

TABLE OF CONTENTS

Sr. No.	Item	Page No.
01	About Us	01
02	Vision, Mission, Valus	02
03	Core Values	03
04	Company Information	05
05	Board of Directors	06
06	Management Profile	07
07	SWOT Anaysis	09
08	PESTEL Analysis	11
09	Our Proprietary Supply Chain Engine	13
10	The Zarea Platform	14
11	How Zarea works	15
12	CEO's Review	17
11	DIRECTOR'S REPORT	19
12	INDEPENDENT AUDITOR'S REPORT	21
13	STATEMENT OF FINANCIAL POSITION	24
14	STATEMENT OF PROFIT OR LOSS	25

14	STATEMENT OF CHANGES IN EQUITY	26
15	STATEMENT OF CASH FLOWS	27
16	NOTE TO THE FINANCIAL STAEMENTS	28
17	Partnership Agreement during the year	39





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.





Become the juggernaut of procurement



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



We are committed toward providing a delighted customer service experience to build long-lasting relationships with our customers.



Core 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.

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 Zarea 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.

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.



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

05



Board of Directors









Ali Alam Qamar

Director - CEO & Founder

Ali holds Masters а 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

Director

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.

ZMEA

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.







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.





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.









Mustafa Kamal Pasha Head - PR & Communication

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







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.





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.









Wagas Zulfikar 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 nontraditional organizations. He is a member of the USA International Alumni and an **Executive Member of UNDP.**









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.









Waheed Zaman

Head - Regional Sales KPK

Waheed Zaman, a Regional Manager Sales in the cement industry, Cable Company and Steel Industry, brings his strategic insight and market expansion skills honed through his experience at Bestway Cement Company, Fast Cables and Zak Steel Industry.





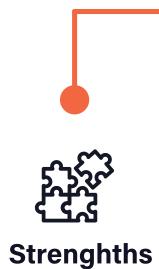
Usman Arshad

Head - Accounts and Finance

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



SWOT Anaysis



Pioneer in the Market Convenient Online Platform Nationwide Reach



Threats

Economy Downturn Cybersecurity Risks Regulatory Challenges









PESTEL Analysis







Political

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.

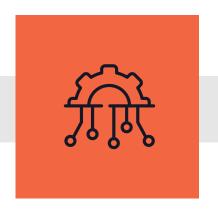
Economic

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.

Social

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









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

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.

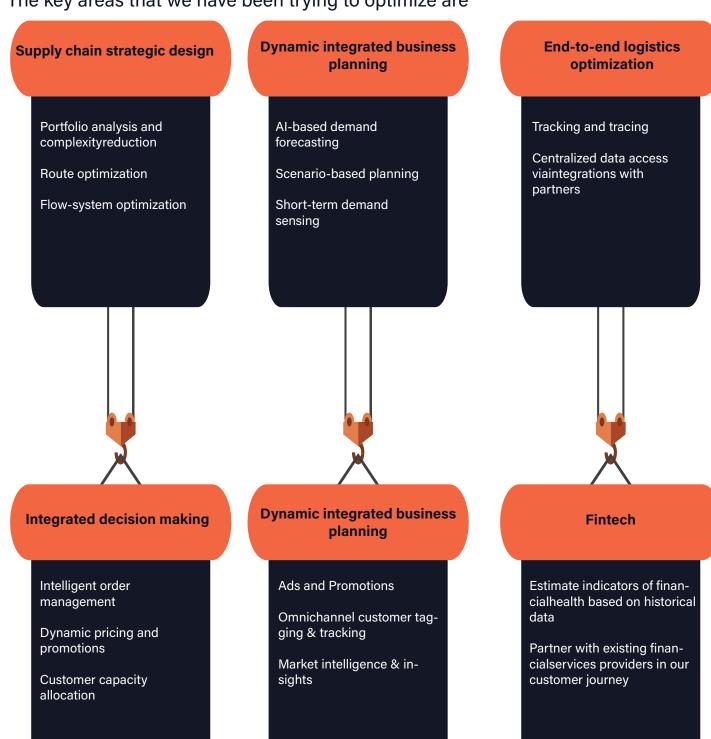
Legal

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.



Our Proprietary Supply Chain Engine

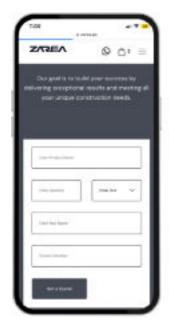
We are trying to bring technology to the conventional construction sector. The focus is on building and integrating technology solutions to build efficiencies. The key areas that we have been trying to optimize are





The Zarea Platform

Zarea has a proprietary technology platform that offers a comprehensive procurement platform where buyers can procure goods at the lowest rates and monitor prices with an intuitive, ease-to-use interface.



Request Quotes



Calculate Costs



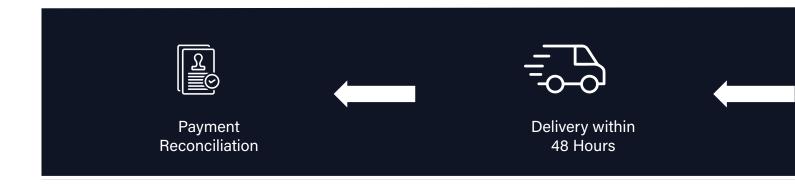
Procure Goods

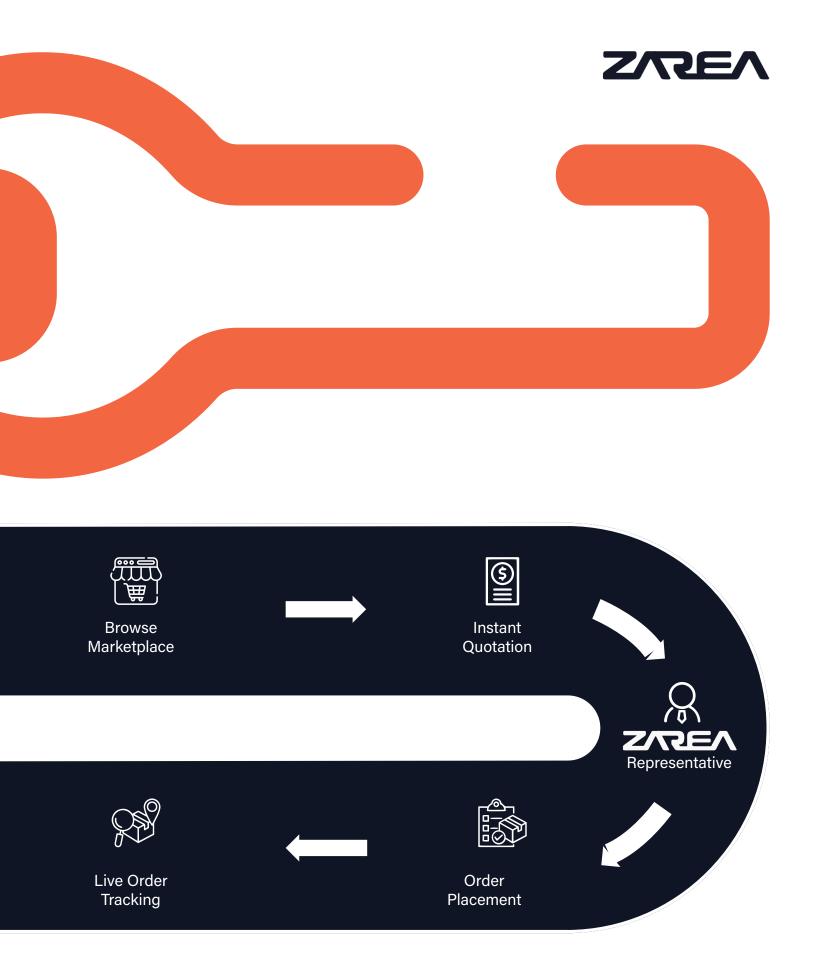




How Zarea works









CEO's Review



Dear Shareholders,

I am honored to address you in this annual report as we reflect on remarkable another year at Zarea 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 bothrevenue 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 Zarea 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 Zarea 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 Zarea private limited but also contributes to the advancement of the construction industry as a whole.

Thank you for being part of our journey.

Sincerely,

Ali Alam Qamar

CEO, Zarea private limited



DIRECTOR'S REPORT

Dear Shareholders,

On behalf of the Board of Directors of Zarea Private Limited Formerly (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, 2023.

FINANCIAL RESULTS:

The year under review shows that the company has earned a net profit before tax of Rs.103,676,968/- (2022: 32,322,845/-). The financial results are as follows:

Particulars	2023 Rupees	2022 Rupees
Revenue	159,066,227	116,403,660
Cost of Sales	(33,621,244)	(30,550,000)
Gross Profit	125,444,983	85,853,660
Administrative and General Expneses	(5,200,902)	(2,796,191)
Selling and Distribution Expenses	(8,882,572)	(6,582,266)
Operating Profit	111,361,509	76,475,203
Investment Gain/(Loss)	(7,614,408)	(44,416,509)
Finance Costs	(70,133)	(849)
Other Income	-	265,000
Profit before taxation	103,676,968	32,322,845
Taxation	(22,424,895)	(8,714,644)
Net profit after taxation	81,252,073	23,608,201

BUSINESS REVIEW:

The Financial Year 2022-2023 was the year of good performance with sales of Rs. 114,912,232/- (2022: 54,357,649/-). The after-tax Profit was Rs. 81,252,073/- (2022: 23,608,201/-). 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 proucts 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.

Key Achievements:

During the year, 2023, Zarea has following key achievements.

Name changes and Re-branding

In 2023, we have changed its name from Vision 2A private Limited to Zarea Private Limited. Unveiled a new identity as "Zarea 2.0," reflecting our renewed vision and commitment to innovation and customer satisfaction.

Expansion of Product Offerings

We expanded our presence offering an even broader range of products for construction, finishing, and Agricultural Commodities solutions. This strategic expansion has allowed us to better serve both B2B and B2C customers nationwide.

Financial Performance

Despite a challenging economic environment, Zarea delivered strong financial performance in 2023. Our revenue grew by 111%, driven by increased sales in construction materials, enhanced supplier partnerships, and operational efficiencies. The company's profit margins remained robust due to effective cost management and strategic investment in technology.

Innovation in Technology and Customer Experience

We invested in new technologies aimed at improving customer experience, including enhanced supply chain management systems, and faster order processing. These investments have resulted in reduction in order fulfillment times and higher customer satisfaction ratings.

Profit per Share:

Based on net after-tax Profit for the year ended June 30, 2023, the Profit per share for the year ended June 30, 2023 is Rs.40.63/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 2024.

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.

Conclusion:

Zarea has once again demonstrated its ability to adapt, innovate, and thrive in a rapidly changing market. We remain committed to delivering value to our customers, shareholders, and partners, and we are confident that our strategic initiatives will drive continued success in the coming years.

Ali Alam Qamar

Chief Executive Officer

For and on the behalf of the Board Lahore.

Dated: March 31,2024.

Audited Financial Statements

Zarea Private Limited

For the year ended 30th June, 2023

Naveed Zafar Ashfaq Jaffery & Co. **Chartered Accountants**

A member firm of PrimeGlobal International



Naveed Zafar Ashfaq Jaffery & Co. Chartered Accountants

A member firm of



201-Regency Plaza, M.M. Alam Road, Gulberg-II, Lahore-Pakistan

Ph: +92 42-35876891-3 Fax: +92 42-35764959 Email: Ihr@nzaj.com.pk Web: www.nzaj.com.pk

INDEPENDENT AUDITOR'S REPORT

To the Members of Zarea Private Limited
Report on the Audit of the Revised Financial Statements

Opinion

We have audited the annexed revised financial statements of Zarea Private Limited (the Company), which comprise the statement of financial position as at June 30, 2023, and the statement of comprehensive income, the statement of changes in equity, 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 comprehensive income, the statement of changes in equity 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, 2023 and of the profit, other comprehensive income, the changes in equity 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.



Emphasis of Matter

We draw attention to Note 28 of the Financial Statements, which outlines the adjustments made to revenue and cost of sales. Previously, we have issued an audit report to the members for audit of the financial statements for the year ended June 30, 2023 on March 08, 2024 with UDIN: AR202310575ARYOylwi6. The previous Audit Report was unqualified. These financial statements have been revised by management based on advice from SECP in respect of upcoming Initial Public Offer (IPO) and were approved by the Board of Directors on the January 18, 2025. Subsequent to issuing of the audit report, material reclassifications were made as detailed in Note 16 and 16(a), which involved adjustments relating to sale of agri-biomass commodities revenue amounting to Rs. 44,153,994, and cost of sales amounting to Rs. 33,621,244, respectively. These have been reclassified from Investment Gain/(Loss) in Note 19. However, these reclassifications have no impact on the profit for the year.

Our opinion is not modified in respect of this matter.

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, misrepresentations, or the
 override of internal control.
- obtain an understanding of internal control relevant to the audit in order to design audit
 procedures 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 conclusions 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
 the 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:

- a) proper books of account have been kept by the Company as required by the Companies Act, 2017 (XIX of 2017);
- b) the statement of financial position, statement of comprehensive income, the statement of changes in equity 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 the books of account and returns;
- c) expenditure incurred during the year was for the purpose of the Company's business; and

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d) no Zakat was deductible at source under the Zakat and Ushr Ordinance, 1980 (XVIII of 1980).

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

Signature:

Lahore

Date: January 18,2025

UDIN: AR202310575UJB8gi3yY

ZAREA PRIVATE LIMITED STATEMENT OF FINANCIAL POSITION

As at June 30, 2023

ASSETS	Note	2023 Rupees	2022 Rupees
NON-CURRENT ASSETS			Trupees
Property and Equipments	, г	40.000.444	
Intangible Assets	4	12,239,641	6,256,923
mangiole Assets	5	4,309,771	906,075
CURRENT ASSETS		16,549,412	7,162,998
Investments held for trading	6	36,131,603	31,746,011
Advances for Agriculture Commodities	7	72,845,210	-
Trade and Other receivables	8	53,663,495	64,800,092
Advances, Deposits and Prepayments	9	-	379,976
Cash and bank balances	10	67,426,298	28,096,632
		230,066,606	125,022,711
TOTAL ASSETS	_	246,616,018	132,185,709
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	11	20,000,000	20,000,000
Reserves		109,894,307	28,642,234
		129,894,307	48,642,234
Loan from Sponsors/Shareholders/Related Parties	12	83,500,000	53,500,000
		213,394,307	102,142,234
NON-CURRENT LIABILITIES			102,112,231
Deferred tax Liability	13	1,024,940	508,964
CURRENT LIABILITIES		1,024,540	308,904
Trade and Other Payables	14	32,196,771	29,534,511
TOTAL EQUITY AND LIABILITIES		246,616,018	132,185,709
Contingencies and Commitments	15	-	-

The annexed notes 1 to 31 form an integral part of these financial statements.

NASTLO

CHIEF EXECUTIVE

DIRECTOR

ZAREA PRIVATE LIMITED STATEMENT OF COMPREHENSIVE INCOME

For the year ended June 30, 2023

	Note	2023 Rupees	2022 Rupees
Revenue-Net	16	159,066,227	116,403,660
Cost of Sales	16(a)	(33,621,244)	(30,550,000)
Gross Profit		125,444,983	85,853,660
Administrative and General Expenses	17	(5,200,902)	(2,796,191)
Selling and Distribution Expenses	18	(8,882,572)	(6,582,266)
Investments Gain/(Loss)	19	(7,614,408)	(44,416,509)
Finance Costs	20	(70,133)	(849)
Other Income	21	-	265,000
Profit before taxation		103,676,968	32,322,845
Taxation	22	(22,424,895)	(8,714,644)
Net profit after taxation		81,252,073	23,608,201
Other Comprehensive Income		-	-
Total Comprehensive Income		81,252,073	23,608,201
Basic & Diluted earning per share	26	51.84	11.80
The annexed notes 1 to 31 form an integral part of these financial stat	ements.		NZASTO

NOASTO

CHIEF EXECUTIVE

ZAREA PRIVATE LIMITED STATEMENT OF CHANGES IN EQUITY For the period ended 30 June 2023

	,	Loan from	Revenue Reserves	Capital Reserves	
Particulars	Issued, subscribed and paid-up capital	Shareholders/ Sponsors	Unappropriated profit	Unrealized (Loss)/gain on investment at Fair	Total Equity
			Rs		
BALANCE AS AT July 01, 2022	20,000,000	53,500,000	28,642,234		102,142,234
Profit for the year	ı	r	81,252,073		81,252,073
Cure Comprehensive income		1	•		1
Incremental Depreciation (Net of Tax)	•	1			•
Loan from Shareholders / Sponsors		30,000,000	1		30,000,000
Issuance of snares		•		•	•
BALANCE AS AT JUNE 30, 2023	20,000,000	83,500,000	109,894,307	1	213.394.307

The annexed notes 1 to 31 form an integral part of these financial statements.

CHIEF EXECUTIVE

DIRECTOR

ZAREA PRIVATE LIMITED STATEMENT OF CASH FLOWS

For the year ended 30 June 2023

Not	e 2023 Rupees	2022 Rupees
CASH FLOWS FROM OPERATING ACTIVITIES		
Profit before taxation	103,676,968	32,322,845
Adjustment for non-cash items	100,070,000	32,322,043
Depreciation & Amortization	1,177,288	751,741
Capital Loss	8,815,056	41,880,780
Unrealized (Gain) / loss	(1,200,648)	2,535,729
Finance costs	70,133	849
Operating profit before working capital changes	112,538,797	77,491,944
Working capital changes		
(Increase) / decrease in current assets		
Trade and Other Receivables	11,136,597	(58,271,290)
Advances, Deposits and Prepayments	379,976	4,152,864
Increase / (decrease) in current liabilities		
Trade and Other Payables	(19,246,660)	18,592,306
Income Tax Paid	-	
Finance Costs paid	(70,132)	(849)
	(7,800,219)	(35,526,969)
Net cash flows from operating activities	104,738,578	41,964,975
CASH FLOWS FROM INVESTING ACTIVITIES		
Office Equipment and Furniture Acquired	(7,000,073)	(2,004,450)
Software	(3,563,628)	-
Investment for Agriculture	(72,845,210)	
Investment in Securities	(12,000,000)	(34,475,000)
Net cash flows from investing activities	(95,408,911)	(36,479,450)
CASH FLOWS FROM FINANCING ACTIVITIES		
Loan from Sponsors / Shareholders	30,000,000	11,500,000
Net cash flows from financing activities	30,000,000	11,500,000
Net decrease in cash and cash equivalents	39,329,666	16,985,525
Cash and cash equivalents at the beginning of the year	28,096,632	11,111,107
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD 10	67,426,298	28,096,632
		NZA

The annexed notes 1 to 31 form an integral part of these financial statements.

Chief Executive

Director

ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2023

Legal status and Nature of Business

Zarea (formerly 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.

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.

Functional and presentation currency

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

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: NZYSteo

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

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ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2023

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 recoverabl 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 useful life.

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.

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ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2023

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.

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 and recognizes in the accounts when the transaction is executed and funds are received.

Sale of Agri Biomass Commodities

Revenue is recognized to the extent it is probable that economic benefits will flow to the Company and the revenue can be measured reliably. Revenue from sale of agri biomass commodities is recognized when the significant risks and rewards of ownership have been transferred to the customers, typically at the point of delivery.

Trading Activity

Company trades in agricultural products on cash basis.

3.11 Taxation

Income tax comprises of current tax and deferred tax.

Income tax expense is recognized 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 income or equity.

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

A deferred tax liability is recognized for all temporary differences that are expected to increase taxable profit in the future. Deferred tax assets are recognized for all temporary differences that are expected to reduce taxable profit in the future, and the carryforward of unused tax losses.

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ZAREA PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2023

						2023				
Particulars			COST				DEPRECIATION	NO		
	As at July 01, 2022	Additions	Disposals	As at June 30, 2023	Rate	As at July 01, 2022	For the year	Adjustment	As at June 30, 2023	Net book value as at June 30, 2023
1 1		Ru	pees		%age		R	upees		
Computers	5,479,123	2,471,897		7,951,020	10	844,943	643,738		1,488,681	6,462,339
Office Equipmen	826,450	2,627,950	•	3,454,400	10	28,707	187,197		215,904	3,238,496
Furniture	1,000,000	1,900,225		2,900,225	10	175,000	186,421	•	361,421	2,538,804
	7,305,573	7,000,072	•	14,305,645		1,048,650	1,017,356		2,066,006	12,239,639
1 1						2022				
Particulars			COST				DEPRECIATION	NOI		
	As at July 01, 2021	Additions	Disposals	As at June 30, 2022	Rate	As at July 01, 2021	For the year	Adjustment	As at June 30, 2022	Net book value as at June 30, 2022
		Ru	pees		%age		R	upees		
Computers Office Equipmen	4,301,123	1,178,000		5,479,123	10	322,584	522,359		844,943	4,634,180
Furniture	1,000,000			1,000,000	10	75,000	100,000	•	175,000	825,000
	5,301,123	2,004,450		7,305,573		397,584	651,066		1,048,650	6,256,923
									The state of the s	

ZAREA PRIVATE LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the year ended June 30, 2023

R u p e e s %age R u p e - - 1,006,750 10 - 100,675 -	2023	Net book value as at June 30, 2023 4,309,771 4,309,771 Net book value as at June 30, 2022	As at June 30, 2023. S 260,607 260,607 As at June 30, 2022 S	Adjustment u p e e	For the year 159,932 159,932 Amortiza For the year R	As at July 01, 2022 100,675 100,675 2022 As at July 01, 2021	Rate %age 10 10 %age %age 10 10 10			Additions R u p e 3,563,628 3,563,628 COST Additions R u p e	As at July 01, 2022 1,006,750 1,006,750 As at July 01, 2021	Particulars Software Particulars Software
	As at July 01, Additions Disposals 2023 Rate 2022 Rate 1,006,750 3,563,628 - 4,570,378 Rate 2021	906,075	100,675		100,675			1,006,750			1,006,750	
	As at July 01, Additions Disposals 2023 Rate Rate 2022 Rate 2023 Rate 2022 Rate 2023 Rate 2022 Rate 2023 Rate 2023 Rate 2023 Rate 2022 Rate 2023 Rate 2023 Rate 2023 Rate 2023 Rate Adjustment 2023 Rate 3023 Rate 2023 Rate 3023 Rate 2023 Rate 3023 Rate 3023	2	As at June 30, 2022	Adjustment		As at July 01, 2021	Rate	As at June 30, 2022	Disposals	Additions	As at July 01, 2021	
Additions Disposals 2022 Rate 2021	As at July 01, Additions Disposals 2023 Rate 2022 Rate 6 s 7 1,006,750 3,563,628 - 4,570,378 1,006,750 3,563,628 - 4,570,378 2022 2022			ıtion	Amortiza				J	LSOO		ticulars
As at July 01, Additions Disposals 2022 As at June 30, As at July 01, For the year Rate 2021	As at July 01, Additions Disposals 2023 Rate					2022						
As at July 01, Additions Disposals As at June 30, As at July 01, Ror the year 2021 Amortiz Amortiz Amortiz Rate 2021 Rate	As at July 01, Additions Disposals 2023 Rate	4	260,607	•	159,932	100,675	•	4,570,378	•	3,563,628	1,006,750	1
1,006,750 3,563,628 - 4,570,378 100,675 159,932 COST As at July 01, Additions Disposals 2022 Rate 100,675 159,932 Amortiz Amortiz Rate	As at July 01, Additions Disposals 2023 Rate 2022 Rate 2022 Rupe e s 7 % age As at July 01, For the year Adjustment 2023	4	260,607	1	159,932	100,675	10	4,570,378	•	3,563,628	1,006,750	tware
1,006,750 3,563,628 - 4,570,378 10 100,675 159,932 1,006,750 3,563,628 - 4,570,378 10 100,675 159,932 1,006,750 3,563,628 - 4,570,378 2022 159,932 As at July 01, 2021 As at June 30, 2021 As at July 01, Rate As at July 01, Rate For the year	As at July 01, Additions Disposals 2023 Rate 2022 Rot the year Adjustment As at June 30, 2022 Rate 2022		S	n b e	R		%age		1000	Rupe		
1,006,750 3,563,628 - 4,570,378 10 100,675 159,932 - 1,006,750 3,563,628 - 4,570,378 10 100,675 159,932 - 1,006,750 3,563,628 - 4,570,378 2022 - Amortization As at July 01, Additions Additions Disposals As at June 30, As at June 30, As at June 30, As at July 01, A	COST	Net book June 3	As at June 30, 2023.	Adjustment	For the year	As at July 01, 2022	Rate	As at June 30, 2023	Disposals	Additions	As at July 01, 2022	
As at July 01, Additions Disposals 2023 Rate 2022 Rate 2022 Rate 2022 Rate 2022 Rate 2022 Rate 2022 1,006,750 3,563,628 - 4,570,378 10 100,675 159,932 - 100,675 3,563,628 - 4,570,378 10 100,675 159,932 - 2021 COST As at July 01, Additions Disposals As at June 30, 2021 Rate 2021 Rate 2022 Rate 2022 Rate 2022 Rate 2022 Rate 2022 Rate 2022 Rate 4,570,378 10 100,675 159,932 - 2022 Amortization As at July 01, For the year Adjustment 2021				LAU AL						COST		ticulars

ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS

For the year ended June 30, 2023

6	Investments held for trading					
		Caryyir	ng Value		Fair Va	lue
		2023	2022		2023	2022
		Rup	ees		Rupee	
	Investment in shares	66,562,749	54,562,749		36,131,603	31,746,011
6.1	Investment is measured at fair value through p	rofit or loss				
0.1						
				Note	2023	2022
					Rupees	Rupees
7	Investments for Agriculture					
	Advances for Agricultural Products				72,845,210	<u> </u>
	Advances for Agricultural Freducts			_	72,845,210	-
				_		
8	Trade and Other Receivables					
0		G 1)			53,663,495	64,800,092
	Trade Receivables (Unsecured - Considered	Good)		-	53,663,495	64,800,092
				-	33,003,470	
9	Advances, Deposits and Prepayments					200 000
	Advances				-	379,976
	Short term Deposits				-	-
	Prepayments			_		270.076
				_	-	379,976
10	Cash and Bank Balances					
	Bank				21,683,097	14,473,595
	Cash			-	45,743,202	13,623,037 28,096,632
				=	67,426,298	28,090,032
11	Share Capital					
	Authorized Share Capital					
				-	25,000,000	25,000,000
	Authorized share capital 2,500,000 ordinary shares of Rs. 10 each full	v paid in cash			and the second s	25,000,000 N2ASTLO
	2,500,000 ordinary snares of Rs. 10 each lun	J Paid III ousii				NZASTED

ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS

For the year ended June 30, 2023

	Issued, subscribed and-paid up capital	2023	2022
			2022
	Issued, subscribed and-paid up capital	20,000,000	20,000,000
	2,000,000 (2022: 2,000,000) ordinary shares of Rs. 10 (2022: Rs. 10) each		20,000,000
12	Loan from Sponsors / Shareholders	ii fully paid iii casii	
	Loan from Sponsors / Shareholders	58,500,000	53,500,000
	Loan from Related Parties	25,000,000	-
		83,500,000	53,500,000
	The loans provided by sponsors / shareholders/related parties are for buand repayable at the discretion of the entity. This loan shall be paid through	siness expansion. The	is is interest free
13	<u>Deferred Tax</u>		
	Deferred Tax	1,024,940	508,964
14	Trade and Other Payables		
	Creditors	_	_
	Accrued Expenses	300,000	100,000
	Advances from customers	_	19,446,660
	Taxation Payable	31,896,771	9,987,851
		32,196,771	29,534,511
15	Contingencies and Commitments		=======================================
	There are no contingencies and commitment appearing at the date of state Company.	ment of financial posi	tion of the
16	Revenue		
	Platform Usage fee 16	.1 114,912,232	54,357,649
	Sale of Agri Biomass Commodities 16		62,046,011
		159,066,227	116,403,660
16.1	This is the platform usage fee charged by the company for allowing accharges a platform usage fee of each transaction.		
16.2	The sale of agriculture commodities is conducted through the e-commorrecognized as revenue, reflecting the Company's direct involvement in its		he selling price

recognized as revenue, reflecting the Company's direct involvement in its transactions.

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ZAREA PRIVATE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

For the year ended June 30, 2023

16(a) Cost of Sales	2023 Rupees	2022 Rupees
Agri Biomass Commodities	33,621,244	30,550,000
17 Administrative and General Expenses		
Salaries, Benefits and Allowances	2,474,166	1,831,950
Repair and Maintenance	317,319	-
Legal and Professional Charges	10,370	-
Fee and Subscription	25,320	
General Office Expenses	698,685	112,500
Software maintenance Expenses	147,754	
Charity and Donation	50,000	-
Auditor's remuneration	300,000	100,000
Depreciation	1,017,356	651,066
Amortization	159,932	100,675
	5,200,902	2,796,191
18 Selling and Distribution Expenses		
Salaries, Benefits and Allowances	6,331,547	4,537,050
Travelling and Conveyance	1,693,500	1,056,370
Entertainment Expenses	130,515	103,190
Postage, Telephone and Telegram	255,745	197,720
Advertisement & Marketing expenses	471,265	687,936
	8,882,572	6,582,266
19 <u>Investments Gain/(Loss)</u>		
Unrealized Gain /(Losses) on investments	1,200,648	(2,535,729)
Realized Gain /(Losses) on investments	(8,815,056)	(41,880,780)
	(7,614,408)	(44,416,509)

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ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS

For the year ended June 30, 2023

20	Finance Cost	Note	2023 Rupees	2022 Rupees
	Bank Charges		70,133	849
		_	70,133	849
21	Other Income			
	Balance Written Back		-	265,000
				265,000
22	Income tax			
	Current Tax		21,564,978	8,512,306
	Prior Year Adjustment - 2021		343,942	
	Deferred Tax		515,975	199,821
			22,424,895	8,712,127

23 Chief Executive and Directors Remuneration

Chief Executive and no director withdraw any salary and other benefits fom the company.

24 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:

Name of the related party	Relationship with related party	2023 Rupees	2022 Rupees
Ali Alam Qamar	Director	58,500,000	53,500,000
Goldfinger Private Limited	Common Directorship	25,000,000	-
		83,500,000	53,500,000
			1121-1

ZAREA PRIVATE LIMITED NOTES TO THE FINANCIAL STATEMENTS For the year ended June 30, 2023

	Financial Instruments					
		Amortiz	ed Cost		Tot	al
		2023	2022		2023	2022
	Financial Assets					
	Trade and Other receivables	53,663,495	64,800,092		53,663,495	64,800,092
	Cash and bank balances	67,426,298	28,096,632		67,426,298	28,096,632
		121,089,792	92,896,724		121,089,792	92,896,724
		Amortiz	ed Cost		Tota	al
	Financial liabilities	2023	2022		2023	2022
	Trade and other payables	32,196,771	29,534,511		32,196,771	29,534,511
		32,196,771	29,534,511		32,196,771	29,534,511
				Note	2023 Rupees	2022 Rupees
26	Earning per Share - Basic & Diluted					
	There is no dilutive effect on the basic e	arnings per share which is	based on:			
	Profit after taxation				103,676,968	23,608,201
	Weighted average number of ordinary s	hares			2,000,000	2,000,000
	Basic earning per share				51.84	11.80
	Number of Employees					
27	ramber of Employees					
27	Total number of employees				23	18

28 Adjustment to Revenue and Cost Recognition

The financial statements for the year ended 2023 have been reissued to necessarily restate revenue and cost of sales in the Statement of Comprehensive Income.

Previously, the net gain arising from the sale of agri-biomass commodities was presented under "Investment Gain/(loss)" in the Statement of Comprehensive Income. However, for better understanding of the users regarding operations and financial performance of the Company, it has been considered necessary to reclassify Other Income. Consequently, the revenue and associated costs of agri-biomass commodities business have been reclassified to "Gross Sales" and "Cost of Sales," respectively.

The said reclassification has no impact on the previously reported net profit, total comprehensive income, or equity for the reporting period.

29 Subsequent Events

There is no subsequent events as at year end.

30 Date of Authorization for issue

These financial statements were issued on January 18, 2025 by the board of directors of the Company.

General

31 General

Figures have been rounded off to the nearest rupee.

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Chief Executive















ZAREA PRIVATE LIMITED.

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Mail: Info@zarea.pk

Address:

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