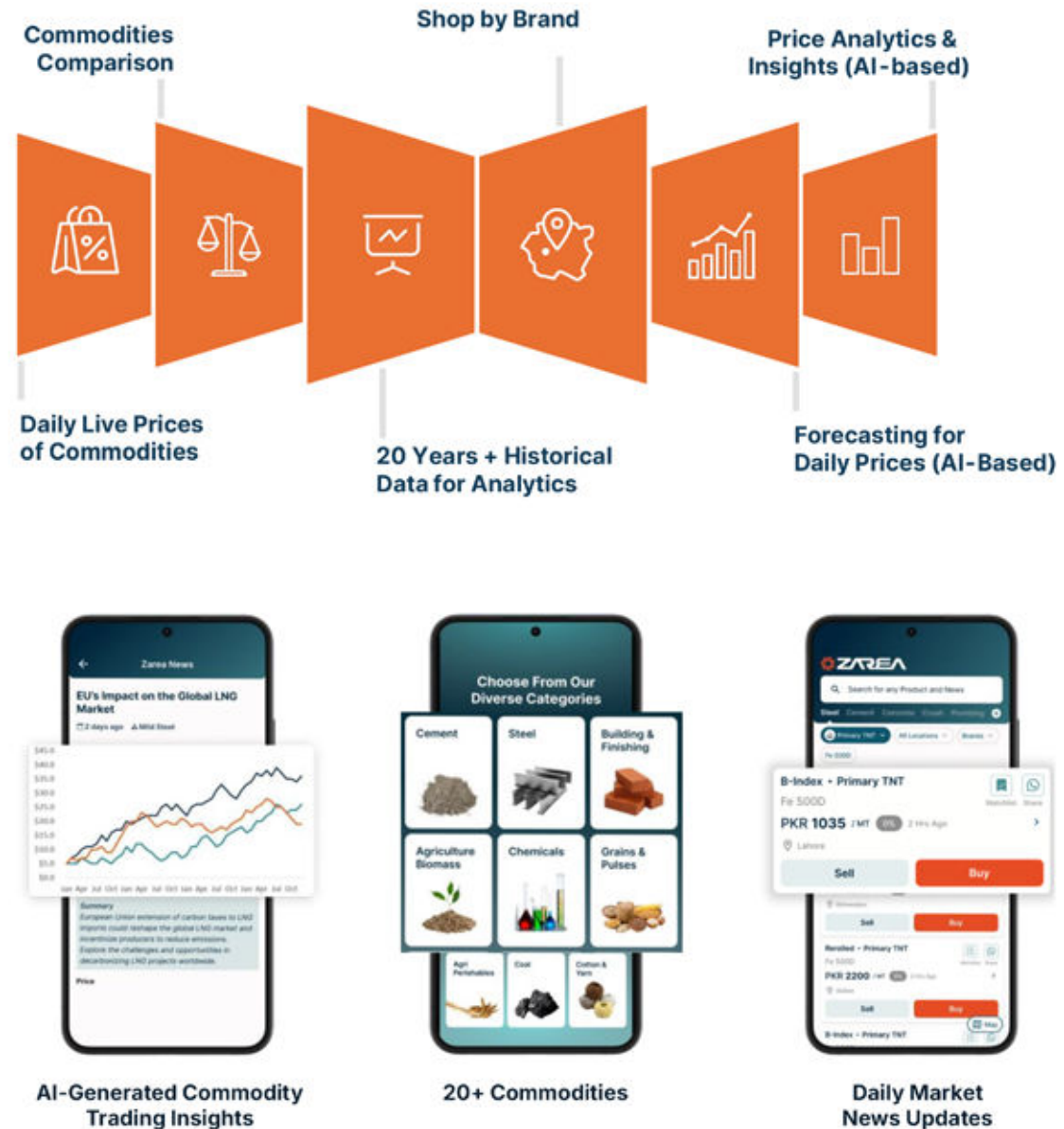
Zarea's platform leverages cutting-edge AI for real-time market analysis, predicting price movements and identifying lucrative trading opportunities, helping traders make informed decisions and maximize returns.

20+ Commodities

The platform offers daily live prices for over 20 commodities, real-time market trends, and 20 years of historical data for analytics. Users can compare commodities, shop by brand or city, and access AI-based price forecasting and daily market news updates.

Daily Market News Updates

Stay ahead with Zarea Platform's Daily Market News Updates, providing real-time, comprehensive coverage on global markets. Receive timely updates on trends, economic events, and key financial developments to make informed decisions and stay competitive in commodity trading.



Technology

20 Years + Commodities Data

Inbuilt AI & ML functionalities

Digital User Dashboards for Buyers

Digital User Dashboards for Suppliers

Cuttingedge, modern UI focused on B2B

End-to-end thirdparty integrations

WhatsappLogin Via OTP

Site Map

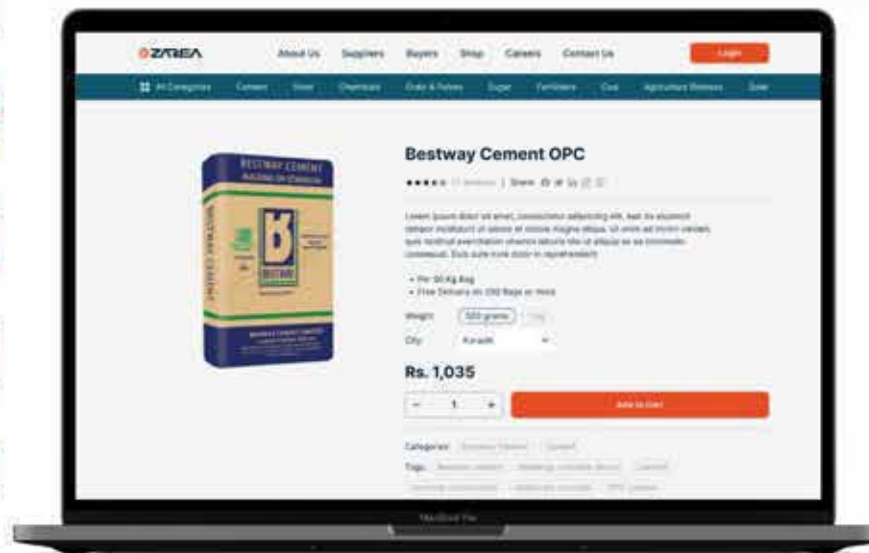
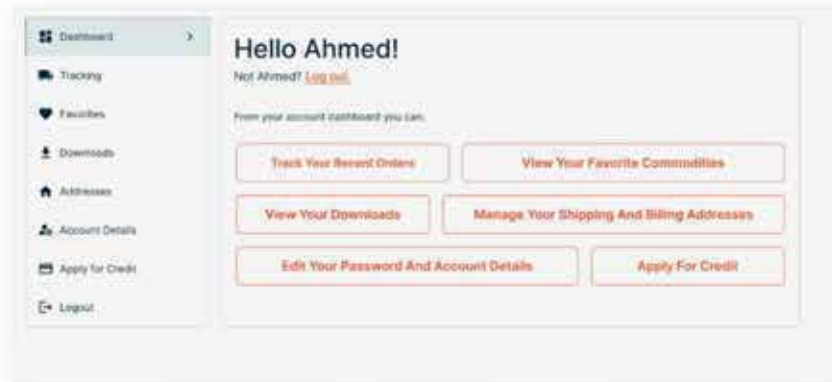
FAQ's

Live Order Tracking

24/7 Customer Support

Multiple Digital Payments channels & COD

Online Cart & Check-out



State of the art Mobile App



SERVICES

- Logistics & Warehousing
- Automated Credit Scoring & Approval (AIbased)
- Import/Export
- Data & Analytics

Zarea offers a diverse range of services to cater to various business needs. Their logistics and warehousing solutions ensure efficient storage and distribution of goods. They provide automated credit scoring and approval services, utilizing AI-based technology for accurate and swift financial assessments. Additionally, Zarea handles import and export operations, facilitating smooth international trade. They also specialize in data and analytics, offering insights and strategic information to help businesses make informed decisions.

FOR BUYERS

- One Stop Digital Solution
- Stable Supply Chain
- Quality Assurance
- Access to Financing
- Storage
- Get Quotations
- Data & Analytics

The screenshot shows the Zarea website interface for buyers. It features a 'Buyers' section with a 'Get Best Quotes' button and a 'Why Partnering with Zarea?' section with three bullet points: 'Get Advance Payments', 'Hassle-Free Registration', and 'Logistics Support for Deliveries'. Below this is a 'Product Categories' section with icons for Concrete, Plumbing, and Paints.



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Suppliers & Customers

Our Suppliers

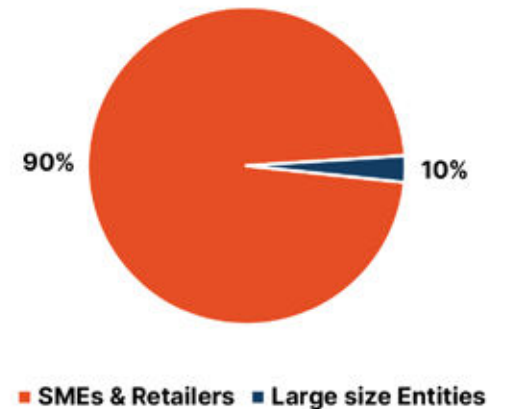


Our Customers



Customer Bifurcation

At Zarea, we focus on empowering local economies by partnering primarily with SMEs and retailers, comprising 364 of our 374 collaborators. This commitment reflects our dedication to fostering innovation and providing tailored solutions for inclusive growth.



Customers

Bestway Cement

Power Cement

Flying Cement

Fauji Cement

Maple Leaf Cement

DG Cement

CheratCement

Lucky Cement

Pioneer Cement

Berger Paints

Jotun Paints

Berger Paints

BuxlyPaints

GobisPaints

ICI Dulux Paints

Kansai Paints

Master Paints

Popular Pipes

Agha Steel

Al-Haj Asia Star Steel

Amreli Steel

FF Steel

Ittefaq Steel

Kamran Steel

Mughal Steel

SheikhooSteel

SJ Steel

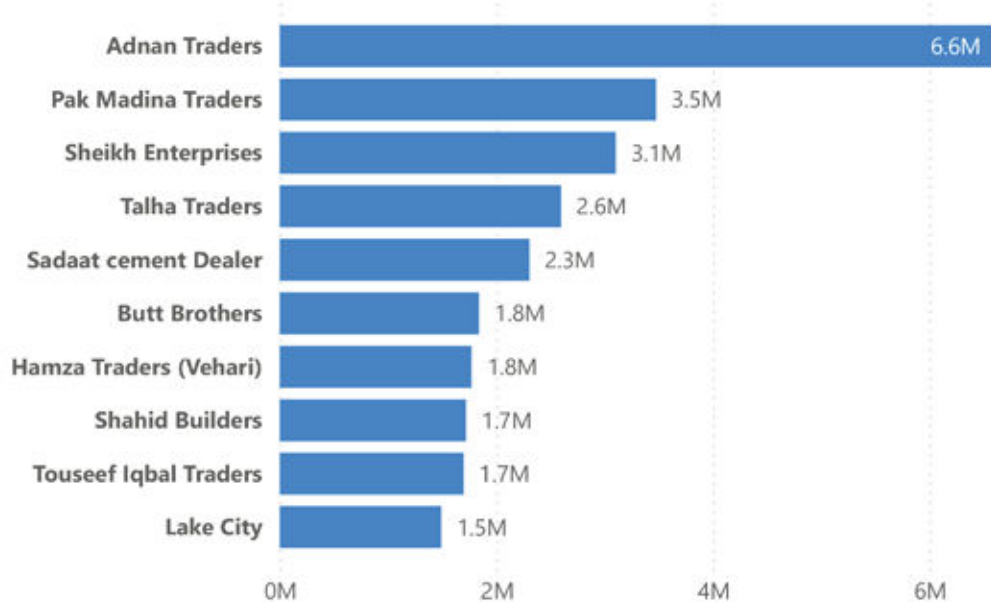
SUPPLIERS



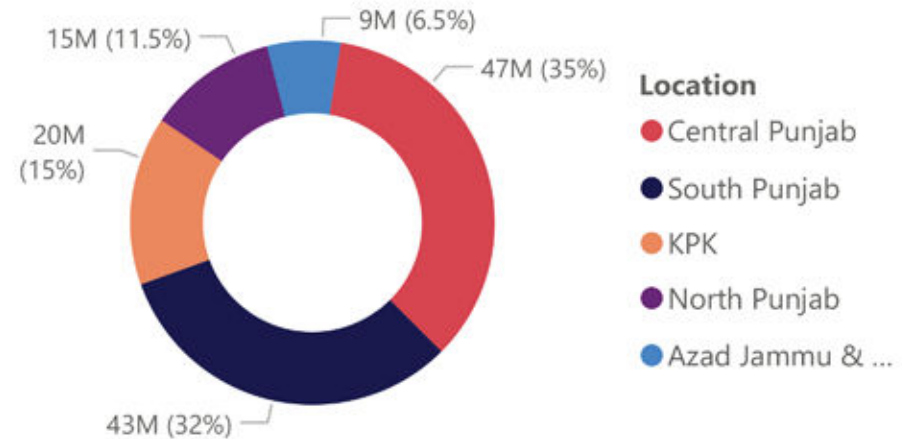
CEMENT

Cement has been the highest selling commodity with 224,302 MT sold, contributing PKR 226.26 million to the Platform usage fee (PUF). The average order value has been increasing with CAGR of 15.70% from June 2022 to June 2024. The number of transactions for the order of cement has been similar from June 2022 to June 2023 but shows a significant increase in 2024 of about 205.43% amounting to 3,519 transactions in FY24. Zarea uses numerous clients to source their cement for different consumers.

Cement Clients



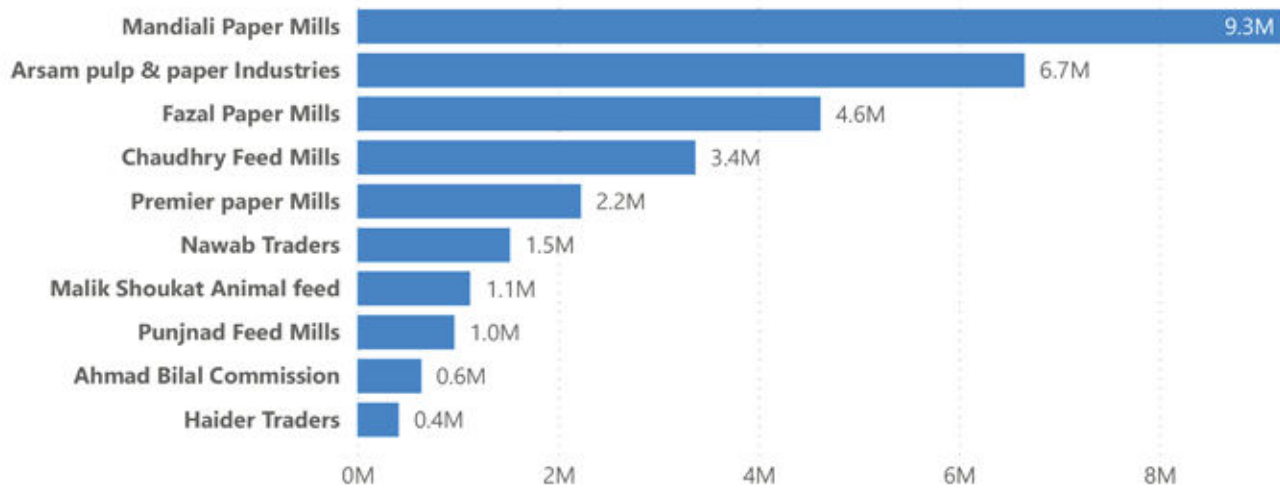
Cement Percentage by Region



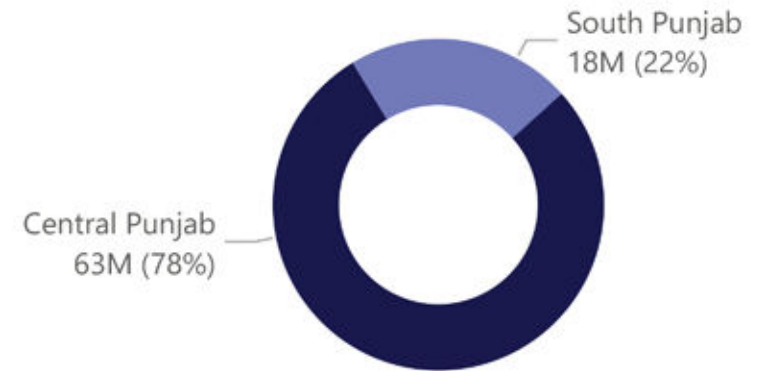
Agri Biomass

Agri Biomass ranks second in terms of quantity sold, with over 77,000 MT units sold, generating a total platform usage fee (PUF) of PKR 101.6 million. The price per ton of Agri biomass has been increasing with a CAGR of 11.11% which results in a higher Average order value in FY23 & FY 24. The Number of orders for Agri biomass has shown a significant increase in the preceding years i.e. It has grown from 212 orders in FY 22 to 2,113 orders in FY24 which indicates a 996.70% increase since the start of operations.

Agri Biomass Clients



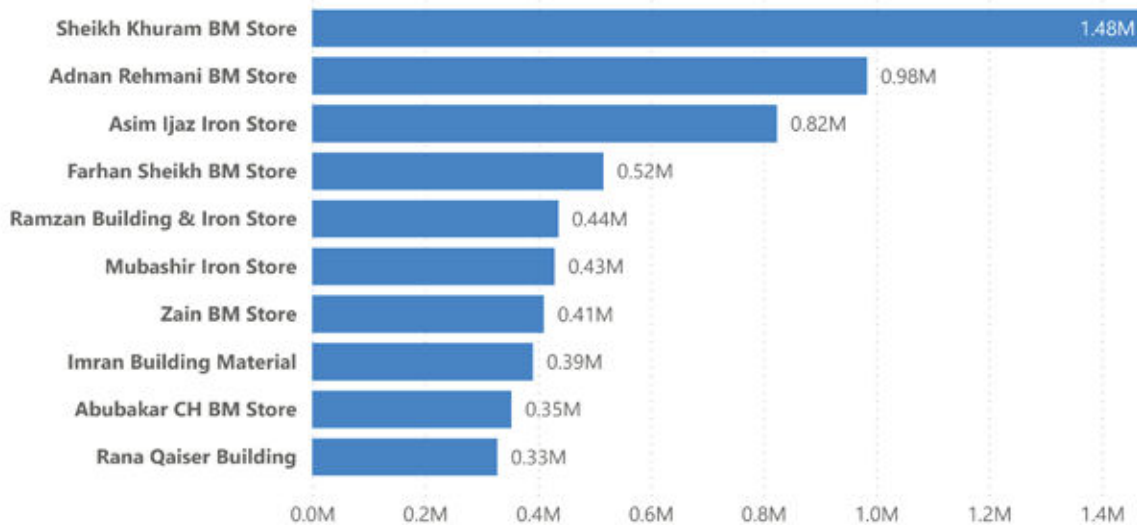
Agri Biomass Revenue Percentage by Region



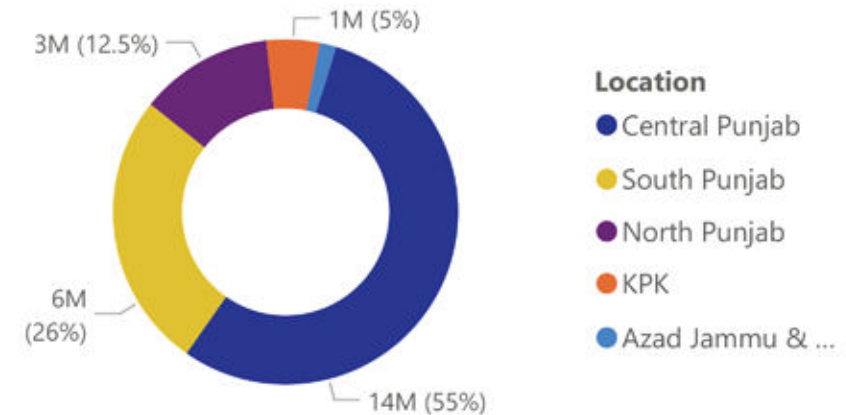
Steel

The total quantity of steel sold by Zarea Limited is 5,183 MT, contributing Platform usage fees (PUF) of PKR 37.8 million. The price per ton of steel is growing by a CAGR of 33.64% from FY22 to FY24, while the total revenue earned by the sale of steel accounts to 7.96% of the total revenue earned by Zarea Limited.

Steel Clients



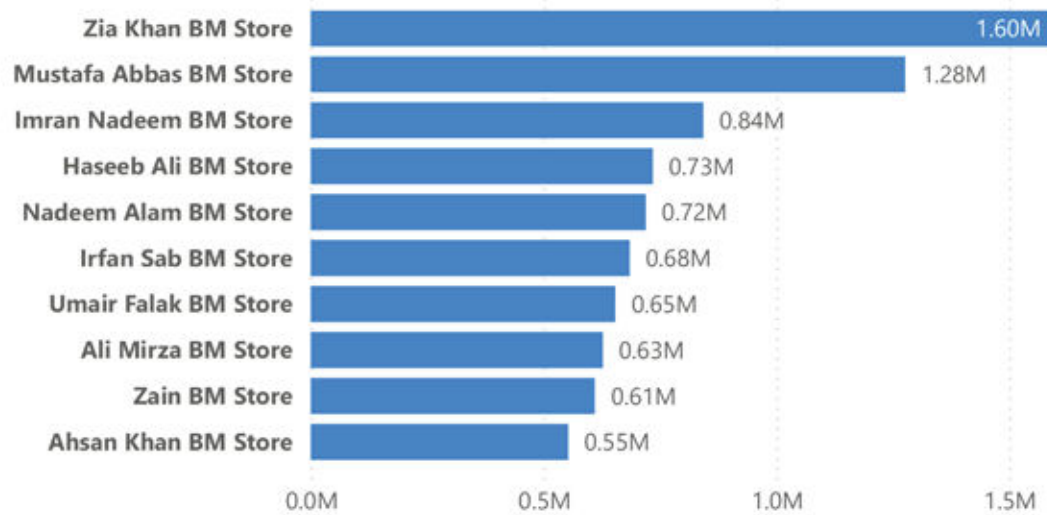
Steel Revenue Percentage by Region



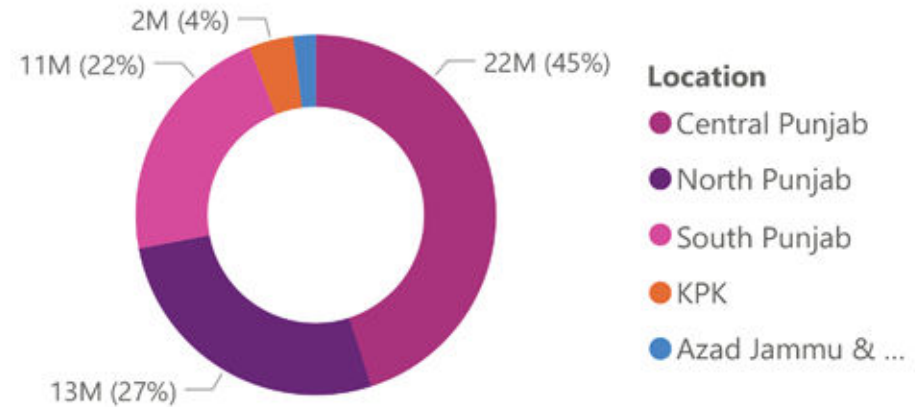
Building & Finishing

The total quantity of Building & Finishing material sold by Zarea limited is 4,864 MT, contributing Platform usage fees (PUF) of PKR 103.02 million. The order number of Building & Finishing material have been constant throughout the preceding years but due to the increase in price per unit of Building & Finishing material, i.e. it has a CAGR 37.86%, the revenue from sale of construction has grown by 86.69% from 13 million in FY22 to 48.8 million in FY24.

Building & Finishing Clients



Steel Revenue Percentage by Region

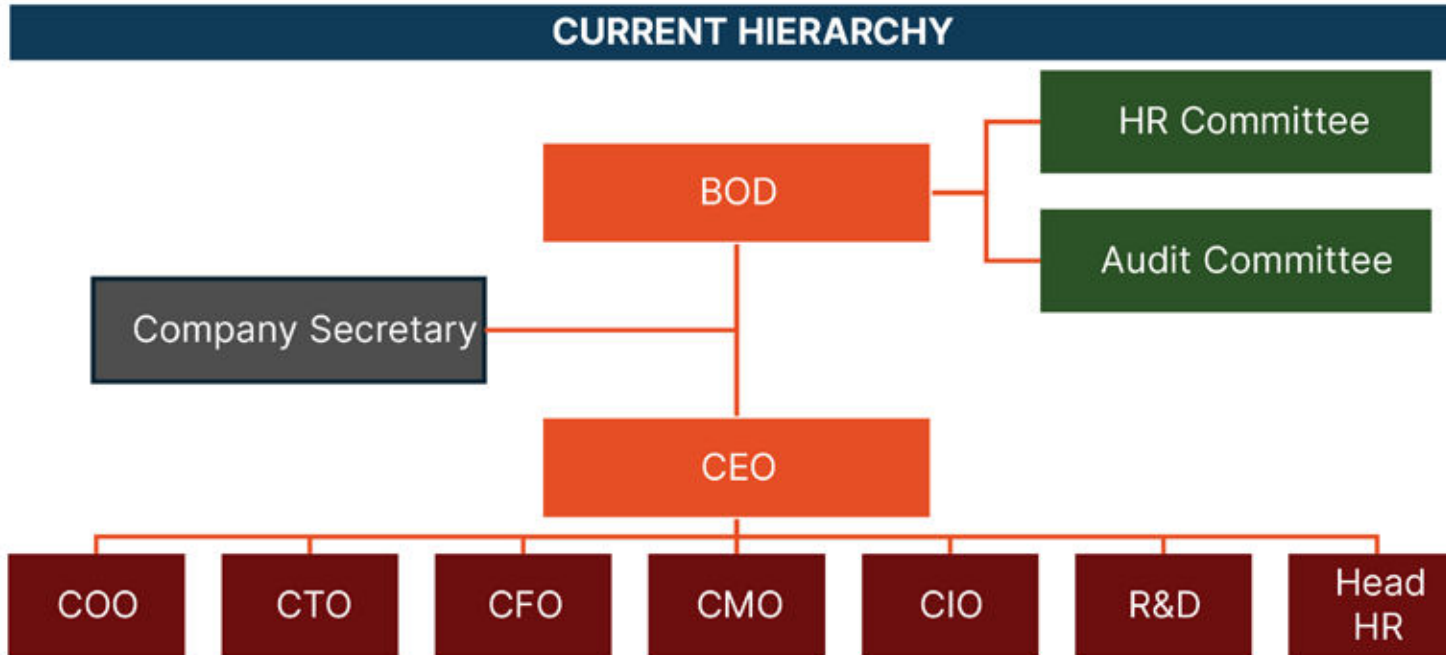




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Organogram and Team

Organizational Structure

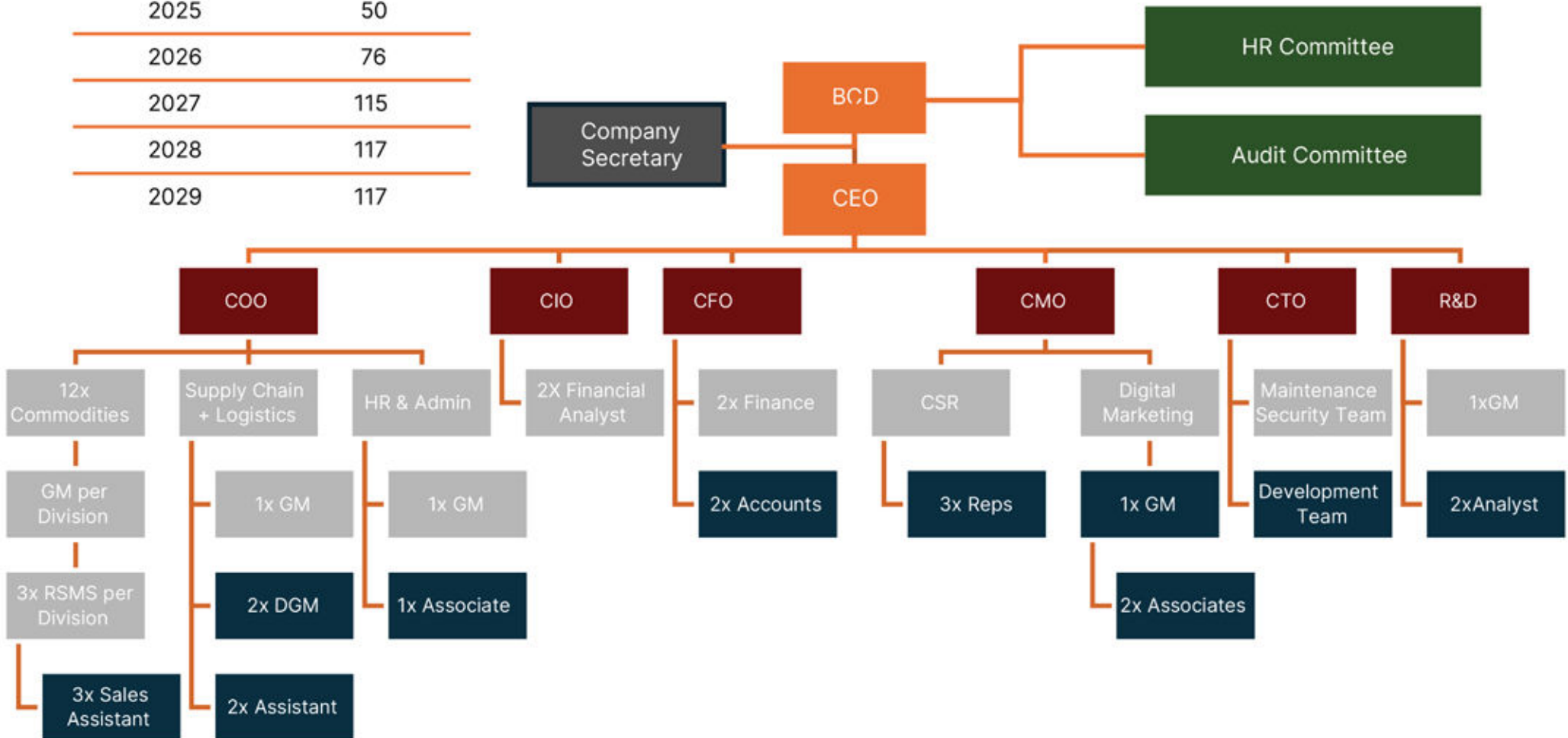


- Management
- Operations
- Sales & Marketing
- Accounts & Finance
- Supply Chain
- Technology

Organizational Structure

FUTURE HIERARCHY

Year	Headcount
2025	50
2026	76
2027	115
2028	117
2029	117





ZAREA

Market Overview

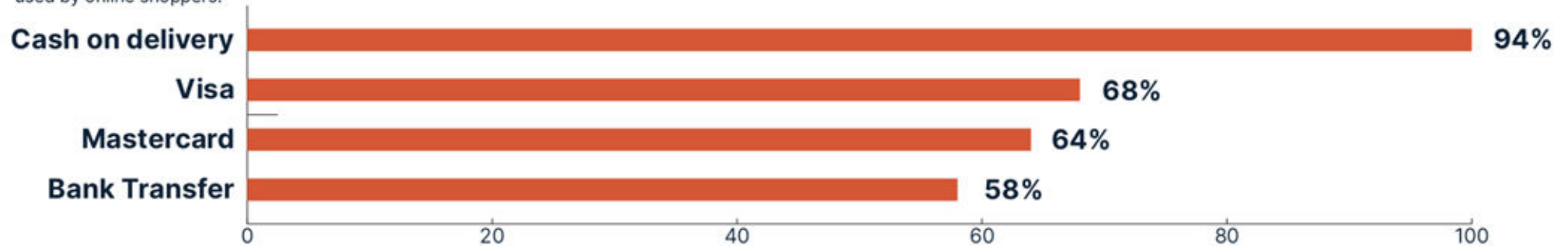
E-COMMERCE OVERVIEW

Market Overview

- ✓ Pakistan is still largely a cash-based, informal economy. Most transactions are conducted in cash, except for large ones requiring a bank draft or pay order.
- ✓ Revenue in the eCommerce Market is projected to reach US\$8.55 billion in 2024.
- ✓ Pakistan is the 36th largest market for eCommerce with a revenue of \$8.09 billion in 2023.

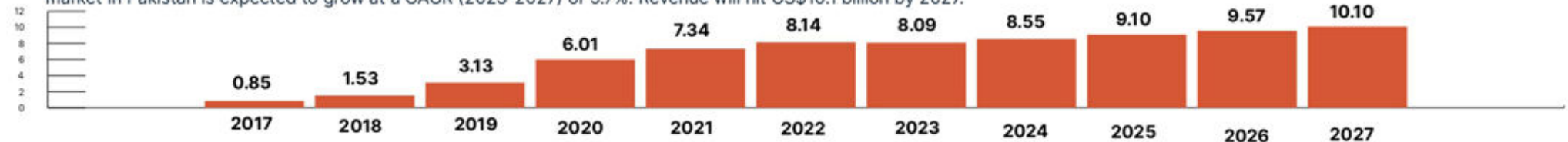
Top Payments Methods in the Pakistani Ecommerce Market

- ✓ In terms of payment methods, the eCommerce market in Pakistan is fragmented, where no single payment service provider dominates. Cash on delivery emerges as the prevalent method used by online shoppers.



Ecommerce Revenue Development in Pakistan, 2017-2027 (in billion US\$)

- ✓ Revenue rocketed by over 93%: from US\$3.13 billion in 2019 to US\$6.01 billion in 2020. This development happened during the pandemic period when online sales underwent a global increase. Like consumers elsewhere, Pakistanis saw online platforms as safer alternatives to brick-and-mortar stores, many of which shuttered down amidst lockdowns. The online market in Pakistan is expected to grow at a CAGR (2023-2027) of 5.7%. Revenue will hit US\$10.1 billion by 2027.



Internet Penetration

- ✓ There were 111.0 million internet users in Pakistan in January 2024.
- ✓ Pakistan's internet penetration rate stood at 45.7 percent of the total population at the start of 2024.
- ✓ Internet users in Pakistan increased by 24 million (+27.1 percent) between January 2023 and January 2024.
- ✓ There were also 71.70 million active social media identities in Pakistan in January 2024, and several local companies now use social media to promote their products and services.

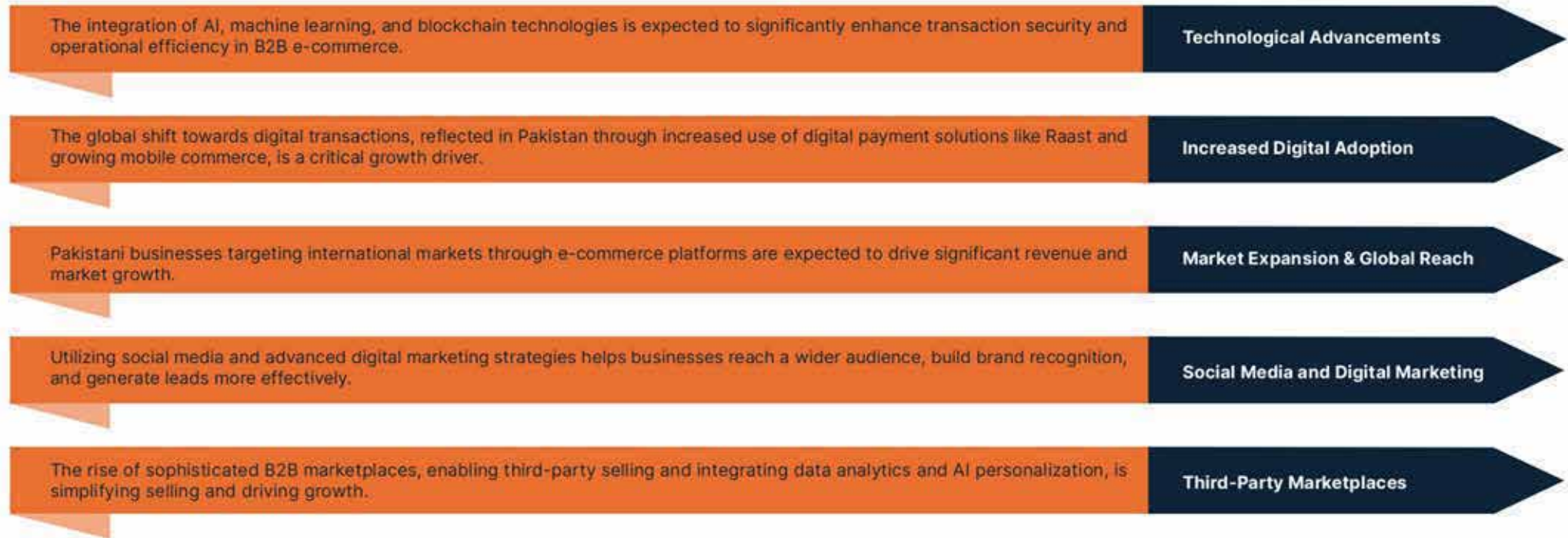
E-COMMERCE OVERVIEW

Key Players

- ✓ Google Chrome is the most popular browser, accounting for 56 percent of total visitors, followed by Microsoft Internet Explorer/Edge (21 percent). The remaining 23 percent of searches are through Android, Safari, Opera, Opera Mini, UC Browser, Safari, and Maxthon respectively.
- ✓ Electronics is the largest market and accounts for 23.1% of the Pakistani eCommerce revenue. It is followed by Hobby & Leisure with 22.0%, Fashion with 18.3%, Furniture & Homeware with 11.8%, Grocery with 8.6%, Care Products with 8.5%, and DIY with the remaining 7.8%.



Key Growth Drivers



E-COMMERCE OVERVIEW

Challenges

- 01 Regulatory Framework**
The need for clear and supportive e-commerce regulations remains a significant challenge, with inadequate consumer protection laws hindering sector growth.
- 02 Cybersecurity Concerns**
Ensuring secure transactions and protecting business data are critical issues that need addressing to build trust among businesses and customers.
- 03 Logistics Infrastructure**
Improving outdated logistics systems is essential for the success of e-commerce, with current challenges including inefficient supply chains.
- 04 Economic Instability**
High inflation and economic downturns pose significant risks, affecting consumer spending power and business operations.
- 05 Consumer Trust Issues**
Building consumer trust in online transactions remains a challenge, with issues like fraud and inadequate product information impacting consumer confidence.

Opportunities

-  **Digital Transformation**
Leveraging advanced technologies for business operations can enhance efficiency and drive significant growth in B2B e-commerce.
-  **Market Access & Global Expansion**
Expanding reach to international markets through e-commerce platforms offers substantial growth opportunities for Pakistani businesses.
-  **Innovation in Products & Services**
Developing new, tailored products and services to meet specific business needs can help companies stay competitive & attract more clients.
-  **Mobile Commerce Growth**
Increasing mobile penetration rates provide opportunities for businesses to enhance user experiences and capitalize on mobile commerce trends.
-  **Enhanced Customer Engagement**
Utilizing video content, social media interactions, & personalized marketing strategies can improve customer engagement and loyalty, driving sales growth.

COMMODITIES OVERVIEW

Cement

- ✓ Cement Sector is organized and is oligopolistic in nature with most players listed on PSX
- ✓ Market capitalization of the sector was around PKR 584 billion in March 2024. Overall economic growth and government spending on development projects are main drivers of the sector's growth.

YoY Comparison

PARAMETER		FY 2023	FY 2022
Total Production Capacity		77 MMT	70 MMT
Total Production		45 MMT	53 MMT
Utilization		58%	76%

All Pakistan Cement Manufacturers Association (APCMA)

Description	FY21	FY22	FY22	8MFY23	8MFY24
Offtake (Million Metric Tons)	48	48	40	27	26
Exports (Million Metric Tons)	9	5	5	3	4
Total Production (Million MTs)	57	53	45	30	30
North Region (Avg price / 50kg in PKR)	613	764	1,064	1,041	1,205
South Region (Avg price / 50kg in PKR)	613	777	1,081	1,038	1,192

COMMODITIES OVERVIEW

Steel

- ✓ The country's annual demand for steel products was recorded at 11.2 million metric tons during FY23 with a with imports comprising of 39.2%.
- ✓ Total imports were down by 42% YoY, from 7.6 million MT in FY22 to 4.4 million MT in FY23. This was largely due to SBP-imposed import curbs during FY23, a short-term intervention to control the depleting foreign exchange reserves.
- ✓ Due to non-availability of raw materials, the local production also faced a decline of 10% from 9.9 million MT in FY22 to 8.9 million MT in FY23 leading to higher local steel prices as well as lower consumption.
- ✓ Slowdown in the construction sector also contributed to the fall in the overall consumption resulting in 17.6% reduction in country's annual demand YoY.

YoY Comparison

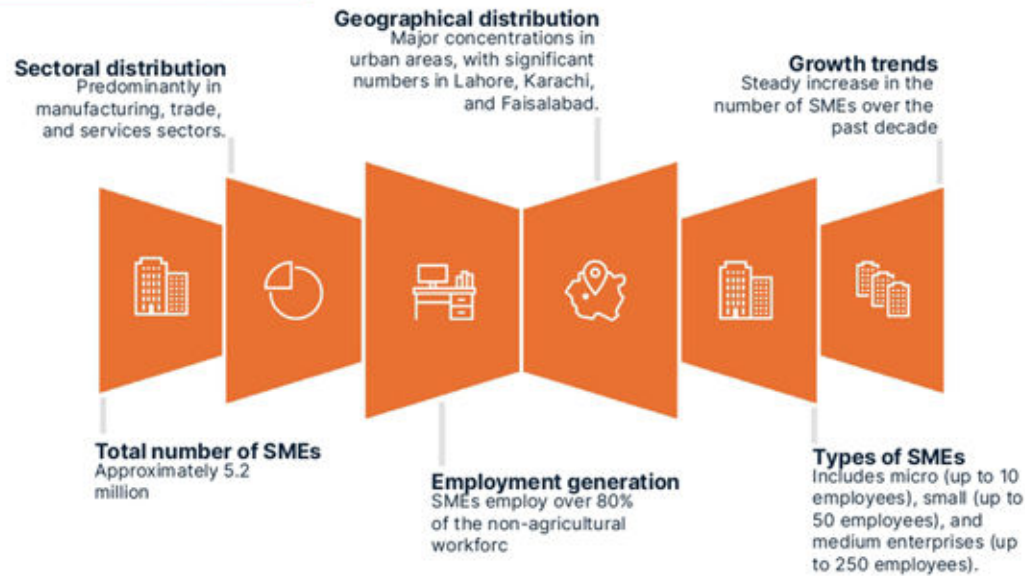
PARAMETER		FY 2023	FY 2022
Annual Demand		11.2 MMT	13.2 MMT
Imports		4.4 MMT	7.6 MMT
Production		8.9 MMT	9.9 MMT

SMEs OVERVIEW

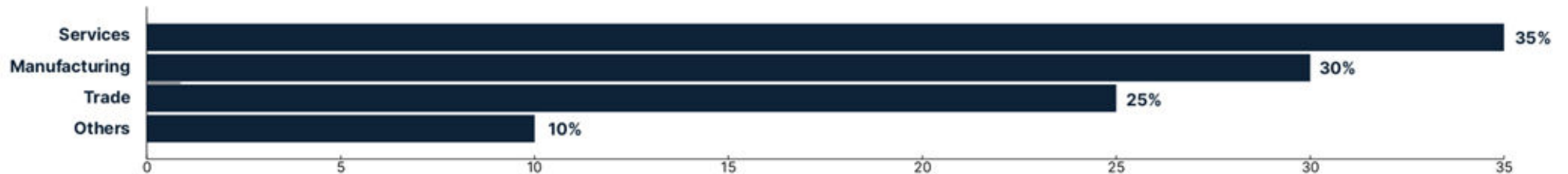
Introduction

SMEs are defined by SMEDA as enterprises with up to 250 employees and annual sales up to PKR 250 million. SMEs represent over 90% of all businesses in Pakistan. They play a crucial role in economic development, innovation, and employment generation. SMEs are often more flexible and adaptable compared to larger enterprises. The sector includes a diverse range of industries, from manufacturing to services. Government policies and support are vital for the growth and sustainability of SMEs.

Current Size and Numbers of SMEs in Pakistan



Sector Distribution of SMEs

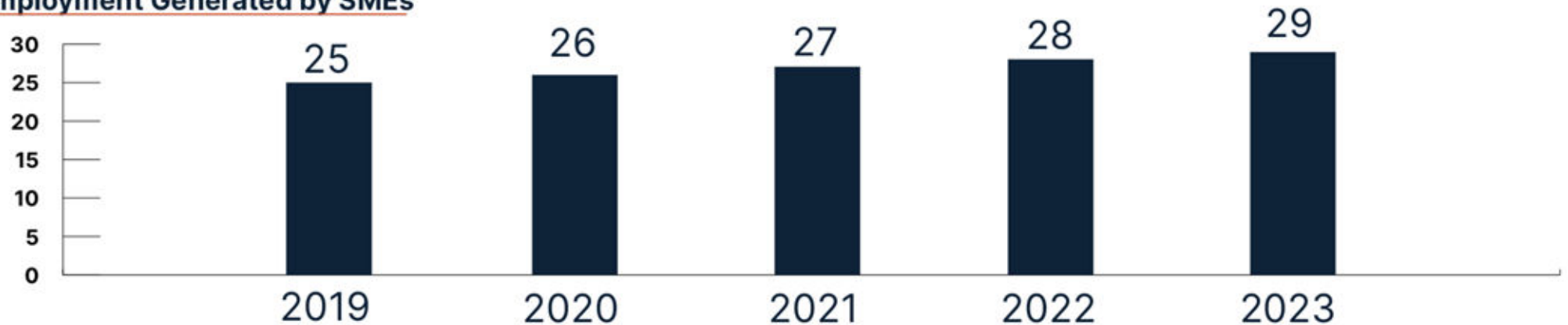


SMEs OVERVIEW

Contribution to GDP



Employment Generated by SMEs



SMEs OVERVIEW

Key Challenges Faced by SMEs

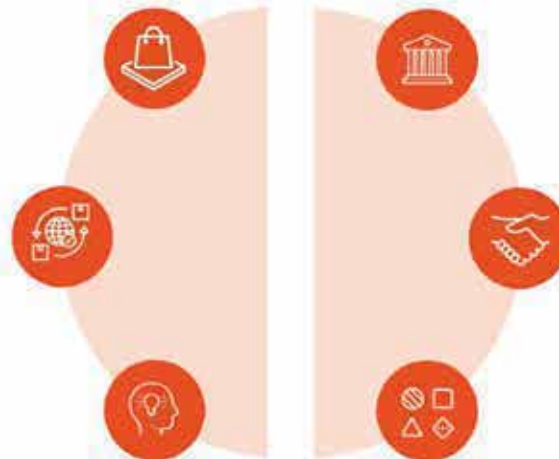


Opportunities for SMEs

Domestic Market Potential

Export Potential

Innovation and Technology



Government Support Initiatives

Collaboration and Partnerships

Niche Markets and Product Diversification



ZAREA

Historic Financials

Income Statement

Figures in "PKR"	2021 (A)	2022 (A)	2023 (A)	2024 (M)
Revenue	11,752,862	54,357,649	114,912,232	287,694,773
Cost of Sales	-	-	-	-
Gross Profit	11,752,862	54,357,649	114,912,232	287,694,773
General & Administrative Expenses	(2,707,207)	(2,044,450)	(4,023,614)	(19,315,300)
Selling & Distribution Expenses	(1,506,799)	(6,582,266)	(8,882,572)	(21,645,499)
Finance Cost	(12,588)	(849)	(70,133)	(66,589)
EBITDA	7,526,268	45,730,084	101,935,913	246,667,385
Depreciation	(397,584)	(651,066)	(1,017,356)	(718,901)
Amortization	-	(100,675)	(159,932)	(228,518)
EBIT	7,128,684	44,978,343	100,758,625	245,719,966
Investment Gain / (Loss)	(312,480)	(12,920,498)	2,918,342	7,335,002
Other Income	-	265,000	-	-
Profit Before Tax	6,816,204	32,322,845	103,676,967	253,054,968
Tax	(1,782,171)	(8,714,644)	(22,424,895)	(2,879,842)
Net Profit	5,034,033	23,608,201	81,252,072	250,175,126

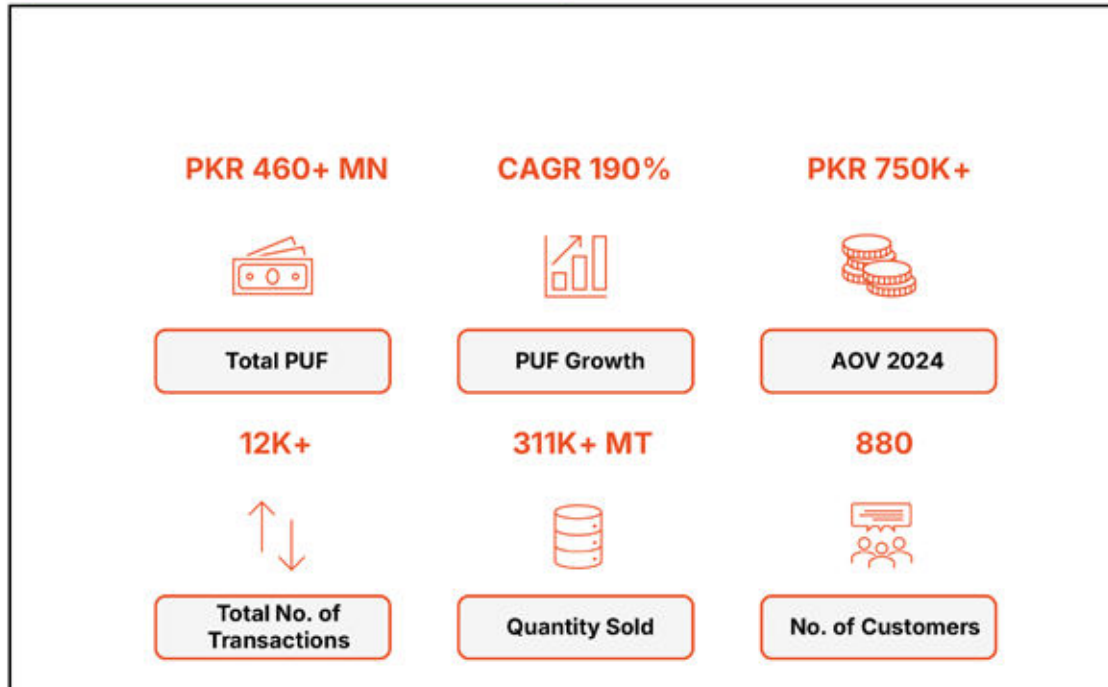
BALANCE SHEET

Figures in "PKR"	2021 (A)	2022 (A)	2023 (A)	2024 (M)
Assets				
Non - Current Assets				
Property, Plant & Equipment	4,903,539	6,256,923	12,239,640	21,649,738
Investment in Subsidiary	-	-	-	750,000
Intangible Assets	1,006,750	906,075	4,309,771	6,681,253
Total Non - Current Assets	5,910,289	7,162,998	16,549,411	29,080,991
Current Assets				
Investments held for Trading	41,687,520	31,746,011	36,131,603	39,982,203
Investments in Commodities	-	-	72,845,210	228,208,929
Trade and Other Receivable	6,528,802	64,800,092	53,663,495	122,164,045
Advances, and Prepayments	4,532,840	379,976	-	28,500,000
Cash and Bank Balances	11,111,107	28,096,632	67,426,298	147,133,566
Total Current Assets	63,860,269	125,022,711	230,066,606	565,988,743
Total Assets	69,770,558	132,185,709	246,616,017	595,069,734
Equities & Liabilities				
Current Liabilities				
Accounts Payables	2,427,382	29,534,511	32,196,771	31,095,520
Tax Payable	-	-	-	-
Total CURRENT LIABILITIES	2,427,382	29,534,511	32,196,771	31,095,520
Non - Current Liabilities				
Leases				-
Deferred Tax	309,143	508,964	1,024,940	3,904,782
EOSB				
Total Non - Current Liabilities	309,143	508,964	1,024,940	3,904,782
Equity				
Share Capital	20,000,000	20,000,000	20,000,000	200,000,000
Share Premium	-	-	-	-
Loans from Sponsors	42,000,000	53,500,000	83,500,000	-
Retained Earnings	5,034,033	28,642,234	109,894,306	360,069,432
Total Equity	67,034,033	102,142,234	213,394,306	560,069,432
Total Liabilities & Equity	69,770,558	132,185,709	246,616,017	595,069,734

CASH FLOW STATEMENT

Figures in "PKR"	2021 (A)	2022 (A)	2023 (A)	2024 (M)
PBT	6,816,204	32,322,845	103,676,967	253,054,968
Non - Cash Changes:				
Depreciation	397,584	651,066	1,017,356	718,901
Amortization	-	100,675	159,932	228,518
Capital Loss	-	41,880,780	8,815,056	-
Unrealized (Gain)/Loss	312,480	2,535,729	(1,200,648)	-
Finance Cost	12,588	849	70,133	66,589
Cashflows before Working Capital Changes	7,538,856	77,491,944	112,538,796	254,068,976
Working Capital Changes:				
Trade and Other Receivable	(6,528,802)	(58,271,290)	11,136,597	(68,500,550)
Advances, Deposits and Prepayments	(4,532,840)	4,152,864	379,976	(28,500,000)
Accounts Payables	954,354	27,107,129	2,662,260	(1,101,251)
Tax Paid				
Finance Cost Paid	(12,588)	(849)	(70,133)	(66,589)
Cashflows from Operating Activities	(2,581,020)	50,479,798	126,647,496	155,900,586
Cashflows from Investing Activities:				
Capex - PPE	(5,301,123)	(2,004,450)	(7,000,073)	(10,128,999)
Capex - Intangible Assets	(1,006,750)	-	(3,563,628)	(2,600,000)
Investments in Commodities	-	-	(72,845,210)	(155,363,719)
Investments held for Trading	(42,000,000)	(34,475,000)	(12,000,000)	(3,850,600)
Investment in Subsidiary				(750,000)
Cashflows from Investing Activities	(48,307,873)	(36,479,450)	(95,408,911)	(172,693,318)
Cashflows from Financing Activities:				
Share Capital	20,000,000	-	-	180,000,000
Share Premium	-	-	-	-
Loans from Sponsors	42,000,000	11,500,000	30,000,000	(83,500,000)
Cashflows from Financing Activities	62,000,000	11,500,000	30,000,000	96,500,000
Net Cash and Cash Equivalents	11,111,107	25,500,348	61,238,585	79,707,268
Opening Cash	-	11,111,107	28,096,632	89,335,217
Closing Cash	11,111,107	28,096,632	89,335,217	147,133,566

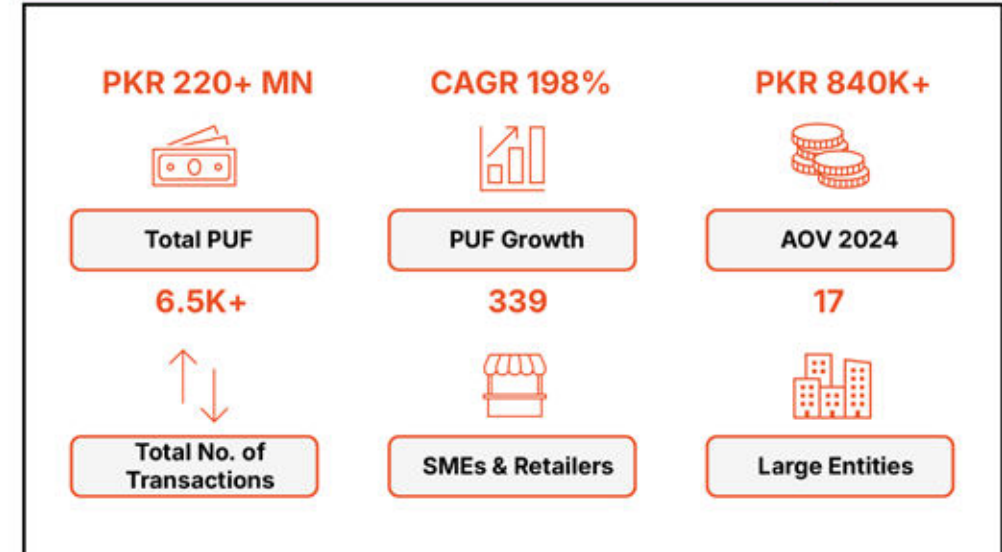
FINANCIAL SNAPSHOT



PUF Revenue & AOV Evolution



FINANCIAL SNAPSHOT (CEMENT)



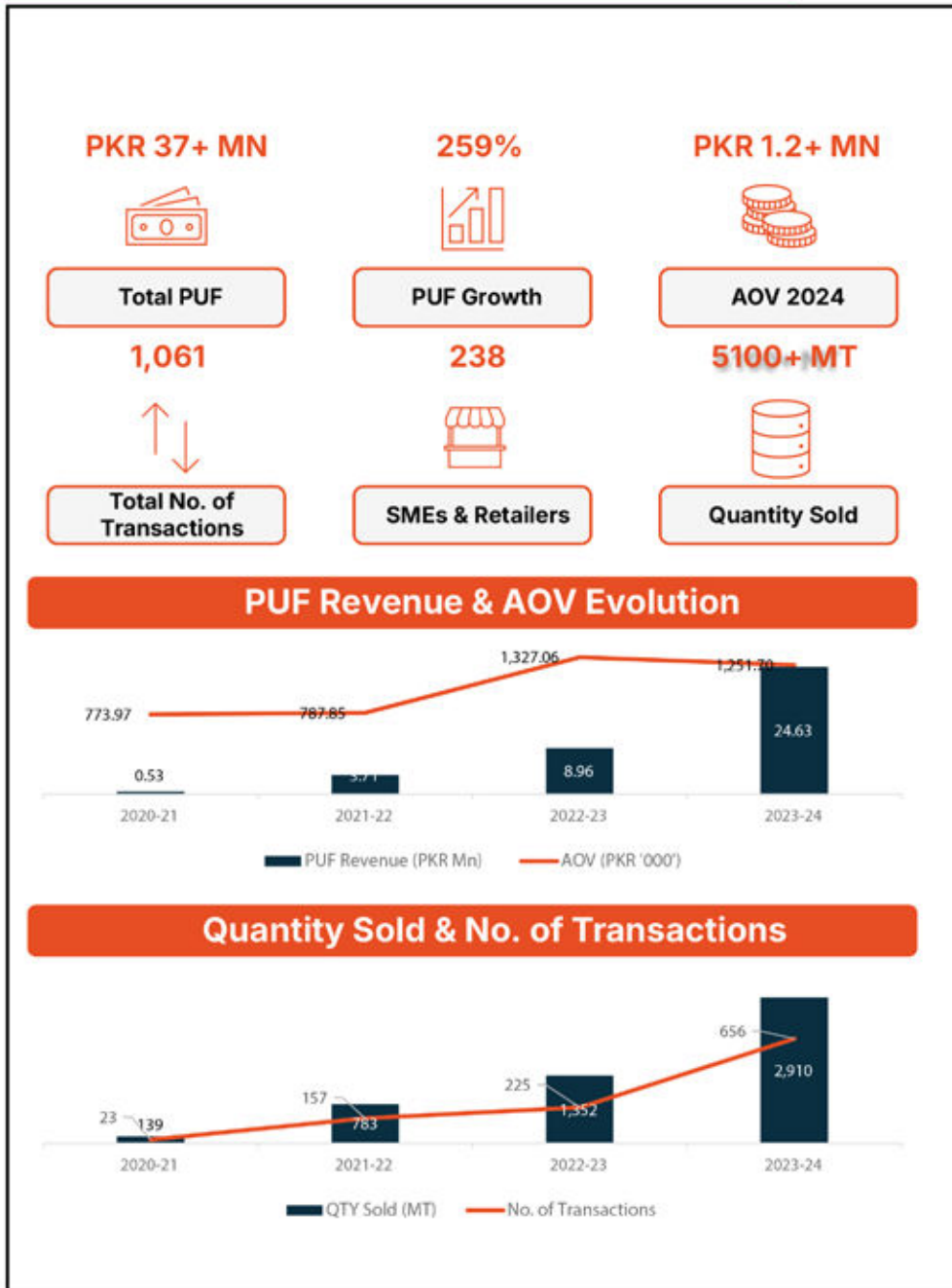
PUF Revenue & AOV Evolution



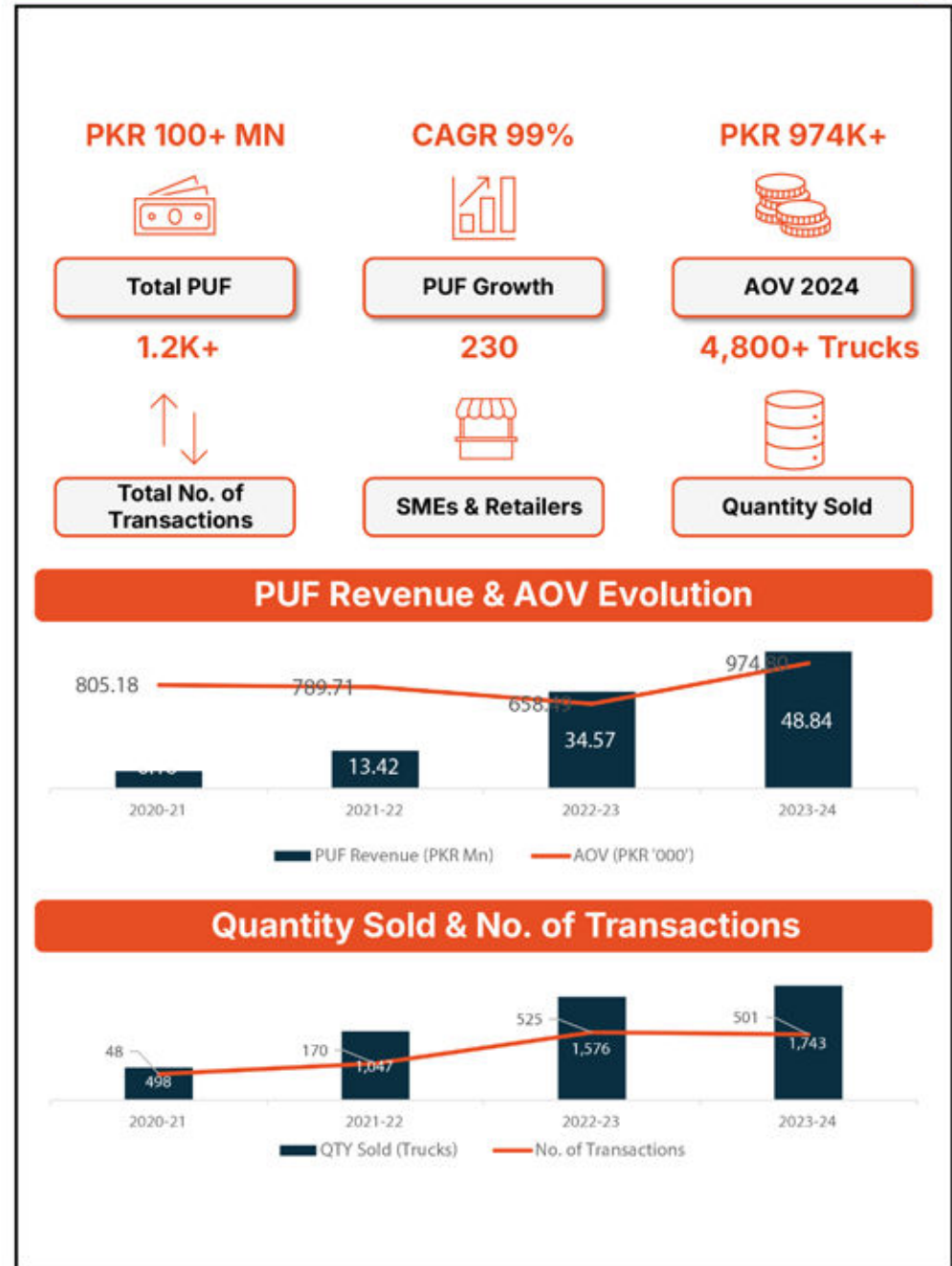
Quantity Sold & No. of Transactions









FINANCIAL SNAPSHOT (STEEL)



FINANCIAL SNAPSHOT (OTHER BUILDING MATERIAL)



FINANCIAL SNAPSHOT (AGRI BIOMASS)

<p>PKR 100+ MN</p>  <p>Total PUF</p> <p>3.3K+</p>	<p>CAGR 159%</p>  <p>PUF Growth</p> <p>56</p>	<p>PKR 445K+</p>  <p>AOV 2024</p> <p>77,000+ MT</p>
 <p>Total No. of Transactions</p>	 <p>SMEs & Retailers</p>	 <p>Quantity Sold</p>

Quantity Sold & No. of Transactions



PUF Revenue & AOV Evolution





ZAREA



Valuation

Valuation

The issue is being offered at a Floor Price of PKR 16.57/- per share which is at a premium of PKR_____ per Ordinary Share to the face Value of PKR 1.0/- per Ordinary Share. The lead manager has reviewed the business performance of the company and in their opinion, the Floor Price of PKR 16.57/- per share is justified.

Valuation Method Overview

The equity value of Zarea was calculated using the Multiples-based valuation method, specifically the Price-to-Earnings (P/E) multiple approach. To determine a benchmark, six comparable firms were selected and their average P/E multiple was calculated. This average multiple was then adjusted with a 25% discount rate to arrive at a tailored P/E multiple for Zarea. Finally, this multiple was applied to Zarea's most recent year's net income to estimate its equity value.

Comparison Table					
Competitors (Figures in PKR)		Price	EPS	P/E	
Air Link Communication Ltd		76.6	7.80	9.82	
Symmetry Group Limited		6.35	1.25	5.10	
Octopus Digital Limited		67.6	1.98	34.07	
Avanceon Limited		56.3	4.52	12.46	
Netsol		130	5.51	23.61	
System		458	21.89	20.92	
Competitors Average			7.16	17.66	

Multiple	Value	Discount	Discounted Value	Net Income 2024 (PKR)	Equity Value (PKR)
P/E	17.7	25%	13.2	250,175,126	3,314,116,791



ZAREA

| **Investment Highlights**

Strong Financial and Operational Performance

Over the last 4 years, Zarea has showcased substantial growth in its revenue base on an annual basis from FY 2021 to FY 2024. The gross margins have remained consistent throughout the period, gross profit in absolute terms has witnessed a notable hike at a CAGR 190% from FY 2021 to FY 2024.

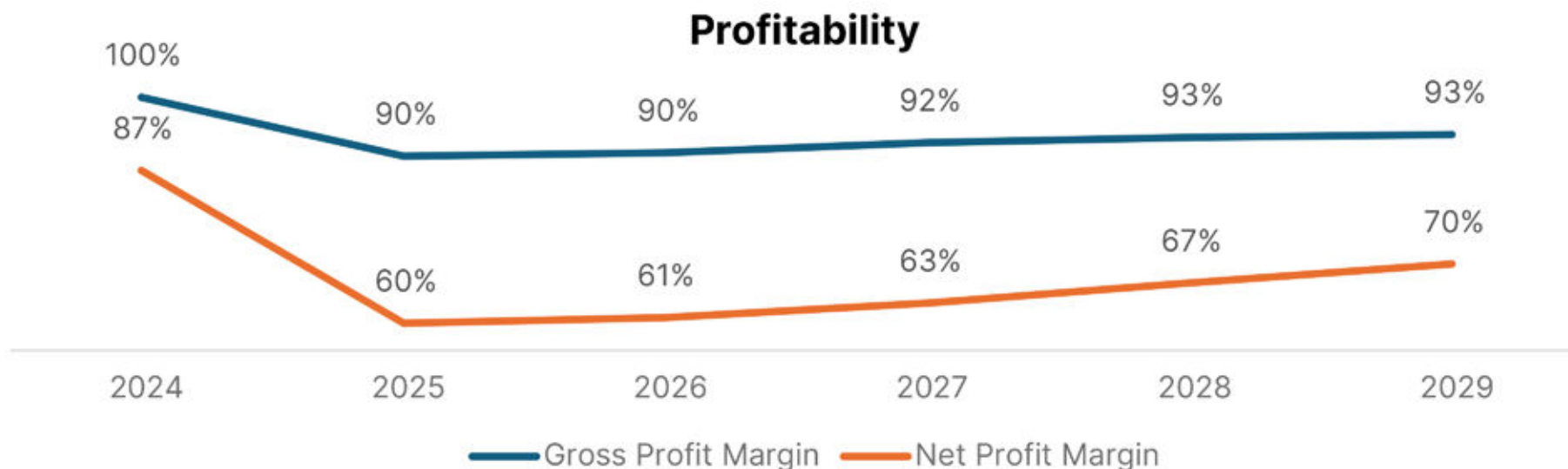
Figures in PKR	FY21 (Audited)	FY22 (Audited)	FY23 (Audited)	FY24 (Management)
NetRevenue	11,752,862	54,357,649	114,912,232	287,694,773
GrossProfit	11,752,862	54,357,649	114,912,232	287,694,773
NetProfit	5,034,033	23,608,201	81,252,072	250,175,126
GrossProfitMargin	100%	100%	100%	100%
NetProfitMargin	42.8%	3.4%	70.7%	87.0%

Sound Customer Base

Customer Analytics	2021	2022	2023	2024	Total
No. of Customers	51	153	282	394	880
No. of Transactions	276	1,686	3,150	7,106	12,218

Strong Growth Potential

Financial Overview (PKR Mn)	2024 (Mgt)	2025 (P)	2026 (P)	2027 (P)	2028 (P)	2029 (P)
Platform Usage Fee	288	557	1,053	1,614	2,190	2,756
Logistics Revenue	-	192	264	349	448	563
Gross Profit	288	671	1,188	1,804	2,450	3,100
Net Profit	250	449	801	1,244	1,767	2,336



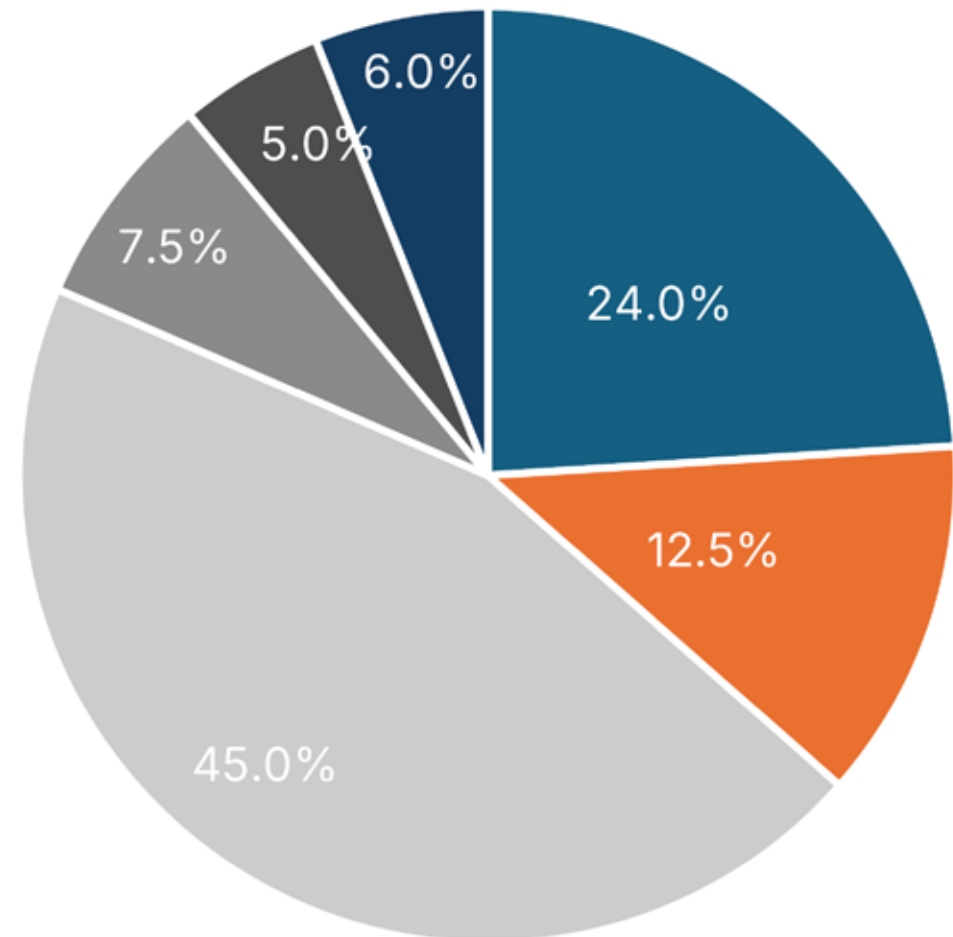


Use of Proceeds

Use of Proceeds

The use of proceeds from the IPO will be allocated to expand the current capacity, operations, logistics, and to improve technological infrastructure. This strategic move will drive Zarea's growth significantly, strengthen its market presence, and establish Zarea as the "Premier platform for buying and selling commodities". By the end of 2029, Zarea aims to achieve a 5x increase in sales revenue, a 7x growth in its customer base, and a 10x rise in the number of transactions.

- **Logistics** 75,000,000
- **Technology** 450,000,000
- **Working Capital** 50,000,000
- **Marketing** 60,000,000
- **HR** 240,000,000
- **Office CapEx & Vehicles** 125,000,000



CURRENT BUSINESS EXPANSION

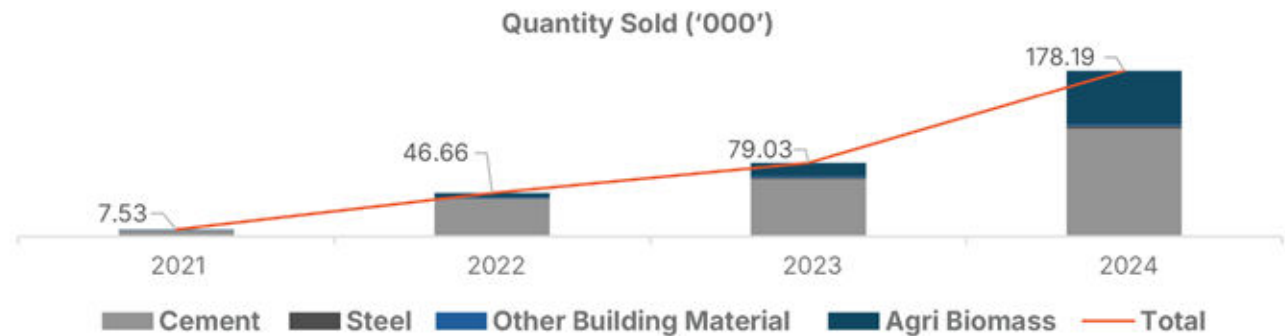
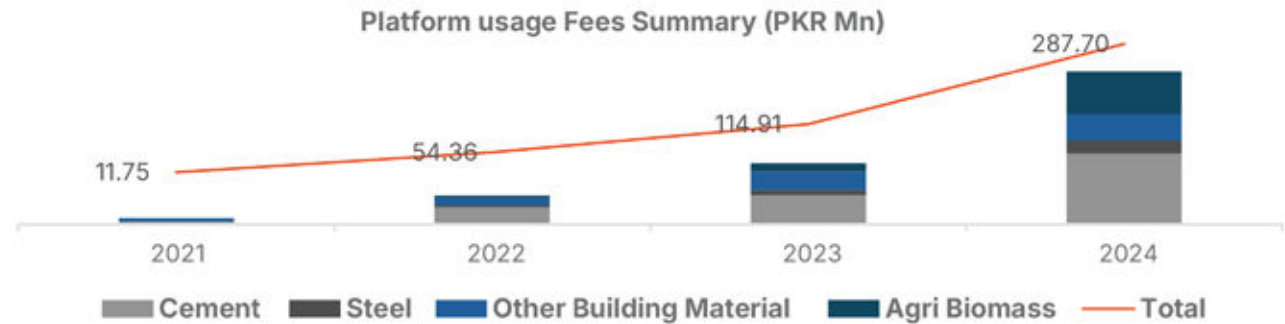
Since its inception in 2020, Zarea has successfully dealt with four commodities sectors, achieving impressive performance and growth. Building on this success, Zarea is now expanding its portfolio to include additional commodity sectors. Expanding Zarea's commodity sectors is a strategic move driven by several compelling factors. The increased demand for Zarea's existing commodities sector highlights a strong market appetite and the company's ability to meet this demand effectively. By diversifying its offerings, Zarea can cater to a broader audience, thereby increasing its market share and spreading risk across different sectors.

<p>Hyper Growth in Company Operations & Financial Health</p>	<p>Increased Sales : More commodities mean more transactions and higher revenue potential. Each new commodity sector opens up additional streams of income.</p> <p>Cross-Selling Opportunities : Existing customers purchasing multiple types of sector commodities that can lead to increased average order values.</p> <p>Profitability Growth: Expanding into more commodities sectors will increase the profitability of Zarea, as the current net profit stands at PKR 250 million in 2024 and is projected to reach PKR 2,336 million in 2029, reflecting a CAGR of 241%.</p>
<p>Enhanced Customer Loyalty</p>	<p>One-Stop-Shop: Customers appreciate the convenience of purchasing multiple sector commodities from a single platform. This can increase customer loyalty and retention rates.</p> <p>Improved Customer Experience: A wider range of sector commodities can attract a diverse customer base, enhancing user satisfaction and engagement.</p>
<p>Market Insights and Innovation</p>	<p>Data Analytics: Expanding into new sectors provides more data points for analysis. This can lead to better market insights and the ability to predict trends, optimize pricing, and improve inventory management.</p> <p>Innovation: Exposure to various commodity sectors markets can inspire innovative solutions and services, keeping Zarea at the forefront of the industry.</p>
<p>Economic and Social Impact</p>	<p>Economic Contribution : Facilitating trade in a broader range of sector commodities supports economic growth, both for the company and for the markets it serve.</p> <p>Supporting Producers and Suppliers : Expanding the platform can provide more opportunities for small and medium -sized producers to reach a wider audience, fostering economic development.</p>
<p>Digitalization in Buying and Selling</p>	<p>Efficiency and Speed : Digitalization speeds up the procurement process, reducing the time from order placement to delivery .</p> <p>Enhanced Transparency : Through digital records and real -time tracking, Zarea ensures complete transparency in transactions. Buyers can track their orders from placement to delivery, ensuring accountability and reliability.</p> <p>Increased Reach: A digital platform expands the market reach, connecting suppliers with a broader base of buyers.</p>

Historical Financial Highlights












Zarea has achieved remarkable growth in its current commodity sectors, generating over PKR 460 million in platform usage fees (PUF) within just four years.

- Cement has been the highest-selling commodity, with 224,302 MT sold, contributing PKR 226.26 million to the platform usage fees (PUF).
- Agri Biomass ranks second in terms of quantity, with over 77,000 MT sold, generating a total Platform usage fees (PUF) of PKR 101.6 million.
- The total quantities of Steel and Other Building Materials sold were 5,183 MT and 4,864 MT, respectively, contributing Platform usage fees (PUF) of PKR 37.8 million and PKR 103.02 million.
- Since its inception in 2020, Zarea has facilitated over 12,000 transactions, a significant increase from the initial 276 transactions.



Market Opportunity

The physical commodity market in Pakistan is thriving, with projections indicating it will reach PKR 22,457 billion (USD 80.78 billion) by 2029.. Zarea's aggressive growth strategy is underpinned by its commitment to digitizing the commodity marketplace, making transactions more efficient and transparent. By expanding its portfolio to include a broader range of commodities sectors, Zarea will not only diversify its PUF streams but also enhance its market resilience. This diversification will allow Zarea to mitigate risks associated with market volatility and capitalize on emerging opportunities across different sectors.

Commodity		Targets by 2029
Cement		No. of Transactions: 14,548 PUF: USD 3.73 Million Market Size: USD 8,622 Million
Steel		No. of Transactions: 2,712 PUF: USD 0.72 Million Market Size: USD 4,000 Million
Other Building Material		No. of Transactions: 2,071 PUF: USD 1.60 Million Market Size: USD 24,488 Million
Agri Biomass		No. of Transactions: 10,503 PUF: USD 2.63 Million Market Size: USD 2,500 Million
Chemicals		No. of Transactions: 3,285 PUF: USD 0.12 Million Market Size: USD 1,500 Million
Coal		No. of Transactions: 1,357 PUF: USD 0.28 Million Market Size: USD 2,500 Million
Grains & Pulses		No. of Transactions: 2,115 PUF: USD 0.37 Million Market Size: USD 18,000 Million
Agricultural Perishables		No. of Transactions: 2,514 PUF: USD 0.16 Million Market Size: USD 9,100 Million
Cotton & Yarn		No. of Transactions: 3,644 PUF: USD 0.13 Million Market Size: USD 7,000 Million
Fertilizers		No. of Transactions: 1,369 PUF: USD 0.13 Million Market Size: USD 508 Million
Sugar		No. of Transactions: 3,053 PUF: USD 0.29 Million Market Size: USD 2,564 Million
Total		No Of Transactions: 47,172 PUF: USD 10.16 Million Market Size: USD 80,782 Million

PUF converted to USD at PKR/USD of 278.244 as of 30/06/2024

UOP-WORKING CAPITAL

Commodities are the primary revenue drivers for Zarea, underscoring their critical role in the company's business model. Recognizing this, Zarea plans to allocate nearly half of the IPO proceeds to fund deposits and prepayments to suppliers.

- Post the IPO, Zarea will invest PKR 450 million into the working capital, which will enable the company to manage commodity supply-chain more effectively, and will support the expansion of its commodities sector portfolio.

- Zarea is targeting to achieve growth in platform usage fee (PUF) of 5x from the current level by 2029 and this working capital investment will facilitate the efforts to boost PUF generation. Investment in the working capital will also allow flexibility to Zarea to offer better prices resulting in expanding the customer base by upto 7 times and increase the number of transactions to more than 47,000 per annum by 2029.

Strategic Benefits to Zarea

Sales Growth		Enhanced working capital will accelerate sales growth, positioning Zarea as a leading platform in the commodities sector.
Competitive Edge		Offering extended credit terms and stable supply chains will set Zarea apart from competitors, making it the preferred platform for buying and selling commodities.
Expand Customer & Geographic Reach		Strengthened financial capabilities will enable Zarea to reach more customers and expand its market presence geographically.
Efficient Supply Chain Network		Well-managed working capital will ensure an efficient supply chain, reducing operational disruptions and improving overall service reliability.
Transactional Advantages		Clear advantages over competitors due to superior financial offerings and reliable service, solidifying Zarea's position as a market leader.
Strong Customer Loyalty & Relationship Management		Improved customer relationships and loyalty will result in repeat business and sustainable growth.

Benefits to Suppliers

Priority Delivery		Suppliers will benefit from quicker processing and delivery times, enhancing operational efficiency.
Stable Supply Chain Network		Working capital allows for consistent and reliable purchases, ensuring suppliers have a stable source of revenue
Exclusive Supply Arrangements		Secured financial backing will enable exclusive agreements with suppliers, ensuring a steady and preferred supply channel
Price Locking		Ability to secure prices in advance mitigates risks associated with market fluctuations, providing financial predictability.
Bulk Discounts on Advance Payment		Suppliers offer discounts for upfront payments, incentivizing larger orders and improving cost-efficiency. Therefore increasing profit margins @ Zarea.

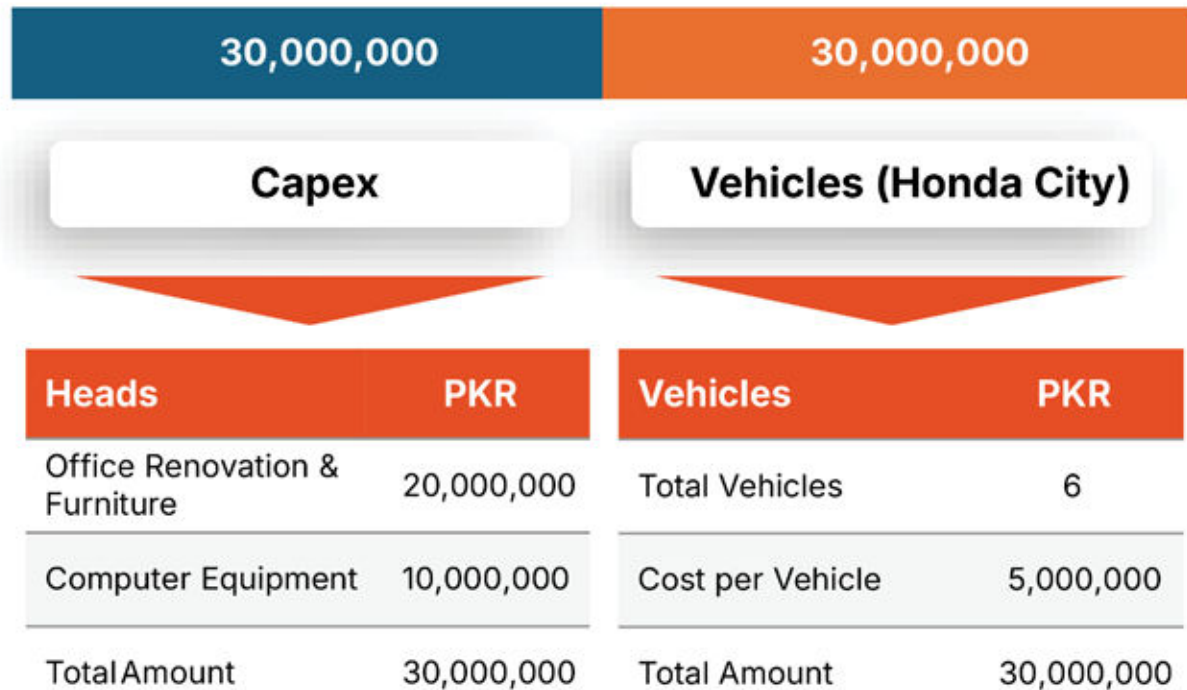
UOP – MARKETING

Zarea is investing PKR 75 million in marketing to boost traffic and brand recognition. This includes digital marketing, social media, networking events, and traditional ads. Emphasizing quality and innovation, Zarea will partner with industry influencers, host events, and improve its platform to enhance user satisfaction and loyalty.



UOP – CAPEX & VEHICLES 1/3

Zarea is investing PKR 60 million in infrastructure to support expansion. This includes PKR 30 million for office upgrades and equipment to enhance productivity and streamline operations, and PKR 30 million for six new Honda City vehicles for the marketing and sales team to improve outreach and customer engagement. These investments aim to support the growing workforce, boost market presence, and drive business development.



UOP – CAPEX & VEHICLES 2/3

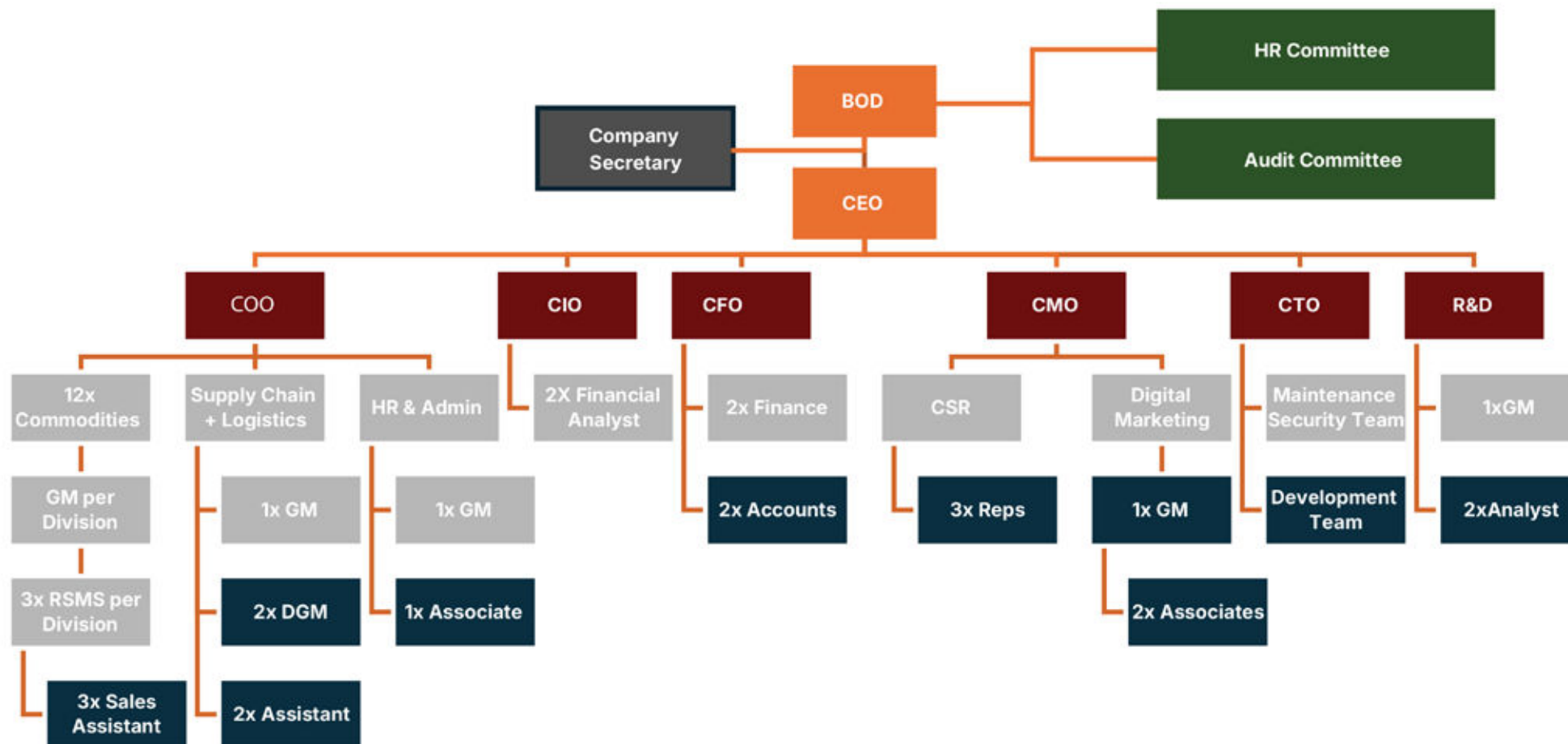
Furniture Cost Breakdown				
Sr. No.	Item	Qty	Rate (PKR)	Total Cost (PKR)*
1	Staff Workstations - Tint Series	10	45,000	450,000
2	Manager Visitor Chairs	2	55,000	110,000
3	Board Room Table - Lipa Series	1	460,000	460,000
4	Board Room Chairs - Merryfair Apollo	10	73,000	730,000
5	Casual Seating Three -seater L - Shape Sofa	3	305,000	915,000
6	Casual Seating lounge chair - Tub Series	10	94,000	940,000
7	Casual Seating Side Table	5	43,000	215,000
8	Staff Workstations - Tint Series	61	44,000	2,684,000
9	Manager Visitor Chairs	12	81,000	972,000
10	Staff Hall Lounge Chair - Chip Series	12	69,000	828,000
11	Staff Hall Coffee Table	14	43,000	602,000
12	Executive Room Desk - Dezire Series	8	305,000	2,440,000
13	Executive Room Chair	8	145,000	1,160,000
14	Executive Room Visitor Chair	10	70,000	700,000
15	Executive Room Twin Seat Sofa	1	130,000	130,000
16	Executive Room Side Table	1	30,000	30,000
17	Staff Workstations - Tint Series	40	25,000	1,000,000
18	Staff Chairs	40	40,000	1,600,000
19	Manager Visitor Chairs	4	60,000	240,000
20	Executive Room Desk - Dezire Series	2	190,000	380,000
21	Executive Room Chair	2	110,000	220,000
22	Executive Room Visitor Chair	11	60,000	660,000
23	Executive Room Twin Seat Sofa	3	140,000	420,000
24	Executive Room Three Seat Sofa	1	200,000	200,000
25	Executive Room Side Table	1	32,000	32,000
26	Café Chair Option -01	12	23,000	276,000
27	Café Stool Merryfair- Mata	8	32,000	256,000
28	Café Area Three -Seater Sofa	2	185,000	370,000
29	Café Area Nob Stools	8	40,000	320,000
30	Café Area Center Table	8	50,000	400,000
31	Café Area Side Table	1	50,000	50,000
32	Staff Workstations - Tint Series	3	25,000	75,000
33	Staff Chairs	3	45,000	135,000
	Total	317		20,000,000

UOP-CAPEX & VEHICLES 3/3

Computer Equipment Cost Breakdown				
Sr. No.	Item	Qty	Rate (PKR)	Total Cost (PKR)*
1	DDRS BEAST 8.9 PC	10	889,999	3,559,996
2	Dell Latitude 3440 I7 -1355U 8GB 512GB 1Y Laptop	2	358,999	2,153,994
3	Apple Macbook Pro MTL83 M3 14.2" 1TB SSD Space Gray 2023	1	474,899	949,798
4	Amaze A812 DP TO HDMI ADAPTER	10	1,299	2,598
5	Samsung 1TB 970 EVO Plus NVMe M.2 Internal SSD	3	29,999	59,998
6	Dell S3221QS 32" Curved 4K UHD Monitor	10	199,999	399,998
7	MSI GeForce RTX 3080 10G GAMING Z TRIO Graphic Card	5	329,999	989,997
8	VIEWSONIC PG707W Business Projector	61	225,499	450,998
9	HP LaserJet MFP M440dn(8AF47A) Printer	12	197,999	395,998
10	HP ScanJet Enterprise Flow 5000 S5 Scanner	12	254,999	509,998
11	Sennheiser RS 160 RF Wireless Headphones	14	27,099	108,396
12	TP Link Archer AX55 AX3000 Dual Band Gigabit Wi-Fi 6 Router	8	35,499	106,497
13	Samsung Shield T7 1TB USB 3.2 External SSD	8	36,999	221,994
14	Transcend JetDrive Go 300 Flash Drive 128GB For IOS	10	8,999	53,994
15	Corsair 64GB Flash USB Voyager 3.0	1	6,599	39,594
	Total	52		10,003,848

UOP – HUMAN RESOURCE

Zarea is investing PKR 50 million in expanding its human resources to support growth. This includes hiring key management positions, operational and administrative staff, and dedicated department heads for each commodity sector. The new hires will be supported by regional and area sales managers, creating a strong, coordinated sales force. The investment will cover recruitment, onboarding, and training costs to ensure new employees are well-prepared to drive the company's expansion.



UOP – ZAREA LOGISTICS EXPANSION

Zarea, a renowned online marketplace for commodities, is launching its own logistics operations to enhance service quality, operational efficiency, and revenue. Currently charging a 1.5% commission to third-party logistics partners, this new business line aligns with Zarea's vision of providing end-to-end solutions for customers and stakeholders.

Rationale of Zarea Logistics

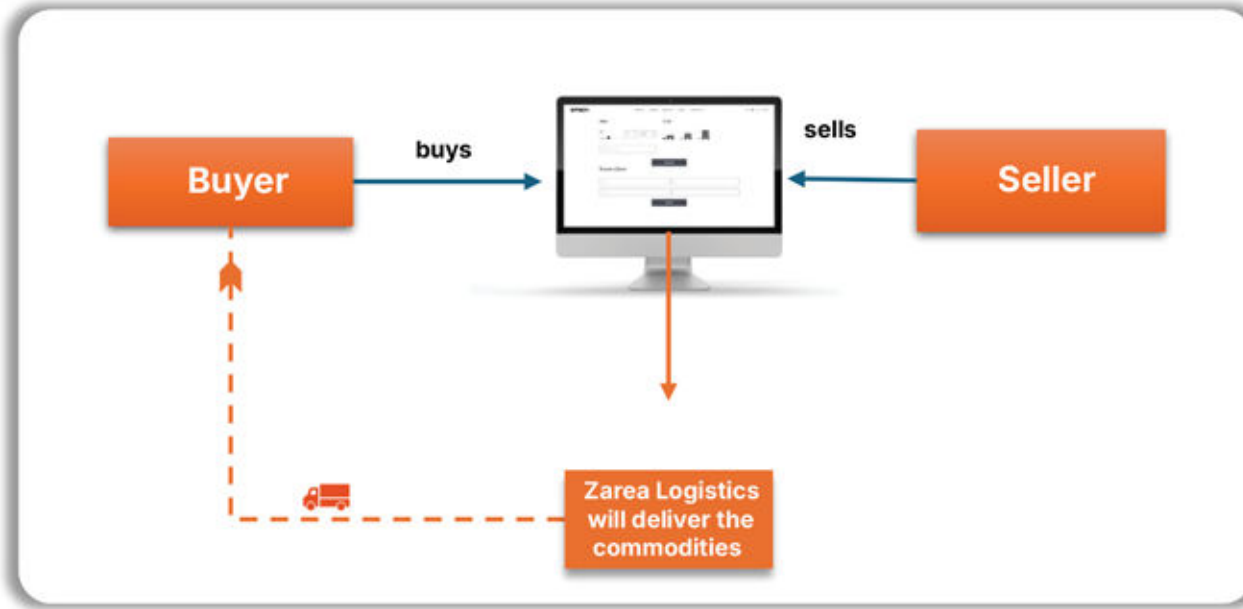
Strategic Benefits	<p>Enhanced Control Over Delivery Processes: Complete control over delivery to ensure timely, reliable, and consistent service quality.</p> <p>Cost Efficiency and Increased Margins: Optimize routes, negotiate better rates, and reduce third-party reliance for significant cost savings and higher profits.</p> <p>Data-Driven Decision Making: Collect and analyze delivery data to continuously improve logistics performance and customer satisfaction.</p> <p>Strengthening Customer Loyalty: Reliable logistics services boost brand reputation, attract more customers, and foster long-term loyalty.</p>
Operational Advantages	<p>Scalability: Flexibly scale logistics with business growth, supporting regional expansion and peak season order volumes.</p> <p>Customization and Flexibility: Offer tailored delivery solutions like express deliveries, same-day shipping, and specialized handling.</p> <p>Integrated Technology Solutions: Utilize GPS tracking, automated warehousing, and real-time inventory management for streamlined operations and enhanced transparency.</p>
Market Competitiveness	<p>Differentiation from Competitors: In-house logistics differentiates Zarea as a comprehensive service provider with a robust delivery network.</p> <p>Adapting to Market Trends: Launching its logistics wing allows Zarea to stay competitive by meeting the growing demand for faster and more reliable delivery services.</p>

UOP Investment PKR 240 Mn

Computer Equipment Cost Breakdown

Sr. No.	Item	Qty	Rate (PKR)	Total Cost (PKR)
1	DONGFENG FL4251AX31Y PRIME MOVER 6X4 375HP TURBOCHARGED&INTERCOOLER LIFTING CAPACITY 60 TONS	8	18,000,000	144,000,000
2	BODY STRUCTURE FOR PRIME MOVER KOILAND BODY	8	6,000,000	48,000,000
3	SPARE TYRES WITH SPARE PARTS & MATERIAL HANDLING EQUIPMENTS	-	-	28,000,000
4	INSURANCE, TRACKING & MANAGEMENT SOFTWARE	-	-	20,000,000
Total		16		240,000,000

ZAREA LOGISTICS OPERATIONAL MODEL



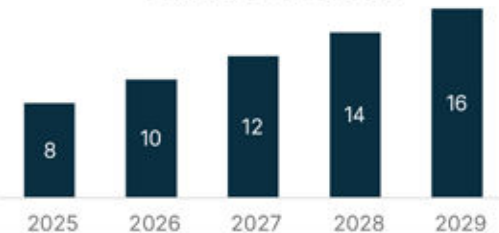
Our Plan



Grand Truck Road (GT Road)

Trucks will be strategically deployed along the Grand Trunk Road to maximize profitability and enhance customer satisfaction

Number of Trucks

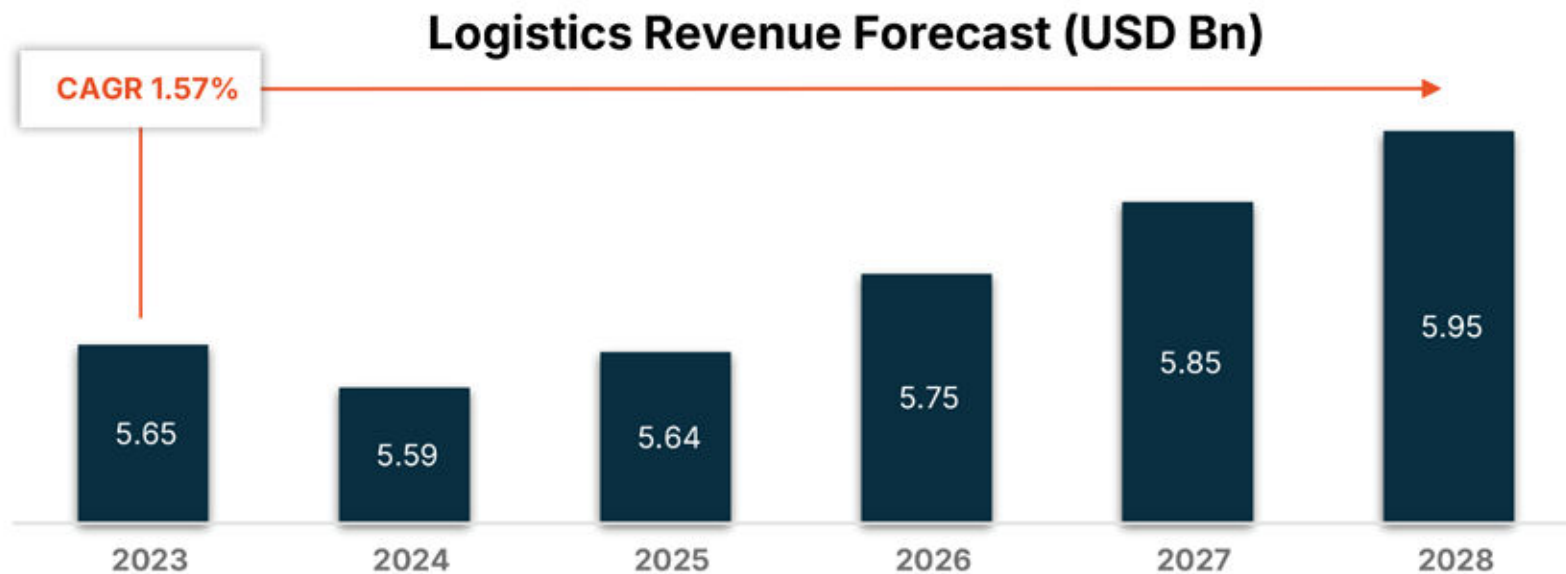


Starting in 2025 an initial fleet of 8 trucks will be deployed with a total capital expenditure of PKR 240 million. The fleet will subsequently expand by 2 trucks each year, reaching a total of 16 trucks by 2029. The total investment in vehicles by that time will amount to PKR 480 million.

Major Players



Government initiated Vision 2025 to create an efficient, competitive and environmentally friendly logistics system in accordance with regional and international perspectives which will boost the Pakistan Logistics Industry. Development of six logistics corridors, including major transport and cargo systems, such as roads and rivers linking to border gates and ports will stimulate economic growth of the country. The revenue in Pakistan's Logistics market is projected to reach USD 5.59 billion by 2024. It is expected to grow at a compound annual growth rate (CAGR) of 1.57% from 2023 to 2028, resulting in an estimated market volume of USD 5.95 billion by 2028.





IoT and Automation -15M (12%)

Connectivity

- Smart sensors and IoT devices for real-time tracking.

Efficiency

- Automation of repetitive tasks using RPA.

Fusion

- Integration of IoT data with AI systems.



Implementation & Support 10M (8%)

Consultancy

- Project management and consulting services.

Service

- Technical support and maintenance.

Training

- Staff training programs and workshops.

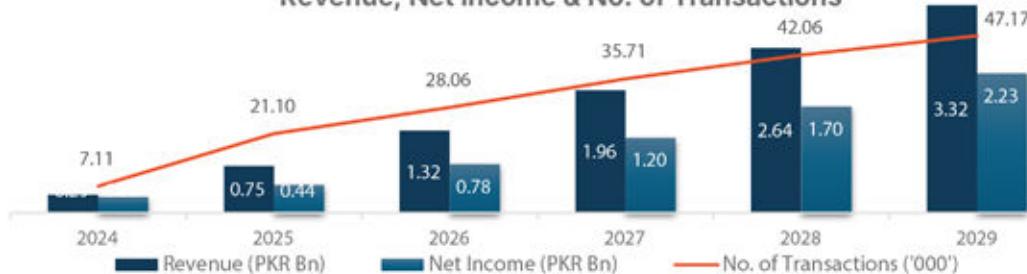
FINANCIAL IMPACT

Zarea generated PKR 287.7 million in revenue for FY 2024 from four key commodities. Adding more commodities is projected to boost revenue to PKR 3.32 billion by 2029, at a CAGR of 63%. Transactions are expected to grow from 7,000+ in 2024 to over 47,000 in 2029. This strategy will enhance profitability, tap into new markets, reduce risk, and improve cross-selling opportunities.

Financial Projections

Amounts in PKR 'Million'	FY 24 (Management)	FY 25 (Projected)	FY 26 (Projected)	FY 27 (Projected)	FY 28 (Projected)	FY 29 (Projected)
Platform Usage Fee	288	557	1,053	1,614	2,190	2,756
Logistics Revenue	-	192	264	349	448	563
Gross Profit	288	671	1,188	1,804	2,450	3,100
Net Profit	250	449	801	1,244	1,767	2,336

Revenue, Net Income & No. of Transactions



Profitability



UOP – INFORMATION TECHNOLOGY

SMEs in Pakistan contribute over 40% to GDP and 78% of employment, with 3 million SMEs accounting for 70% of businesses and 90% of non-agricultural GDP. Internet users grew from 87.35 million in January 2023 to 111 million in January 2024, a 27.1% increase. The eCommerce market is projected to reach USD 5,035 million in 2024.

ADVANTAGES

Increased Revenue Growth	Enhanced digital platform will drive more frequent transactions and higher revenue.
Larger User Base	More interactive and usefriendly features will attract and retain a larger number of buyers and sellers.
Improved Customer Experience	Mobile applications and other digital incentives will provide a seamless and convenient user experience.
Competitive Advantage	Advanced digital capabilities will differentiate Zarea from competitors and strengthen its market position.

PROPOSED ARCHITECTURE



INFORMATION TECHNOLOGY – MARKET OVERVIEW



Projection
Projected eCommerce Market Revenue in Pakistan Expected to Reach US\$5,035.00m in 2024



Forecast
Revenue is expected to show an annual growth rate (CAGR 2024 -2029) of 5.92%, resulting in a projected market volume of US\$6,711.00m by 2029.

E-commerce Revenue Forecast (USD Mn)



GROWTH DRIVERS



Increasing Internet Penetration



Rapidly Growing Youth Population



Rise of Digital Payment Solutions



Logistics and Delivery Improvements



Increased Smartphone Usage



Government Support and Digital Initiatives



Digital Shift Post - COVID

INFORMATION TECHNOLOGY – USE OF PROCEEDS



AI Based Transformation -50M (40%)

Smart Demand Forecasting

1. Development of predictive models to anticipate demand.
2. Implementation of machine learning algorithms for forecasting.
3. Integration with historical data and market trends.

AI-Powered Logistics and Transportation

1. AI-driven optimization of stock levels using market insights.
2. Real-time inventory tracking and automated replenishment.
3. Utilization of historical inventory data to predict stock effectively.

Optimized Supplier Management

1. Optimized evaluation and ranking based on performance metrics.
2. Risk assessment tools to identify & mitigate potential disruptions.
3. Better collaboration through predictive analytics using historical.

Intelligent Procurement

1. Smart procurement systems to streamline purchasing decisions.
2. Cost optimization based on data to negotiate better deals.
3. Automating procurement processes and reducing manual errors.



ERP & Supply Chain -30M (24%)

Synergy

- Integration of AI tools with existing ERP.

Innovation

- Custom SCM software development.

Empowerment

- User training and support.



Data Infrastructure -20M (16%)

Optimization

- Data warehousing and processing capabilities.

Expertise

- In-house data analysts and capabilities.

Scalability

- Cloud storage solutions.

IoT and Automation -15M (12%)

- Connectivity**
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- Efficiency**
 - Automation of repetitive tasks using RPA.
- Fusion**
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Implementation & Support 10M (8%)

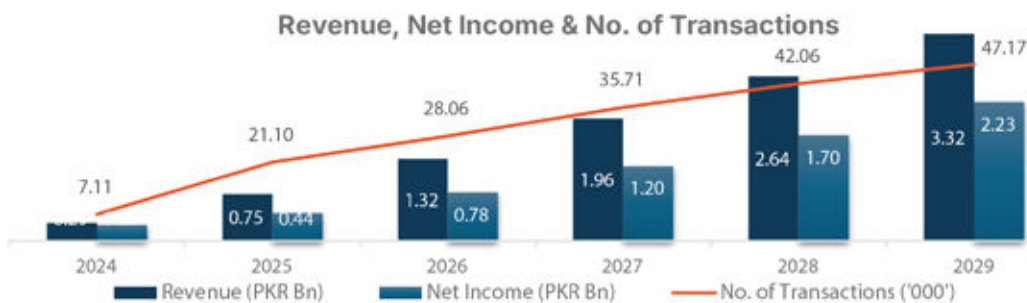
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ZAREA

Risk Overview

INTERNAL KEY RISKS

**CYBERSECURITY
RISK**

**CUSTOMER
CONTINUITY
RISK**

**CUSTOMER
CONCENTRATION
RISK**

**RISK OF
NON-COMPLIANCE
WITH REGULATION OF
SECP AND PSX**

EXTERNAL KEY RISKS

**CAPITAL
MARKET RISK**

**ECONOMIC
SLOWDOWN**

**THREAT OF NEW
ENTRANTS**

**TECHNOLOGY
OBSOLESCENCE
RISK**

BUSINESS RISK

**VENDOR
CONCENTRATION
RISK**

CREDIT RISK