



## Company Profile

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# Pakistan's Largest B2B MarketPlace For Commodities



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# About the Company

## About Us

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

## Vision

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



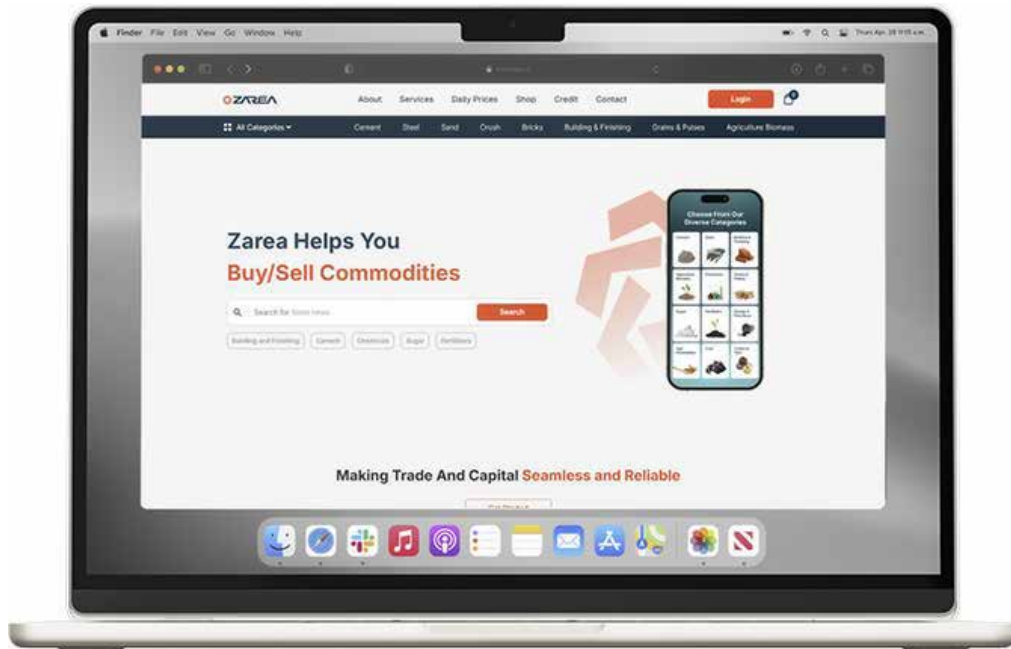
## Mission

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

## Zarea Commodities Marketplace

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

## DRIVING INDUSTRIES with Premium Commodities



Cement



Steel



Building & Finishing



Soybean meal & Seeds



Agriculture Biomass



Grains & Pulses



Sugar



Fertilizers



Chemicals



Agri Perishables



Coal



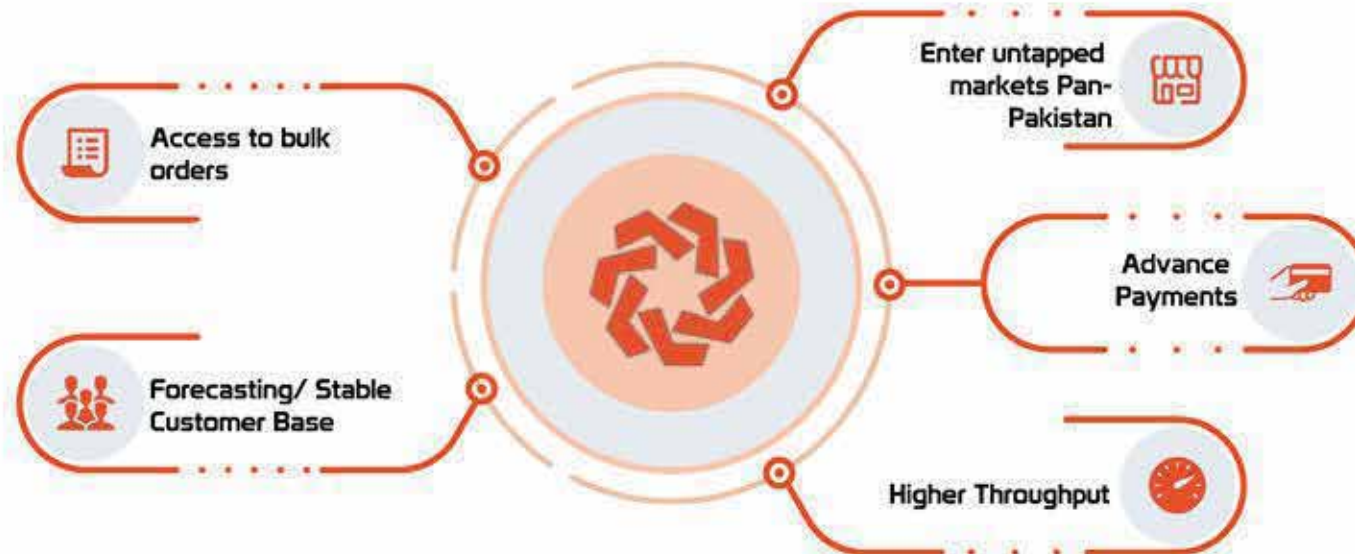
Cotton & Yarn



## Our Commodities



## Why Suppliers Choose Us



## Our Supplier Base



# Why Customers Choose Us:



One Stop Digital Solution



Stable Supply Chain



Access to Financing



Faster logistics



Storage



Discounts/ Deals & Promotions



Data & Analytics



Quality Assurance

## Our Customer Base

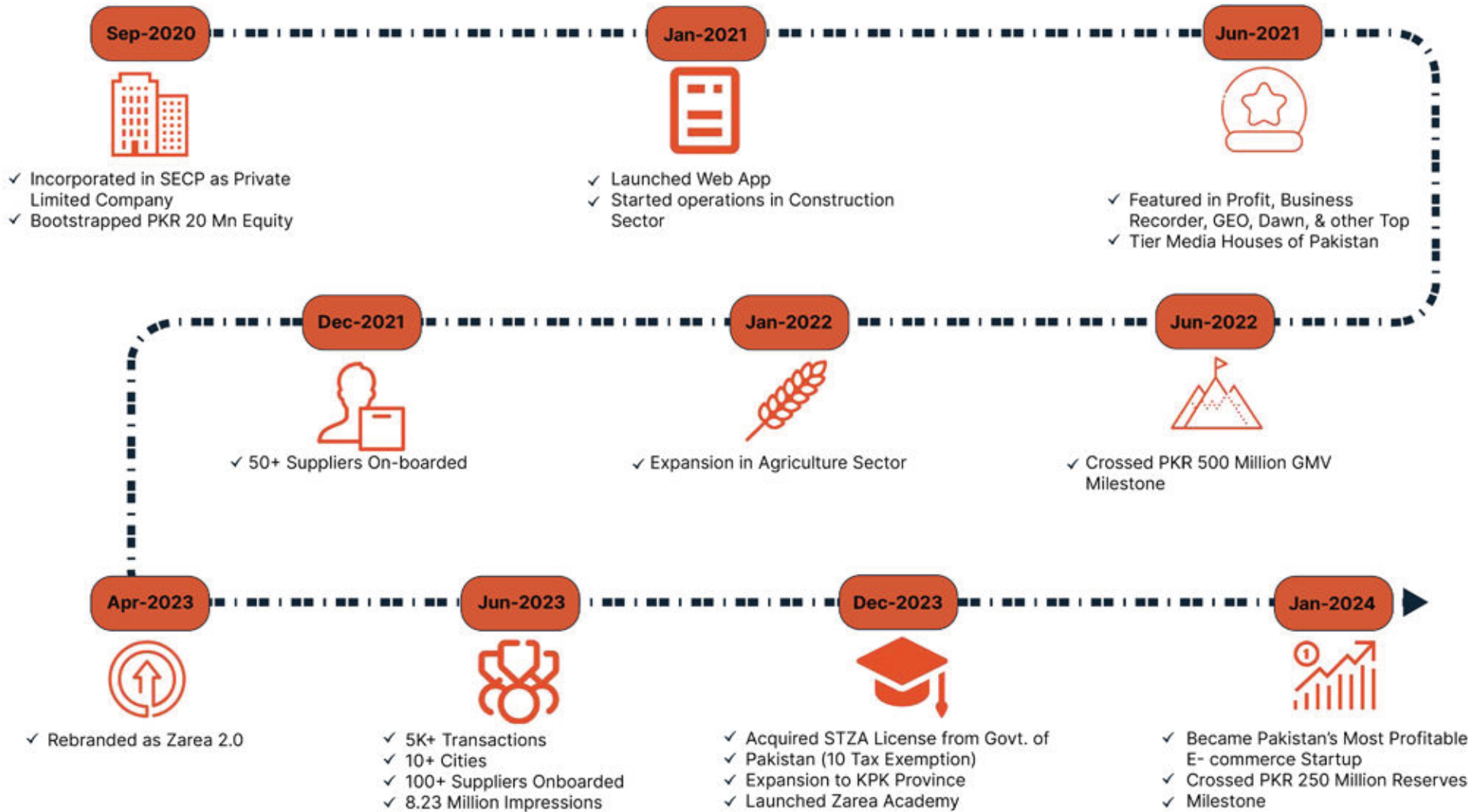


## Our Cutting Edge-Technology

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



## Our Journey & Milestones Achieved





## Board Of Directors

### Chairperson / Director

Mrs. Misbah Momin

### Director

Mr. Sohail Wajahat Siddiqui

### Director

Mr. Juneid Akram

### Director

Mrs. Meezan Fahd Mukhtar

### C.E.O / Director

Mr. Ali Alam Qamar

### Director

Mr. Muhammad Afzal Chaudhry

### Director

Mr. Nouman ul Hassan

Company Secretary

Asad Majeed

Company Registration

0158011

Company National Tax Number

8379488

Head Office

Zarea Limited, Delta 6 Office No. 6011, NASTP, Abid Majeed Rd, Lahore Cantt.

Other Offices

Zarea Limited, Pak Austria Fachhochschule: Institute of Applied Science and Technology (Special Technology Zone), Mang, Haripur.

Auditors

Naveed Zafar Ashfaq Jaffery & Co.

Legal Counsel

Mohsin Tayebaly & Co.

Share registrar

THK Associates (Pvt.) Limited

Bankers

Meezan Bank, Al- Falah Bank, UBL



Zarea IPO

## ZAREA MAKES HISTORY

### Pakistan's First E-Commerce IPO



Zarea Limited proudly marked its listing on the **Pakistan Stock Exchange (PSX)** with a prestigious gong ceremony on Friday, 28th February, celebrating the success of its IPO. This milestone reflects Zarea's commitment to growth, innovation, and strengthening Pakistan's financial market.



# Board of Directors



## Misbah Momin (Chairperson/Director)



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



## Ali Alam Qamar (CEO/Director)



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



## Sohail Wajahat Siddiqui (Director)



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



## M. Afzal Chaudhry (Director)



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



## Nouman Ul Hassan (Director)



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



## Juneid Akram (Non-Executive Director)



Juneid Akram is a seasoned leader and ex-bureaucrat with over 30 years of experience in Pakistan's Federal Board of Revenue (FBR), where he played a pivotal role in tax administration and customs operations. As Director General, he led key initiatives in policy implementation, tax collection and customs enforcement. As Collector of Customs at Port Qasim, Karachi, and Director of Intelligence and Investigation in Lahore, Juneid was instrumental in significantly increasing national revenue. His contributions to national projects like the Sales Tax Automated Refund Repository (STARR) and the Pakistan Automated Customs Clearance System (PACCS) modernized the country's tax and customs operations. Post-retirement, Juneid transitioned into the private sector. His deep expertise in risk management, strategic planning, and organizational transformation brings strong oversight and valuable insights to the board.



## Meezan Fahd Mukhtar (Director)



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



# Technology Overview



# Commodities:

## AI-generated Commodity Trading Insights

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

## 20+ Commodities

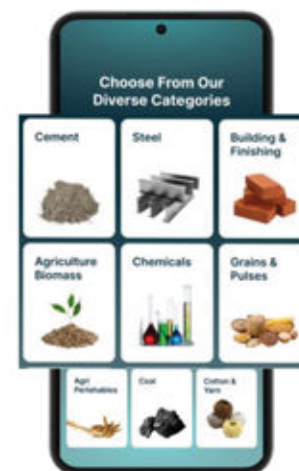
The platform offers daily live prices for over 20 commodities, real-time market trends, and 20 years of historical data for analytics. Users can compare commodities, shop by brand or city, and access AI-based price forecasting and daily market news updates.

## Daily Market News Updates

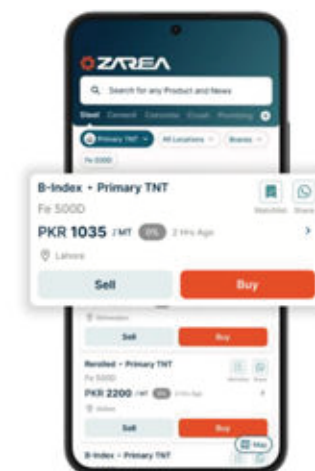
Stay ahead with Zarea Platform's Daily Market News Updates, providing real-time, comprehensive coverage on global markets. Receive timely updates on trends, economic events, and key financial developments to make informed decisions and stay competitive in commodity trading.



AI-Generated Commodity Trading Insights



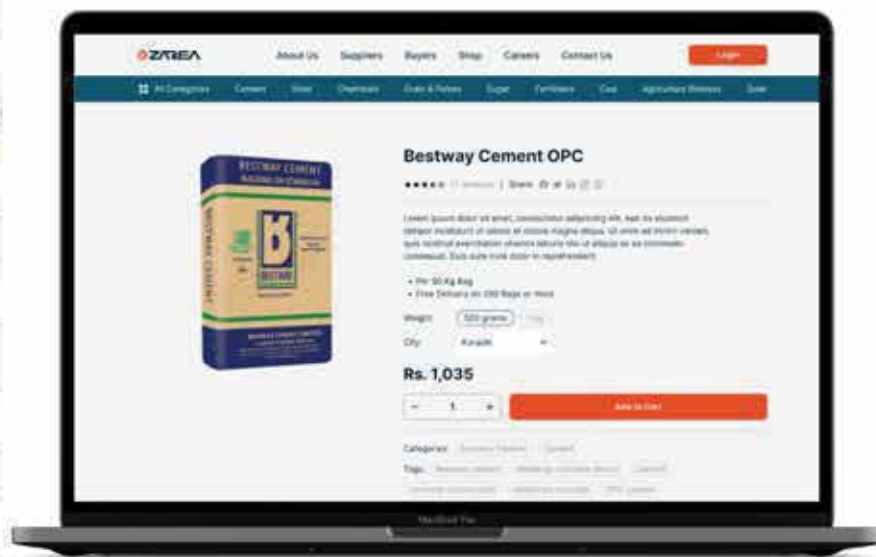
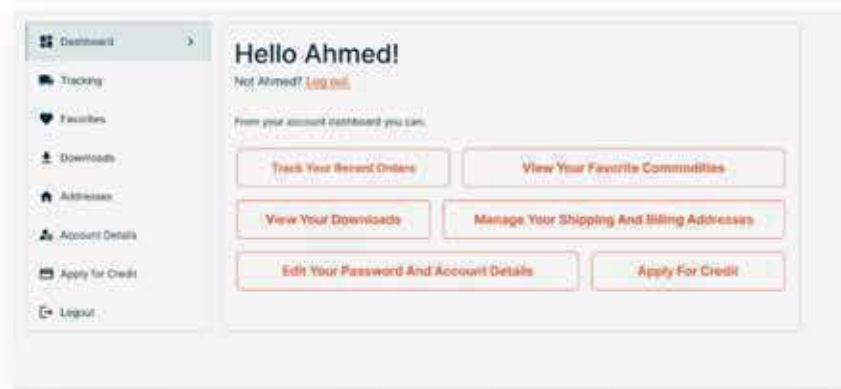
20+ Commodities



Daily Market News Updates

## Technology

- 20 Years + Commodities Data
- Inbuilt AI & ML functionalities
- Digital User Dashboards for Buyers
- Digital User Dashboards for Suppliers
- Cuttingedge, modern UI focused on B2B
- End-to-end thirdparty integrations
- WhatsappLogin Via OTP
- Site Map
- FAQ's
- Live Order Tracking
- 24/7 Customer Support
- Multiple Digital Payments channels & COD
- Online Cart & Check-out



## State of the art Mobile App



## SERVICES



Logistics & Warehousing



Automated Credit Scoring & Approval (AI based)




Import/Export




Data & Analytics

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


## FOR BUYERS




One Stop Digital Solution




Stable Supply Chain




Quality Assurance




Access to Financing



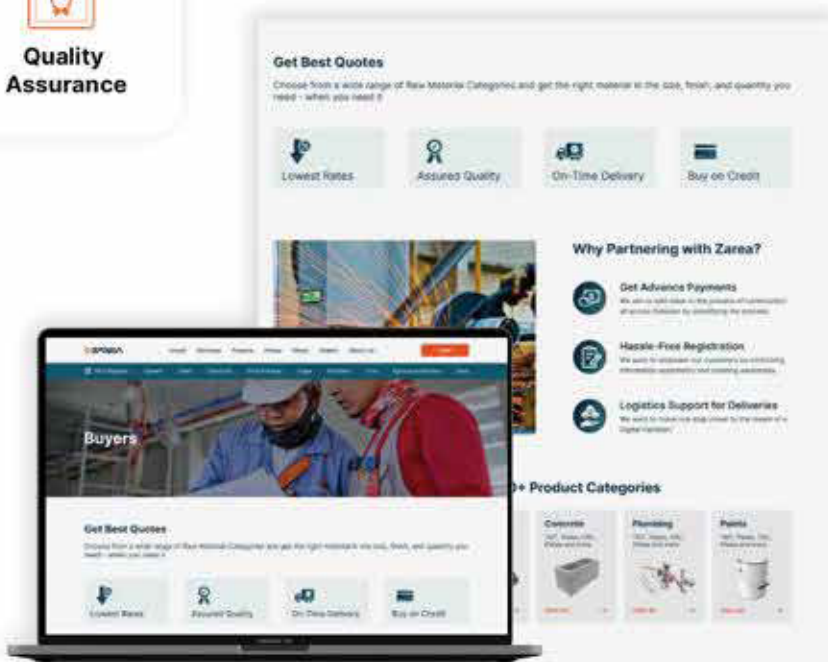
Storage



Get Quotations



Data & Analytics





# Thank You