



ANNUAL REPORT

2021 - 22

VISION 2A PRIVATE LIMITED.

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About Us

Zarea employs technology to streamline raw materials and commodities procurement in Pakistan.

A one stop procurement solution for businesses and retailers, enabling better prices and transparency, quality assurance, intelligent inventory management, faster delivery and flexible payment options as well as extensive online and offline assistance. For our suppliers, we help them achieve a bigger client base, high order volumes and advance payments.

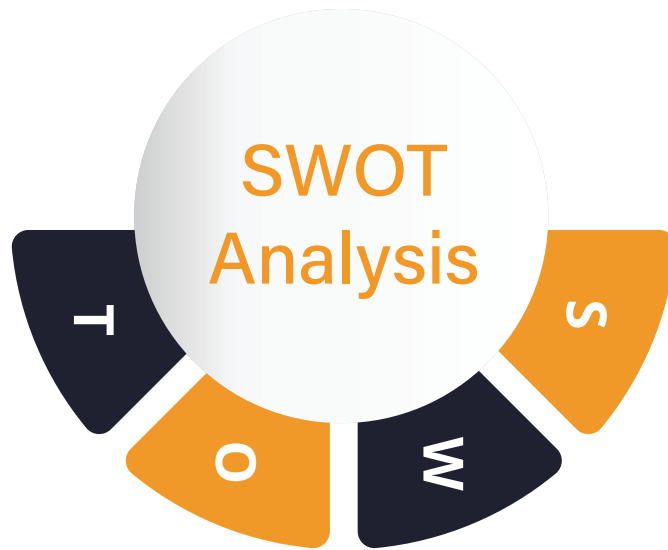
Vision

Become the juggernaut of procurement.



Mission

"Zarea's mission is to make procurement simple and easy."



Threats

Economy Downturn
Cybersecurity Risks
Regulatory Challenges

Opportunities

Market Expansion
Partnerships with Suppliers
Digital Marketing

Weaknesses

Limited Customer Trust
Logistical Challenges
Digital Literacy Barriers

Strengths

Pioneer in the Market
Convenient Online Platform
Nationwide Reach



Core



Safe, Secure and Healthy Working Conditions

We are committed to providing safe and healthy working conditions at all our premises. Safety and health are paramount in all business decisions and must be an integral part of our culture. It is the duty of every employee to follow the safety & health guidelines.



Attendance & Punctuality

All employees are bound to comply with the rules of attendance and punctuality. Employees should be at their work station by the start of each workday at the time designated by the department.



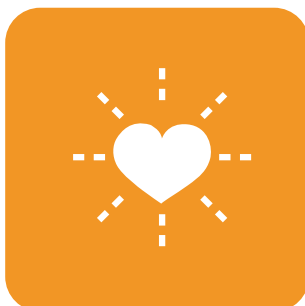
Social Media/Internet Community

At Vision 2A Private Limited, we understand that social media can be fun and rewarding way to share your opinions with co-workers. In particular, uploading, posting, forwarding or posting a link to any of the following types of material on a social media website such as our logos, a false defamatory statement about any person or organization or any material.



Integrity

We up-holds the highest standards of integrity in all our actions.



Business Gifts and Entertainment

Business gifts, entertainment and hospitality on a modest scale are commonly used to build goodwill. However, Vision 2A Private Limited forbids any unethical gifts, entertainment or hospitality. The limitation of gift acceptance is clearly mentioned in the business, gifts and entertainment policy in our Employee Handbook.

Values



Safe, Secure and Healthy Working Conditions

We are committed to providing safe and healthy working conditions at all our premises. Safety and health are paramount in all business decisions and must be an integral part of our culture. It is the duty of every employee to follow the safety & health guidelines.



Innovation

We focused toward architectural innovation to address the evolving customer needs.



Team Work

We work together across different communities to meet the need of our customers and to help the company wins.



Respect

We value our People, our community and customers are at the core of everything we do.



Code of Conduct

"Guiding you to make the right decisions."



Company Information

Board of Directors

Mr. Ali Alam Qamar (CEO)

Mrs. Misbah Momin

Head - Retail Division

Mr. Abid Pervaiz

Head - Supply Chain & Logistics

Mr. Kashif Iqbal

Head - Human Resource

Mr. Waqas Zulifkar

Head- Partnership

Mr. Mustafa Kamal Pasha

Auditors

Legal Advisor

Registered Office

Banks

Alfalah Bank Limited

United Bank limited

Head - Agri Divsion

Mr. Rana Sohail

Head - IT & Digital Marketing

Mr. Nouman Ul Hassan

Head - Finance

Mr. Usman Arshad

G.M - Administration

Col. (Rtd.) Muhammad Ikram

Naveed Zafar Ashfaq Jaffery & Co.
Chartered Accountants

Hassan and Company
House # 298, Block- G, Johar Town,
Lahore.

103/2 Fazil Road, St Johns Park,
Cantt, Lahore Punjab Pakistan.

Meezan Bank Limited

Board of Directors



Ali Alam Qamar
Director - CEO & Founder



Misbah Momin
Director

Ali holds a Masters of Finance from Uni. of Cambridge. He has vast experience in operations, supply chain and finance. Having raised \$100 Million to set up a new cement line of 7,700 tpd, expanding the sales network to 2 new provinces, comprising of 2,500 clients across Pakistan and setting up a local coal supply chain of 600 M.tons daily from scratch.

Misbah Momin is an entrepreneur, philanthropist and social activist. She is the President of Misbah Momin Foundation and MM Talks. She's also the Editor-in-Chief of Mindful Magazine, focusing on women's empowerment and youth development. She has also served as a member of National Commission on the Status of Women (NCSW) in Pakistan.



Management



Allah Nawaz
Head - Corporate Division

Nawaz has 25 years experience in expansion of B2B sales network and supply chain management. He was Ex-GM Sales & Marketing of Dandot Cement for 13 years and Ex-Director Supply Chain of Syntronics Packaging for 5 years.



Abid Pervez
Head - Retail Division

Abid is an industry veteran with 18 years experience as Retail Sales G.M in the cement and steel industry. He has the sole distinction of building a sales network of 3000 M.Tons per day for Gharibwal Cement in Northern Punjab and was responsible for PKR 10 Billion Annual Sales.



Kashif Iqbal
Head - Supply Chain & Logistics

Kashif Iqbal excels as a Manager of Vendor and Partnerships, where his talent for nurturing dynamic collaborations and building strategic partnerships drives success in stakeholder engagement and alliance development.



Rana Sohail
Head - Agri Division

With over 20 years of dedicated experience in the Agriculture sector, Rana Sohail is a seasoned professional with a profound understanding of agricultural resource procurement. His expertise spans across various aspects of agricultural raw material procurement, making him an invaluable asset in optimizing supply chains and ensuring efficient resource utilization within the agricultural industry.



Mustafa Kamal Pasha
Head - PR & Communication

Mustafa Kamal Pasha is a senior civil servant with thirty years plus experience working with public and private sector entities like Stock Exchanges, Pakistan Telecommunication Company (PTCL), Pakistan Telecommunication Authority (PTA), Technical Education and Vocation Training Authority (TEVTA) and Chamber of Commerce and Industry.



Col. (Rtd.) Muhammad Ikram
G.M - Administration

Col. (Rtd.) Muhammad Ikram Ex Army Officer, Served Army for 28 years. He is the General Manager of Administration, bringing valuable experience from his military career to his current role. His focus is on strategic leadership and organizational management.



Muhammad Ali Ashfaq

Regional Manager Sales
(South Punjab)

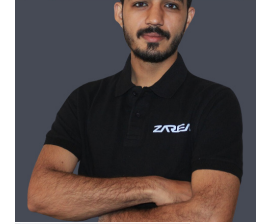
Muhammad Ali Ashfaq, a Regional Manager Sales in the cement industry, brings his strategic insight and market expansion skills honed through his experience at Kohat Cement Company and Abu Dawood Pakistan Limited.



Nouman Ul Hassan

Head - IT & Digital Marketing

Nouman, with 7 years of B2B & B2C E-commerce Marketing expertise, is a top-rated professional on Upwork. His impactful digital strategies drive millions of visitors to Zarea.pk, yielding an impressive 15 Million PKR in online sales.



Usman Arshid

Head - Accounts and Finance

Usman has a passion for finance and numbers, He has served as an Accounts Manager at Apna MicroFinance Bank Limited.



Waqas Zulkar

G.M HR & Public Culture

Waqas Zulfikar Sangi, with 8 years of experience in HR and People Culture, is a General Manager specializing in both traditional and non-traditional organizations. He is a member of the USA International Alumni and an Executive Member of UNDP.



DIRECTORS REPORT TO THE SHAREHOLDERS

Dear Shareholders,

On behalf of the Board of Directors of Vision 2A Private Limited, I am pleased to present the first annual audited financial statements and Auditors Report thereon for the year ended June 30, 2022.

FINANCIAL RESULTS:

The year under review shows that the company has earned a net profit before tax of Rs.32,322,845/- (2021: 6,816,205/-). The financial results are as follows:

Particulars	2022 Rupees	2021 Rupees
Revenue from Platform usage fee	54,357,649	11,752,862
Financial Charges	849	12,587
Profit before taxation	32,322,845	6,816,205
Taxation	8,714,644	1,782,171
Profit after taxation	23,608,201	5,034,033

This is the first year of the Company's business

BUSINESS REVIEW:

The Financial Year 2021-2022 was the year of good performance with sales of Rs. 54,357,649/- (2021:11,752,862). The after-tax Profit was Rs. 23,608,201/- (2021: 5,034,033). The Directors and the Management have been closely monitoring the performance of the business with a focus on achieve continued improvements in trading and efficiency.



The Management was more focused on internal efficiencies and improving the quality of our products and determined efforts to reduce the cost of doing the business. The Company is well poised to encounter future challenges through various measures including innovation, planning and controlling costs, expanding product base, and prudent financial management. The Company is constantly exploring business development opportunities to expand our footprint in other seamless pipes products.

Future Prospectus:

Zarea.pk is optimistic about achieving strong growth in the coming year, with the directors confident that sales will increase due to the exceptional quality of our products. The management is fully committed to improving operational efficiency and driving business growth, ensuring the company remains well-positioned for continued success in the market..

Profit per Share:

Based on net after-tax Profit for the year ended June 30, 2022, the Profit per share for the year ended June 30, 2022 is Rs. 11.80/Share.

Dividend:

No dividend has been declared by the company during the year.

Auditors:

The Board of directors recommended Naveed Zafar Ashfaq Jaffery & Co. Chartered Accountants as auditors for the year ended 30th June 2022.

Acknowledgement:

The directors would like to place on record their appreciation for the services rendered by the employees of the company who have contributed their optimum skills and hope that the same spirit of devotion will continue in the future. In addition, we thank our stakeholders for trusting us.



Pain Points



Fragmented Market leading to requirement to source from multiple suppliers



Information asymmetry due lack of transparency on price and quality



Unreliable Logistics



Lack of Financing/Working Capital Options



Solution



One Stop Procurement Solution



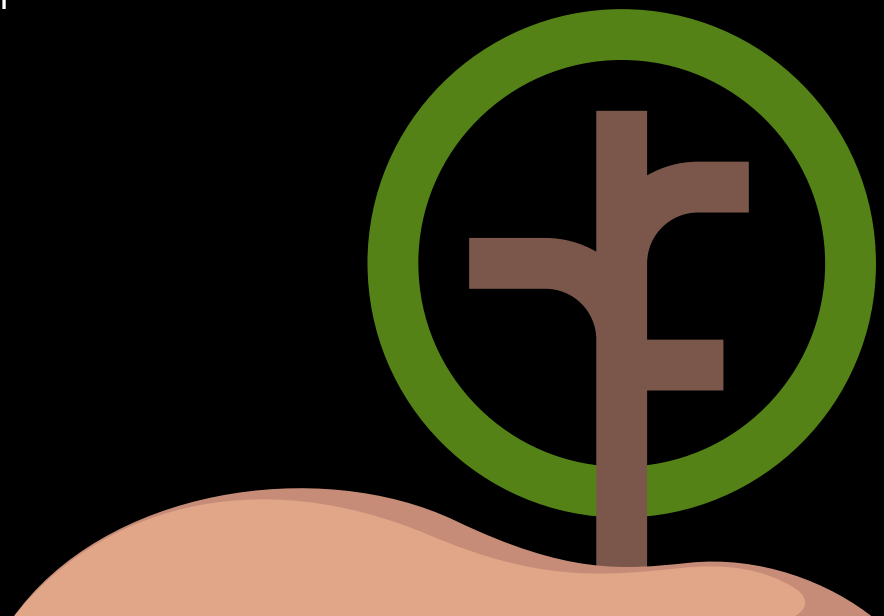
Cheaper Prices & Quality Assurance



Faster Delivery and Live Order Tracking



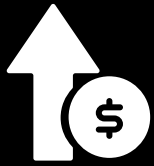
Access to Financing and Working Capital





Benefits

For Buyers



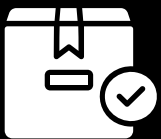
Inventory Management



Grow your Business

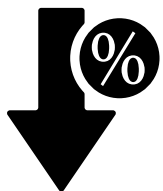


Increased Throughput and
Transparency



Flexible Payment Solutions

For Buyers



Advance Payments



High Order Volume



Bigger Client Base



Pan Pak Orders



A Service Rich Marketplace : Taking Control of Supply Chains

Buyers



Relationship Manager



Procurement




Logistics

Suppliers

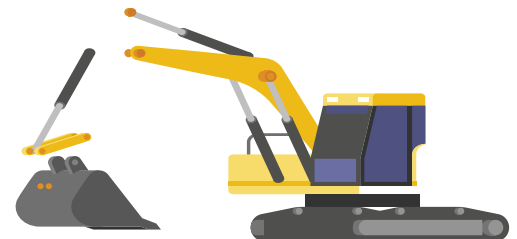




The Competitive Landscape

	Valuation	Funding raised	Last funding round	Launched	Country
 Zaraye	Undisclosed	\$2.1 M	Pre-seed	2021	
بازار	Undisclosed	\$107.8 M	Series B	2020	
 ximkart	Undisclosed	\$2.4 M	Seed	2022	
 RENORUN	Undisclosed	\$163.7 M	Series B	2017	
INFRA.MARKET	\$2.5 B	\$406.6 M	Growth	2017	
 ofBusiness	\$5B	\$829 M	\$829 M	2015	
 TOL	\$800 M	\$210 M	Series B	2020	

Source: Tracxn





By increasing trade and streamlining traditional markets



How Zarea is
Creating an impact

By improving the quality of construction products and bringing in transparency



By optimizing supply chain processes and reducing leakages

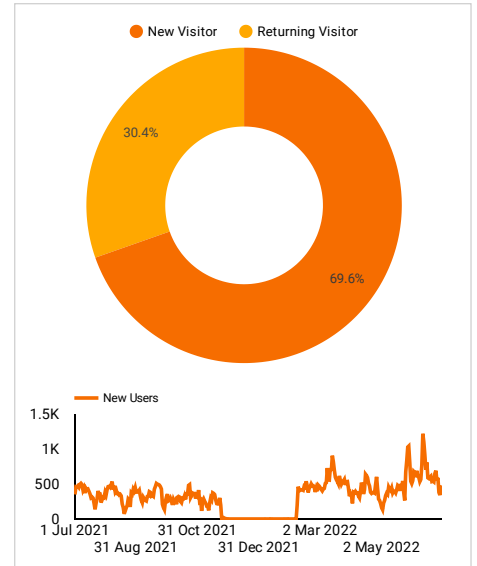
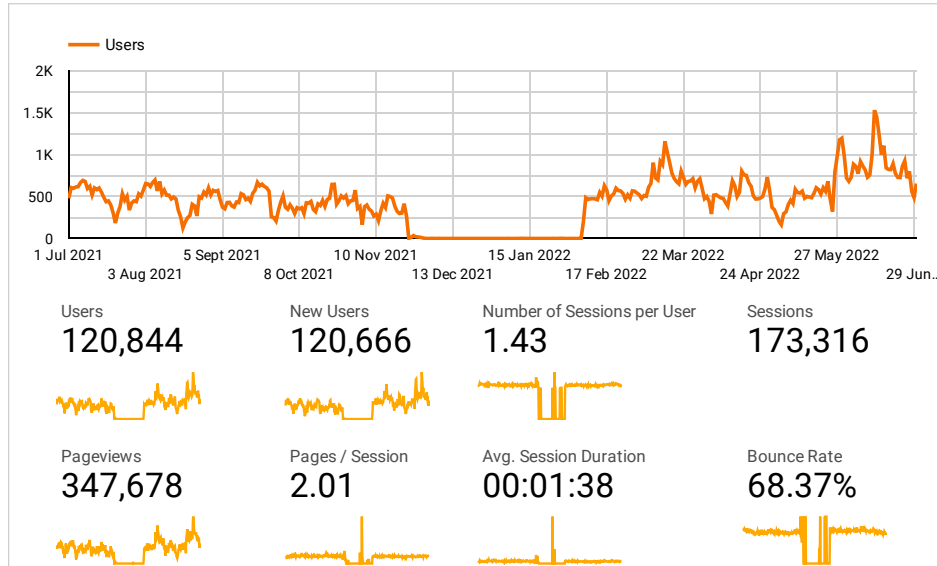


Zarea Google Analytics

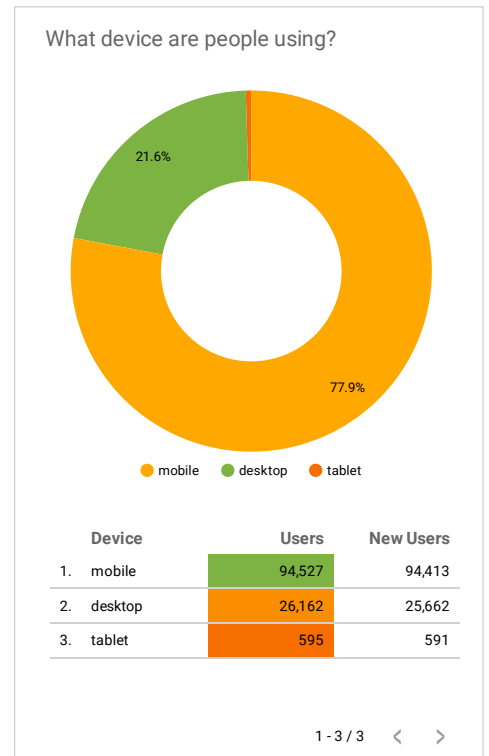
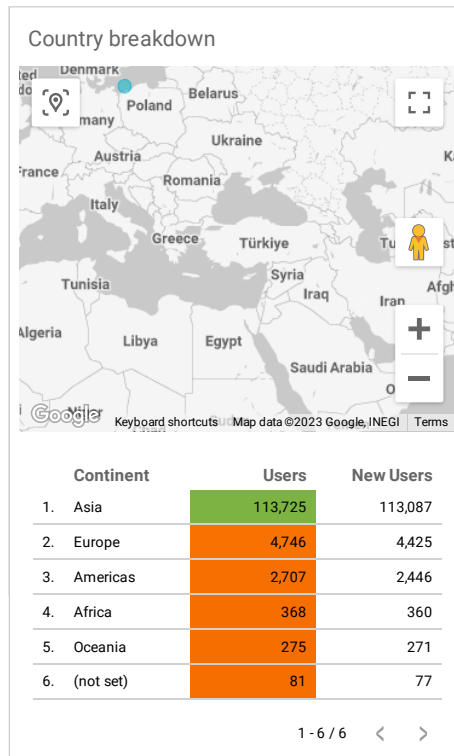
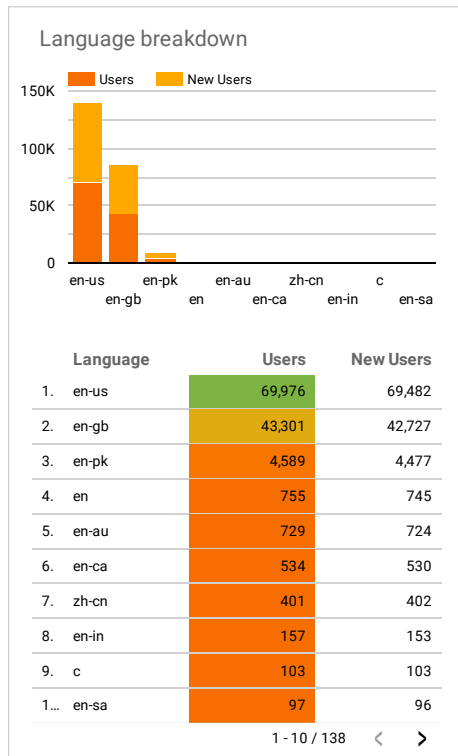
Google Analytics Audience Overview

Continent ▼ | Region ▼ | Channel ▼ | Device ▼ | 1 Jul 2021 - 30 Jun 2022 ▼

Your audience at a glance



Let's learn a bit more about your users!



Google Analytics Acquisition Overview

Continent ▼ Region ▼ Channel ▼ Device ▼ 1 Jul 2021 - 30 Jun 2022 ▼

Users **120,844** Sessions **173,316** Bounce Rate **68.37%** Goal Completions **22,070** Avg. Time on Page **00:01:38**

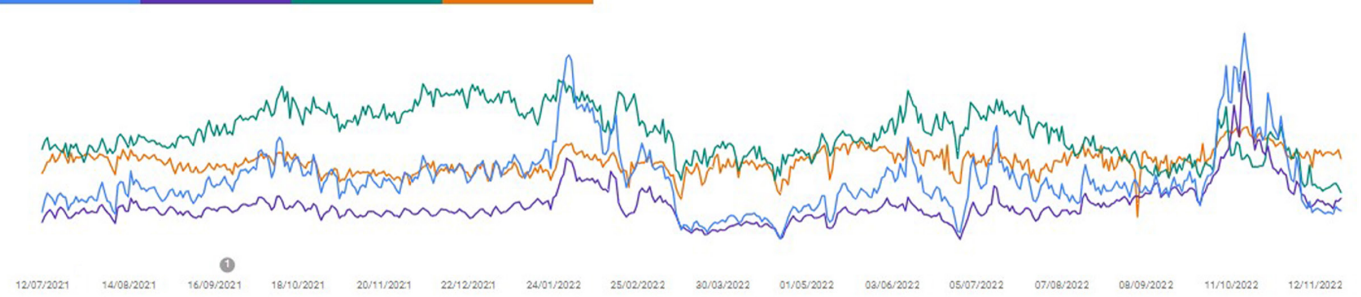
Top Acquisition Channels

Users (vs. New Users)

Conversions

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	173.3K	120.8K	120.7K	68.4%	2.0	01:38	12.7%	22.1K	No data
google / organic	146,881	106,301	104,742	69.42%	1.94	00:01:34	6.31%	9,266	\$0
(direct) / (none)	16,135	9,145	8,964	59.1%	2.5	00:02:19	38.9%	6,277	\$0
google / cpc	5,669	4,391	3,957	72.78%	1.86	00:01:22	96.24%	5,456	\$0
m.facebook.com...	1,348	1,125	1,014	70.99%	1.99	00:01:03	9.05%	122	\$0
bing / organic	1,087	758	738	51.61%	2.83	00:02:35	8.46%	92	\$0
f.facebook.com / ...	266	131	87	27.82%	4.35	00:03:59	78.95%	210	\$0
yahoo / organic	244	177	168	67.62%	1.92	00:01:21	5.33%	13	\$0
rss / rss	243	208	178	79.01%	1.44	00:01:31	2.47%	6	\$0
-	219	219	217	100%	1	00:00:00	58.9%	129	\$0

Total clicks **146k**
 Total impressions **4.5M**
 Average CTR **4.9%**
 Average position **5.1**





PESTEL Analysis

The construction industry in Pakistan is influenced by government policies related to infrastructure development and construction projects. Changes in policies may impact demand for construction materials.

Understanding and adapting to changing consumer preferences in construction materials is essential for Zarea.pk to stay competitive.

Economic



Political

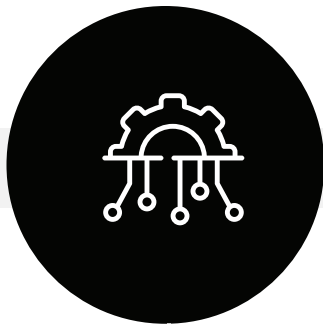


Social

The overall economic stability of Pakistan affects consumer purchasing power. Economic fluctuations may impact the demand for construction materials and, consequently, Zarea.pk's sales.

Increasing awareness of environmental issues may drive demand for sustainable and eco-friendly construction materials. Zarea.pk should consider incorporating environmentally friendly options in its product portfolio.

Technological



Dependence on a robust digital infrastructure is critical for Zarea.pk's online platform. Any issues with internet connectivity or technology infrastructure may impact the business.



Environmental

Legal



Adherence to labor laws and regulations in the construction sector is essential. Any changes in labor laws may impact costs and operational efficiency for Zarea.pk.



CEO's Review

Dear Shareholders,

I am honored to address you in this annual report as we reflect on remarkable another year at Vision 2A private limited through its E-commerce Platform " Zarea.pk", a leading player in the dynamic landscape of e-commerce for construction materials. As we navigate the challenges of the global market, I am pleased to report that our commitment to innovation, efficiency, and customer satisfaction has positioned us for continued success.

In the ever-evolving world of e-commerce, our company has remained at the forefront of the construction materials industry, providing a seamless platform for the procurement of essential items such as cement, steel, wires, and sand. The past year has been a testament to our resilience and adaptability, with robust growth in both revenue and market share.

Our success is driven by a relentless focus on customer needs. We understand the critical role construction materials play in the development of infrastructure and the success of projects. Therefore, we have continued to invest in enhancing our platform, ensuring a user-friendly experience, and expanding our product offerings to meet the diverse requirements of our valued customers.

Innovation has been a cornerstone of our strategy. Our state-of-the-art technology platform has not only streamlined the purchasing process but has also allowed us to offer personalized solutions, ensuring that our customers have access to the right materials at the right time. From sourcing to delivery, we are committed to leveraging technology to create efficiencies across the supply chain.

Sustainability remains a key focus for Vision 2A private limited. We recognize our responsibility to contribute to a more sustainable future for the construction industry. In the past year, we have intensified our efforts to source environmentally friendly materials, reduce our carbon footprint, and promote responsible practices throughout our network.

Our partnerships with suppliers and stakeholders continue to strengthen, fostering a collaborative ecosystem that benefits everyone involved. We extend our gratitude to our dedicated team, whose hard work and commitment have been instrumental in achieving the milestones we celebrate today.



Looking ahead, we are optimistic about the opportunities that lie before us. The construction industry is evolving, and Vision 2A private limited is well-positioned to lead the way. We will continue to invest in technology, expand our product offerings, and explore new avenues for growth. As we pursue these goals, we remain steadfast in our commitment to delivering value to our shareholders, customers, and the communities we serve.

I want to express my sincere appreciation to our shareholders for their continued trust and support. Together, we will build on the successes of the past and create a future that is not only prosperous for Vision 2A private limited but also contributes to the advancement of the construction industry as a whole.

Thank you for being part of our journey.

Sincerely,

A handwritten signature in black ink, appearing to read "Ali Alam Qamar", written over a thin horizontal line.

Ali Alam Qamar

CEO, Vision 2A private limited

INDEPENDENT AUDITOR'S REPORT

To the Members of Vision 2A Private Limited

Report on the Audit of the Financial Statements for the year ended 30th June 2022

Opinion

We have audited the annexed financial statements of Vision 2A Private Limited (the Company), which comprise the statement of financial position as at June 30, 2022, and the statement of income and expenditure, statement of comprehensive income, the statement of changes in funds, the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information, and we state that we have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purposes of the audit.

In our opinion and to the best of our information and according to the explanations given to us, the statement of financial position, statement of income and expenditure, statement of comprehensive income, the statement of changes in funds and the statement of cash flows together with the notes forming part thereof conform with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (XIX of 2017), in the manner so required and respectively give a true and fair view of the state of the Company's affairs as at June 30, 2022 and of the income, comprehensive income, the changes in funds and its cash flows for the year then ended.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) as applicable in Pakistan. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants as adopted by the Institute of Chartered Accountants of Pakistan (the Code) and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information Other than the Financial Statements and Auditor's Report Thereon

Management is responsible for the other information. The other information comprises the information included in the Directors' Report but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the accounting and reporting standards as applicable in Pakistan and the requirements of Companies Act, 2017(XIX of 2017) and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs as applicable in Pakistan will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs as applicable in Pakistan, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedure that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting

and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusion are based on the audit evidence obtained up to the date of our auditor's report. However future events or conditions may cause the company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on other Legal and Regulatory Requirements

Based on our audit, we further report that in our opinion:

1. Proper books of account have been kept by the company as required by the Companies Act, 2017 (XIX of 2017)
2. The statement of financial position, income and expenditure statement, statement of comprehensive income, the statement of changes in funds and the statement of cash flows together with the notes thereon have been drawn up in conformity with the Companies Act, 2017 (XIX of 2017) and are in agreement with books of account and returns;
3. Expenditure incurred during the year was for the purpose of the company's business; and
4. No zakat was deductible at source under the zakat and usher Ordinance, 1980 (XVIII of 1980).

The engagement partner of the audit resulting in this independent auditor's report is Shahid Mohsin Shaikh (FCA)

Signature: 

Lahore:

Date: **December 27th, 2023**

UDIN: **AR202210575BnVUy7LW5**

VISION 2A PRIVATE LIMITED
STATEMENT OF FINANCIAL POSITION
As at June 30, 2022

	Note	2022 Rupees	2021 Rupees
ASSETS			
NON-CURRENT ASSETS			
Property and equipments	4	6,256,923	4,903,539
Intangible Assets	5	906,075	1,006,750
		7,162,998	5,910,289
CURRENT ASSETS			
Investments held for trading	6	31,746,011	41,687,520
Trade and Other receivables	7	64,800,092	6,528,802
Advances, Deposits and Prepayments	8	379,976	4,532,840
Cash and bank balances	9	28,096,632	11,111,107
		125,022,711	63,860,269
TOTAL ASSETS		132,185,709	69,770,558
EQUITY AND LIABILITIES			
Share capital			
Authorized capital			
2,500,000 ordinary shares of Rs. 10/- each		25,000,000	25,000,000
Issued, subscribed & paid-up capital			
2,000,000 ordinary shares of Rs.10/- each fully paid in cash	10	20,000,000	20,000,000
Reserves		28,642,234	5,034,033
		48,642,234	25,034,033
Loan from Sponsors/Shareholders	11	53,500,000	42,000,000
		102,142,234	67,034,033
NON-CURRENT LIABILITIES			
Deferred tax Liability	12	508,964	309,143
		508,964	309,143
CURRENT LIABILITIES			
Trade and Other Payables	13	29,534,511	2,427,382
		29,534,511	2,427,382
TOTAL EQUITY AND LIABILITIES		132,185,709	69,770,558
Contingencies and Commitments		-	-

The annexed notes 1 to 27 form an integral part of these financial statements.

N245H6


CHIEF EXECUTIVE


DIRECTOR

VISION 2A PRIVATE LIMITED
STATEMENT OF PROFIT OR LOSS
For the year ended June 30, 2022

	<i>Note</i>	2022 Rupees	2021 Rupees
Platform Usage Revenue	15	54,357,649	11,752,862
Administrative and General Expenses	16	(7,333,241)	(3,104,791)
Selling and Distribution Expenses	17	(2,045,216)	(1,506,799)
Other Expenses	18	(12,920,498)	(312,480)
Finance Costs	19	(849)	(12,588)
Other Income	20	265,000	-
Profit before taxation		32,322,845	6,816,204
Taxation	21	(8,714,644)	(1,782,171)
Net profit after taxation		23,608,201	5,034,033
Other Comprehensive Income		-	-
Total Comprehensive Income		23,608,201	5,034,033
Basic & Diluted earning per share	23	11.80	2.52

The annexed notes 1 to 27 form an integral part of these financial statements.

M245/H6


CHIEF EXECUTIVE


DIRECTOR

VISION 2A PRIVATE LIMITED
STATEMENT OF CHANGES IN EQUITY
For the period ended 30 June 2022

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Particulars	Issued, subscribed and paid-up capital	Loan from Shareholders/ Sponsors	Revenue Reserves		Capital Reserves	Total Equity
			Unappropriated profit	Unrealized (Loss)/gain on investment at Fair value		
Rs						
BALANCE AS AT July 01, 2021	20,000,000	42,000,000	5,034,033	-	-	67,034,033
Profit for the year	-	-	23,608,201	-	-	23,608,201
Other Comprehensive income	-	-	-	-	-	-
Incremental Depreciation (Net of Tax)	-	-	-	-	-	-
Loan from Shareholders / Sponsors	-	11,500,000	-	-	-	11,500,000
Issuance of shares	-	-	-	-	-	-
BALANCE AS AT JUNE 30, 2022	20,000,000	53,500,000	28,642,234	-	-	102,142,234

The annexed notes 1 to 27 form an integral part of these financial statements.

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CHIEF EXECUTIVE



DIRECTOR

VISION 2A PRIVATE LIMITED
STATEMENT OF CASH FLOWS
For the year ended 30 June 2022

	<i>Note</i>	2022 <i>Rupees</i>	2021 <i>Rupees</i>
CASH FLOWS FROM OPERATING ACTIVITIES			
Profit before taxation		32,322,845	6,816,204
Adjustment for non-cash items			
Depreciation & Amortization	4	751,741	397,584
Capital Loss	6	44,416,509	312,480
Finance costs		849	12,588
Operating profit before working capital changes		77,491,944	7,538,856
Working capital changes			
(Increase) / decrease in current assets			
Trade and Other Receivables		(58,271,290)	(6,528,802)
Advances, Deposits and Prepayments		4,152,864	(4,532,840)
Increase / (decrease) in current liabilities			
Trade and Other Payables		18,592,306	954,354
Income Tax Paid		-	-
Finance Costs paid		(849)	(12,588)
		(35,526,969)	(10,119,876)
Net cash flows from operating activities		41,964,975	(2,581,020)
CASH FLOWS FROM INVESTING ACTIVITIES			
Office Equipment and Furniture Acquired		(2,004,450)	(5,301,123)
Software		-	(1,006,750)
Investment		(34,475,000)	(42,000,000)
Net cash flows from investing activities		(36,479,450)	(48,307,873)
CASH FLOWS FROM FINANCING ACTIVITIES			
Loan from Sponsors / Shareholders		11,500,000	42,000,000
Issuance of shares		-	20,000,000
Net cash flows from financing activities		11,500,000	62,000,000
Net decrease in cash and cash equivalents		16,985,525	11,111,107
Cash and cash equivalents at the beginning of the year		11,111,107	-
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	9	28,096,632	11,111,107

The annexed notes 1 to 27 form an integral part of these financial statements.


 Chief Executive

M245+6


 Director

VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

1 Legal status and Nature of Business

Vision 2A Private Limited is a private limited company. The company was incorporated on 16 September 2020 under the Companies Act, 2017 on May 30, 2017.

The principal activity of the company is to act as an online market place that has created a software application through which customers and vendors connect for purchase and sale. The company charges a platform usage fee for allowing access to its software application.

The company's registered office is situated at 103/2 Fazil Road St. Johns Park.Cantt Lahore Punjab.

2 Basis of preparation

The significant accounting policies applied in the preparation of these financial statements are set out below:

2.1 Statement of compliance

These financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan. The accounting and reporting standards applicable in Pakistan comprise of:

International Financial Reporting Standard for Small and Medium Sized Entities (IFRS for SMEs) issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017; and

Provisions of and directives issued under the Companies Act, 2017.

Where provisions of and directives issued under the Companies Act, 2017 differ from the IFRS for SMEs, the provisions of and directives issued under the Companies Act, 2017 have been followed.

2.2 Basis of measurement

These financial statements have been prepared under 'historical cost convention' except as otherwise stated in respective accounting policies notes.

The preparation of financial statements in conformity with the Accounting and Financial Reporting Standards for Medium-Sized Entities issued by the Institute of Chartered Accountants of Pakistan requires management to make judgments, estimates and assumptions that affect the application of policies and reported amount of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised.

Significant areas requiring the use of management estimates in these financial statements relate to the useful life of depreciable assets, provision for doubtful receivables, slow moving inventory and deferred taxation. However, assumptions and judgments made by management in the application of accounting policies that have significant effect on the financial statements are not expected to result in material adjustment to the carrying amounts of assets and liabilities in the next year.

2.3 Functional and presentation currency

The financial statements are presented in Pakistan Rupees, which is the Company's functional and presentation currency.

2.4 Critical accounting estimates and judgments

The preparation of financial statements in conformity with the approved accounting standards requires the use of certain critical accounting estimates. It also requires the management to exercise its judgment in the process of applying the Company's accounting policies. Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The areas where various assumptions and estimates are significant to the Company's financial statements or where judgments were exercised in application of accounting policies are as follows:

- determining residual values and useful life of assets;
- provisions;
- recognition of taxation;
- contingencies and commitments.

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VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

3 Summary of significant accounting policies

The significant accounting policies adopted in the preparation of these financial statements are set out below:

3.1 Property, plant and Equipment

(a) Owned assets

Property and equipment are stated at cost less accumulated depreciation and any identified impairment loss.

Depreciation is charged to profit or loss using the straight line method whereby the cost less residual value of an operating asset is written off over its estimated useful life. Depreciation is charged on additions from the month of its acquisition whereas no depreciation is charged on assets disposed off during the month. The rates of depreciation are stated in note 4 to the financial statements. The assets' residual values and useful lives are reviewed, at each financial year end, and adjusted if impact on depreciation is significant.

The Company assesses at each reporting date whether there is any indication that property and equipment may be impaired. If such indication exists, the carrying amount of such assets are reviewed to assess whether they are recorded in excess of their recoverable amount. Where carrying values exceed the respective recoverable amount, assets are written down to their recoverable amounts and the resulting impairment loss is recognized in profit or loss currently. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. Where an impairment loss is recognized, the depreciation charge is adjusted in the future periods to allocate the asset's revised carrying amount over its estimated

Subsequent costs are included in the asset's carrying amount or recognized as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost of the item can be measured reliably. All other repair and maintenance costs are charged to profit or loss during the period in which they are incurred.

The gain or loss on disposal or retirement of an asset represented by the difference between the sale proceeds and the carrying amount of the asset is recognized as an income or expense in the period in which it is incurred.

(b) Capital Work In Process

Capital work in progress is stated at cost less any identified impairment loss.

3.2 Intangible assets

Intangible assets acquired separately are measured on initial recognition at cost. The cost of intangible assets acquired in a business combination is their fair value at the date of acquisition. Following initial recognition, intangible assets are carried at cost less any accumulated amortisation and accumulated impairment losses.

The useful lives of intangible assets are assessed as either finite or indefinite.

Intangible assets with finite lives are amortised over the useful economic life and assessed for impairment whenever there is an indication that the intangible asset may be impaired. The amortisation period and the amortisation method for an intangible asset with a finite useful life are reviewed at least at the end of each reporting period. Changes in the expected useful life or the expected pattern of consumption of future economic benefits embodied in the asset are considered to modify the amortisation period or method, as appropriate, and are treated as changes in accounting estimates. The amortisation expense on intangible assets with finite lives is recognised in the statement of profit or loss in the expense category that is consistent with the function of the intangible assets.

Intangible assets with indefinite useful lives are not amortised, but are tested for impairment annually, either individually or at the cash-generating unit level. The assessment of indefinite life is reviewed annually to determine whether the indefinite life continues to be supportable. If not, the change in useful life from indefinite to finite is made on a prospective basis.

An intangible asset is derecognised upon disposal (i.e., at the date the recipient obtains control) or when no future economic benefits are expected from its use or disposal. Any gain or loss arising upon derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the statement of profit or loss.

Capital work-in-progress

Capital work in progress is stated at cost less any identified impairment loss

3.3 Trade and Other Receivables

Trade receivables and other receivables are recognised at transaction price less an allowance for impairment.

A provision for impairment of trade receivables is established when there is objective evidence that the Company will not be able to collect all amounts due according to the original terms of the receivables. The amount of the provision is recognised in the statement of profit or loss. Bad debts are written-off in the statement of profit or loss on identification.

3.4 Advances, Deposits and Prepayments

These are stated at cost less estimates made for any doubtful receivables based on a review of all outstanding amounts at the balance sheet date. Balances considered bad and irrecoverable are written off when identified.

VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

3.5 Cash and Cash Equivalent

Cash and cash equivalent, for the purpose of statement of cash flows, comprise of cash in hand and balance at bank, including both current and non checking bank accounts

3.6 Trade and Other Payables

Trade payables and other payables are recognized initially at fair value plus directly attributable cost, if any and subsequently measured at amortized cost.

3.7 Related party transactions

Transactions involving related parties arising in the normal course of business are conducted at the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Parties are said to be related if they are able to influence the operating and financial decisions of the Company and vice versa.

3.8 Financial Instruments

All financial assets and liabilities are recognized at the time when the company becomes a party to the contractual provisions of the instrument. A financial asset is de-recognized when the company loses control of its contractual rights that comprise the financial asset. A financial liability is de-recognized when it is extinguished. Any gain or loss on de-recognition of the financial assets or liabilities is taken to profit and loss account currently.

3.9 Off Setting of Financial Assets and Financial Liabilities

Financial assets and financial liabilities are off-set and the net amount is reported in the statement of financial position if the Company has a legally enforceable right to set-off the recognized amounts and intends either to settle on a net basis or to realize the assets and settle the liabilities simultaneously.

3.10 Revenue recognition

Revenue comprises the fair value of the consideration received or receivable for the services in the ordinary course of the Company's activities. Revenue is recognized as follows:

Platform Usage Revenue

This is the platform usage fee charged by the company for allowing access to the application. The Company charges a platform usage fee of each transaction.

3.11 Taxation

Income tax comprises of current tax and deferred tax.

Income tax expense is recognised in the statement of profit and loss except to the extent that it relates to items recognized in other comprehensive income or directly in equity (if any), in which case the tax amounts are recognized directly in other comprehensive

Current Tax

Provision of current tax is based on the taxable income for the year determined in accordance with the prevailing law for taxation of income. The charge for current tax is calculated using prevailing tax rates or tax rates expected to apply to the profit for the year if enacted. The charge for current tax also includes adjustments, where considered necessary, to provision for tax made in previous years arising from assessments framed during the year for such years.

Deferred Tax

Deferred tax is accounted for using the balance sheet liability method in respect of all temporary differences arising from differences between the carrying amount of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of the taxable profit. Deferred tax liabilities are generally recognized for all taxable temporary differences and deferred tax assets are recognized to the extent that it is probable that taxable profits will be available against which the deductible temporary differences, unused tax losses and tax credits can be utilized.

Deferred tax is calculated at the rates that are expected to apply to the period when the differences reverse based on tax rates that have been enacted or substantively enacted by the reporting date. Deferred tax is charged or credited in the unconsolidated statement of profit or loss, except in the case of items credited or charged to other comprehensive income or equity in which case it is included in other comprehensive income or equity.

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VISION 2A PRIVATE LIMITED
 NOTES TO THE FINANCIAL STATEMENTS
 For the year ended June 30, 2022

4 PROPERTY AND EQUIPMENT

	June 30, 2022		
	Furniture and fixtures	Office equipments	Total
	Rupees		
Cost			
Balance at July 01, 2021	1,000,000	4,301,123	5,301,123
Additions	-	2,004,450	2,004,450
Disposals	-	-	-
Balance at June 30, 2022	1,000,000	6,305,573	7,305,573
Accumulated depreciation			
Balance at July 01, 2021	75,000	322,584	397,584
Depreciation for the year	100,000	551,066	651,066
Disposals	-	-	-
Balance at June 30, 2022	175,000	873,650	1,048,650
Net book value at June 30, 2022	825,000	5,431,923	6,256,923
Depreciation rates (per annum)	10%	10%	
	June 30, 2021		
	Furniture and fixtures	Office Equipment	Total
	Rupees		
Cost			
Balance at July 01, 2020	-	-	-
Additions	1,000,000	4,301,123	5,301,123
Disposals	-	-	-
Balance at June 30, 2021	1,000,000	4,301,123	5,301,123
Accumulated depreciation			
Balance at July 01, 2020	75,000	322,584	397,584
Depreciation for the year	-	-	-
Disposals	-	-	-
Balance at June 30, 2021	75,000	322,584	397,584
Net book value at June 30, 2021	925,000	3,978,539	4,903,539
Depreciation rates (per annum)	10%	10%	

4.1 Whole depreciation is charged to Administrative Expenses.

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VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

	2022 <i>Rupees</i>	2021 <i>Rupees</i>
5 Intangible Assets		
Software	1,006,750	1,006,750
Less: Amortization	(100,675)	-
	<u>906,075</u>	<u>1,006,750</u>
6 Investments		
Investment held for trading	76,162,520	42,000,000
Less: Capital Gain/ (Loss)	(44,416,509)	(312,480)
	<u>31,746,011</u>	<u>41,687,520</u>
6.1 Investment is measured at fair value through profit or loss		
7 Trade and Other Receivables		
Trade Receivables (Unsecured - Considered Good)	64,800,092	6,528,802
	<u>64,800,092</u>	<u>6,528,802</u>
8 Advances, Deposits and Prepayments		
Advances	379,976	4,532,840
Short term Deposits	-	-
Prepayments	-	-
	<u>379,976</u>	<u>4,532,840</u>
9 Cash and Bank Balances		
Cash in hand	13,623,037	8,223,048
Cash at bank	14,473,595	2,888,059
	<u>28,096,632</u>	<u>11,111,107</u>
10 Share Capital		
Authorized Share Capital		
Authorized share capital	25,000,000	25,000,000
2,500,000 ordinary shares of Rs. 10 each fully paid in cash		
Issued, subscribed and-paid up capital		
Issued, subscribed and-paid up capital	20,000,000	20,000,000
2,000,000 ordinary shares of Rs. 10 each fully paid in cash		
11 Loan from Sponsors / Shareholders		
Loan from Sponsors / Shareholders	53,500,000	42,000,000
The loans provided by sponsors / shareholders are for business expansion.This is interest free and repayable at the discretion of the entity. This loan shall be paid through banking channels.		
12 Deferred Tax		
Deferred Tax	508,964	309,143

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VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

	2022 <i>Rupees</i>	2021 <i>Rupees</i>
13 Trade and Other Payables		
Creditors	-	854,354
Accrued Expenses	100,000	100,000
Advances from customers	19,446,660	-
Taxation Payable	9,987,851	1,473,028
	<u>29,534,511</u>	<u>2,427,382</u>
14 Contingencies and Commitments		
There are no contingencies and commitment appearing at the date of statement of financial position of the Company.		
15 Revenue		
Platform Usage Revenue	54,357,649	11,752,862
	<u>54,357,649</u>	<u>11,752,862</u>
This is the platform usage fee charged by the company for allowing access to the application. The company charges a platform usage fee for each transaction.		
16 Administrative and General Expenses		
Salaries, Wages and allowances	6,481,500	2,572,417
Depreciation	651,066	397,584
Amortization	100,675	-
Audit Fee	100,000	100,000
Others	-	34,790
	<u>7,333,241</u>	<u>3,104,791</u>
17 Selling and Distribution		
Marketing Expenses	2,045,216	1,506,799
	<u>2,045,216</u>	<u>1,506,799</u>
18 Other Expenses		
Loss on Investments	44,416,509	312,480
Gain on disposal of Agriculture Commodities	(31,496,011)	-
	<u>12,920,498</u>	<u>312,480</u>
19 Finance Cost		
Bank Charges	849	12,588
	<u>849</u>	<u>12,588</u>
20 Other Income		
Balance Written Back	265,000	-
	<u>265,000</u>	<u>-</u>
21 Income tax		
Current Tax	8,514,823	1,473,028
Deferred Tax	199,821	309,143
	<u>8,714,644</u>	<u>1,782,171</u>

21.1 Income tax of the estimated assessable profit for the year is calculated at the enacted corporation tax rate of 25% for a small company.

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VISION 2A PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2022

22 TRANSACTIONS WITH RELATED PARTIES

The related parties of the Company comprise of directors and key management personnel. Transactions with related parties include advance for working capital requirements. These transactions are as follows:

<u>Name of the related party</u>	<u>Relationship with related party</u>	<u>Transactions during the year and year end balances</u>	<u>2022 Rupees</u>	<u>2021 Rupees</u>
Ali Alam Qamar	Director	Loan from sponsors/Shareholders	53,500,000	42,000,000
			53,500,000	42,000,000

23 Earning per Share - Basic & Diluted

There is no dilutive effect on the basic earnings per share which is based on:

Profit after taxation

23,608,201

5,034,033

Weighted average number of ordinary shares

2,000,000

2,000,000

Basic earning per share

11.80

2.52

24 Number of Employees

Total number of employees

18

10

Average number of employees

18

10

25 Subsequent Events

There is no subsequent events as at year end.

26 Date of Authorization for issue

These financial statements were issued on December 27 2022 by the board of directors of the Company.

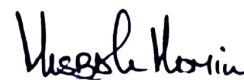
27 General

Figures have been rounded off to the nearest rupee.

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Director



Chief Executive



PARTNERSHIP ANNOUNCEMENT





Zareqa



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PARTNERSHIP ANNOUNCEMENT





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PARTNERSHIP ANNOUNCEMENT





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