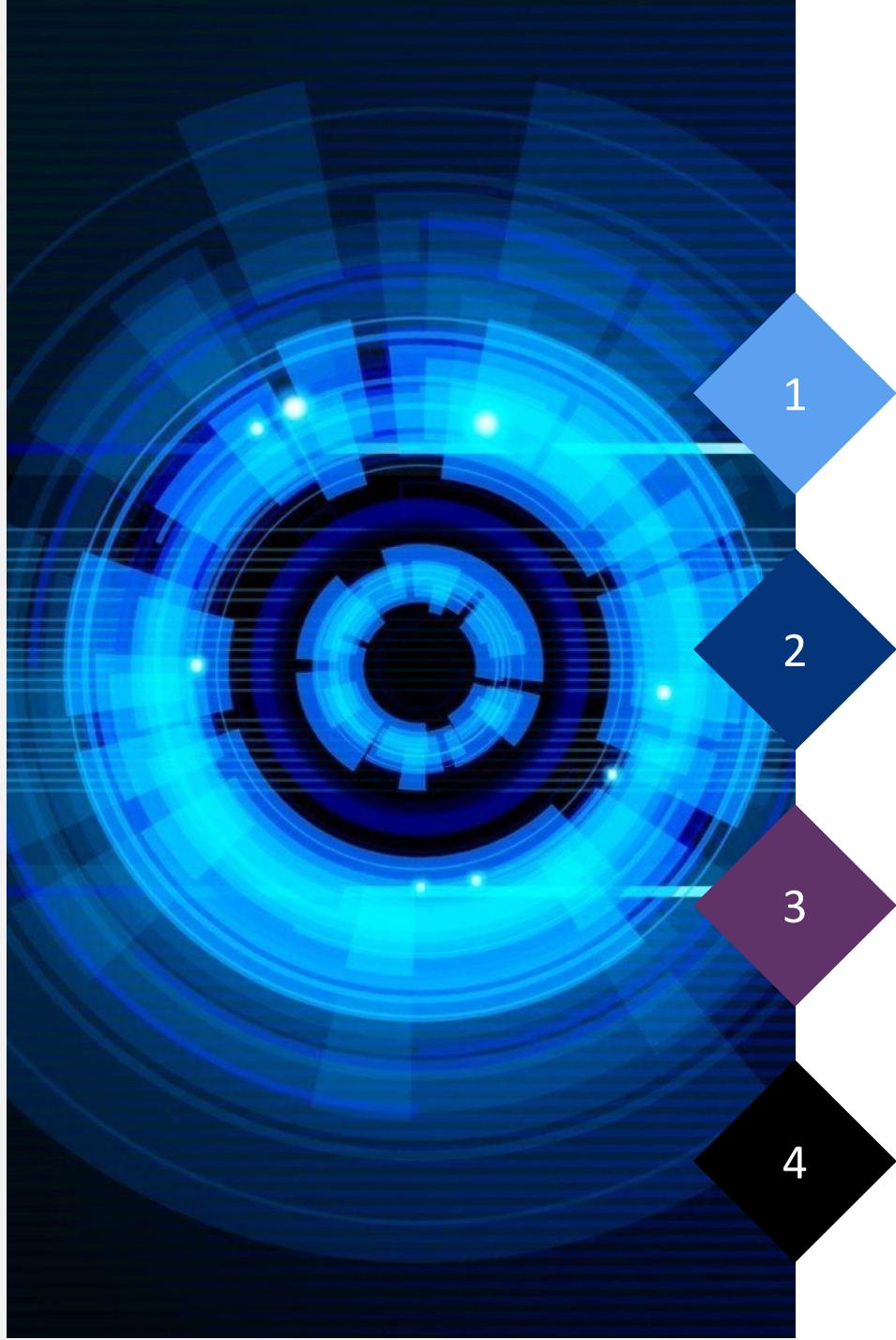


# Telecard Group Corporate Briefing Session FY 2023-24 & 1<sup>st</sup> Qtr. FY 25

# AGENDA

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1

**TELECARD OVERVIEW**

2

**THE BUSINESS**

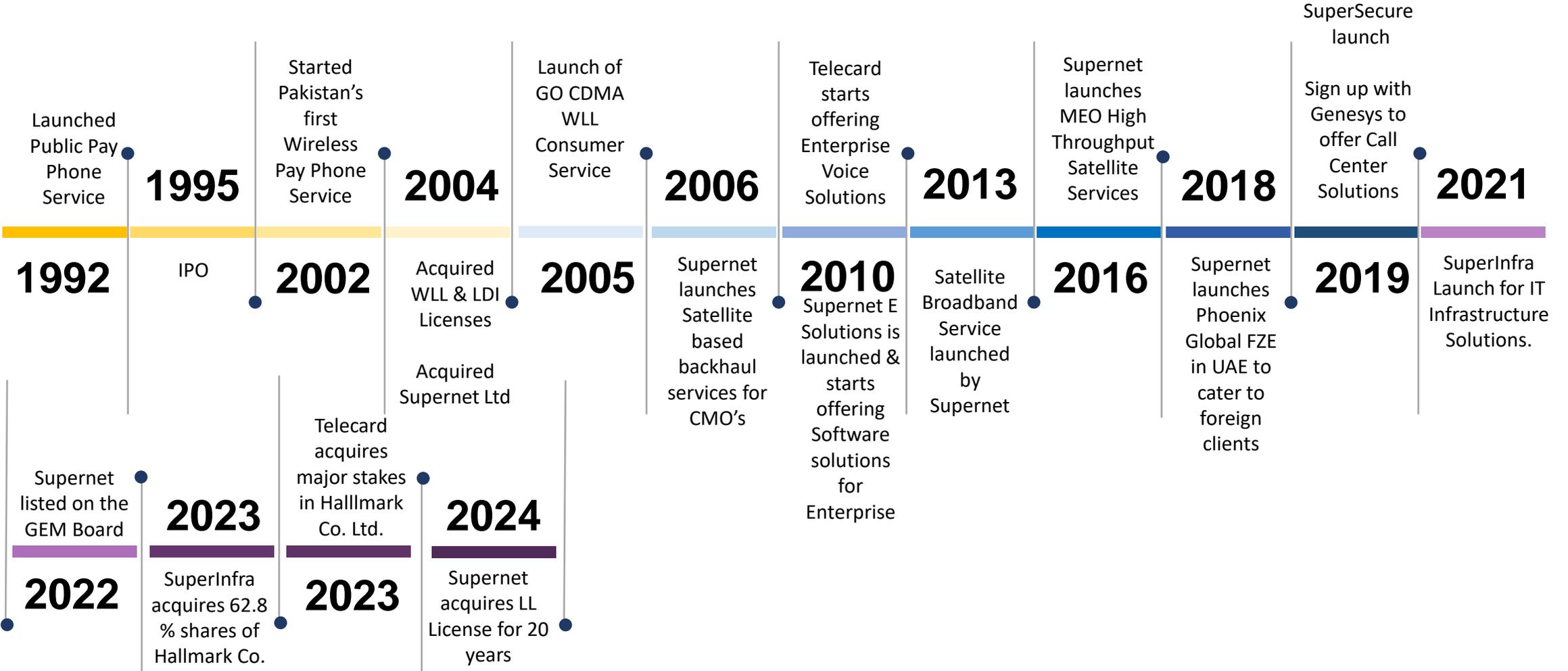
3

**FINANCIAL PERFORMANCE ANALYSIS**

4

**FUTURE OUTLOOK**

# Our Journey



# TeleCard Group



62.8%

HALLMARK  
Company Limited

51%



Empowering Networks

100%



Call Center Services  
Suite & Business  
Automation Apps

80%



Managed Security  
Service Provider

100%



IT Infrastructure  
Solutions

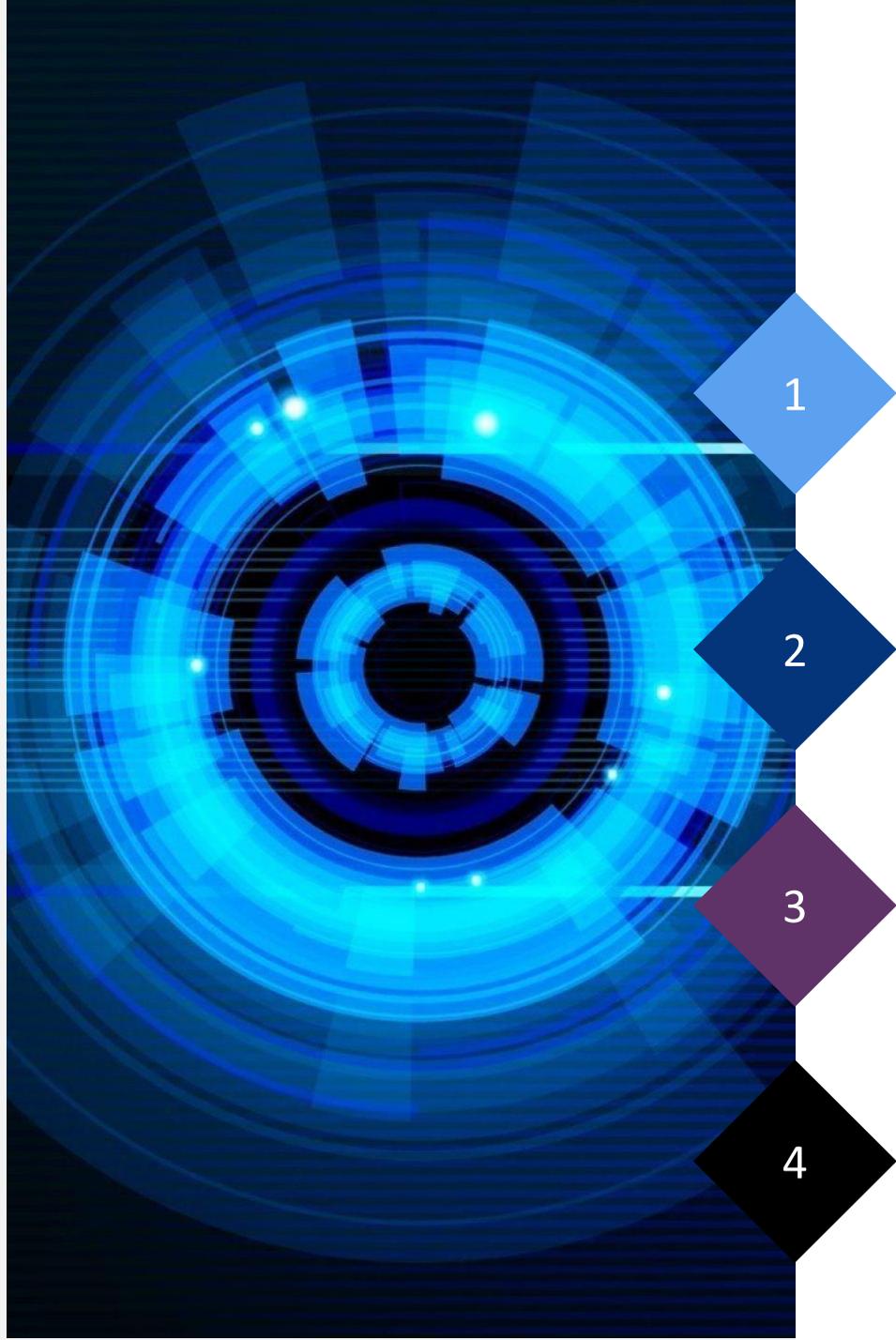
100%



Phoenix Global FZE

Off-shore Services

# AGENDA

A large graphic on the left side of the slide, featuring a circular, futuristic design with concentric rings and glowing blue light effects. Four diamond-shaped markers are positioned vertically, corresponding to the agenda items. The first marker is light blue, the second is dark blue, the third is purple, and the fourth is black. The number '1' is inside the first marker, '2' inside the second, '3' inside the third, and '4' inside the fourth. A thin white line extends from the right side of the first marker towards the right edge of the slide.

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# Strategy and Positioning



## ENABLER

**To be a key Enabler of IT Adoption and Digitization in Pakistan**

Focus on all Key Verticals

## ONE-STOP-SHOP

**Be a One-Stop Shop for all IT and Communication needs of Customers**

Broad Range of Products and Services from traditional voice to cutting edge Security and Business Apps

Consultation and outsourcing services to reduce headache of customers

## REVENUE DIVERSIFICATION – KEY TO SUCCESS

**Be the Cyber Security partner of choice for Enterprise**

Rapidly expand the foothold created in Cyber Security Segment in large MNO's, NO's, Banks & GoP

Alternate energy products and solutions for enterprise to help them mitigate high operating costs.

## BREAK-OUT INTO OVERSEAS MARKETS

Expand on UAE presence to push services in that market and se as a base to sell to other markets in MENA Region



# Telecard Product Portfolio

Local Loop Voice and Internet Services for Enterprise

Long Distance & International Voice Services

Tower & Infra Share Business

ICT & VAS Solutions for Enterprise



# Supernet & its subsidiaries



Supernet Secure Solutions Pvt. Ltd known as SuperSecure. Established in 2019 to cater the growing need of cyber security solutions & cyber security services. SuperSecure is a managed security service provider (MSSP) with a dedicated and experienced team of experts, focused on information security solutions & services..



Supernet Infrastructure Solutions Pvt. Ltd known as SuperInfra is a subsidiary of Supernet. It provides state of the art IT and related Infrastructure solutions. including Microsoft solutions, LAN, WIFI, Routing & Switching, Surveillance, Data Centers, Solar and Power solutions.

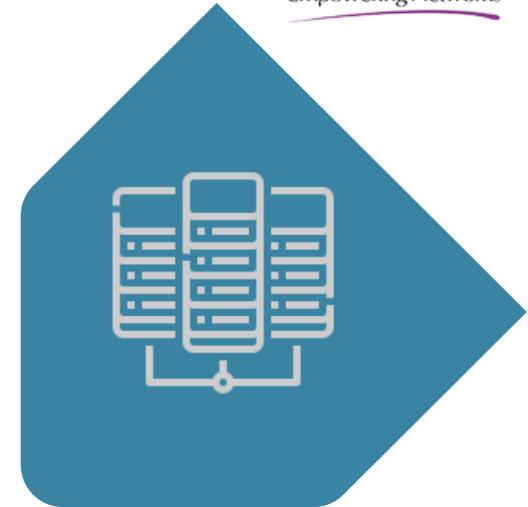


Supernet E-Solutions Pvt. Ltd (SES) is a fully owned subsidiary of Supernet. SES offers pre-packaged software and integrated ICT solutions to automate common processes of organizations to help improve productivity and quality of services.



Phoenix Global FZE

Phoenix Global is a UAE based company that offers a wide range of IT & Communication solutions to the international Clients



# SNL Products & Services



## CONNECTIVITY

Supernet provides Nationwide and International connectivity services leveraging a diverse mix of optical fiber, wireless, and satellite networks tailored to the customer needs.

## SECURITY

Providing IT Security services through one of its group entities, **Supersecure**, a managed security service provider, MSSP. Backed by a dedicated team of experts helping provide its customers, Information Security Services.

## POWER SOLUTIONS

Supernet Infrastructure Solutions offers a wide range of Electrical Power Solutions & Services to strengthen its customers power infrastructure, ensuring high availability, efficiency, low lifecycle costs, and eco friendliness

## SOFTWARE SOLUTIONS

Supernet E Solutions provides Enterprise enabling solutions for office automation and Communications. The company is gearing up To tap the growing MEA market for software Export and its support.

## IT & INFRA SOLUTIONS

Supernet IT & Infra Solution gives its customers the option to outsource all their ICT needs on Capex and Opex models, leaving them free to focus on growing their businesses



# Cyber Security Services



## SOLUTIONS

Next Generation Application Firewalls  
End Point Security  
Data Loss Prevention (DLP)  
Intrusion Prevention Solution (IPS)  
Hi-Fidelity Threat Intelligence

Web Application Firewalls  
Network Access Controller (NAC)  
End Point Detection and Response (EDR)



## SERVICES

SOC 365 (Managed SOC & SIEM Service)  
Managed End Point Services  
Penetration Testing Services

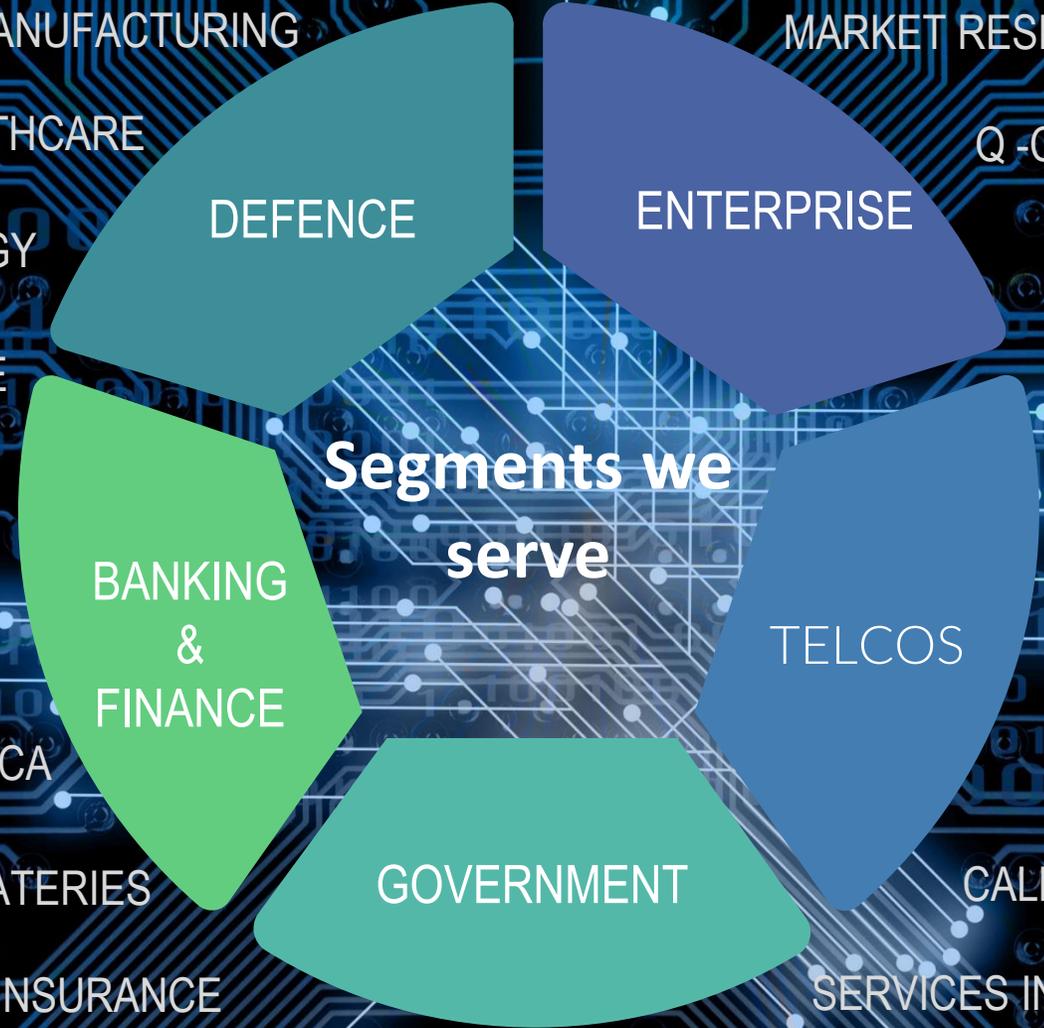
Managed Firewall Services  
Vulnerability Assessment Services





# WHO WE SERVE

The Group focuses on better understanding its customers' needs and designing solutions and connectivity's around these. Our Sales and Solutions teams are geared up to serve key Government, services and industry verticals



- COURRIER & LOGISITCS
- E-COMMERCE
- MANUFACTURING
- MARKET RESEARCH
- HEALTHCARE
- Q -COMMERCE
- DEFENCE
- OIL & GAS
- TECHNOLOGY
- AIRLINES
- REAL ESTATE
- BPO's
- PHARMA
- HEALTH CARE
- ENERGY
- EDUCATION
- HORECA
- CALL CENTERS
- EATERIES
- SERVICES INDUSTRY
- INSURANCE
- TEXTILE & APPAREL
- SEMI -GOVERNMENT

# Few of our partners



# Some of our customers

## BANKING



## OIL & GAS



## ENERGY



## TELCO



# Some of our customers

PHARMACEUTICALS

MANUFACTURING

HORECA

FMCG



# Some of our customers

## COURIER & LOGISTICS



## TEXTILE



## EDUCATION



## FINANCIAL SERVICES



# Material Developments FY 2023-24 & 1<sup>st</sup> Qtr. FY 25



## Supernet Limited

Renewed and converted CVAS license to superior Local Loop for the next 20 years, enabling SNL to offer varied data, voice and infrastructure services to its customers



## HCL Group Restructuring

The management has initiated restructuring of Hallmark group companies with the eventual objective of unlocking true value of SNL amongst other objectives.



## LDI & LL Licenses up for renewals

Both LDI and Local Loop Licenses of TCL are up for renewals. In both cases there are industry wide long standing issues which have been challenged in various courts by TCL and the industry, hence the matter of pending issues and renewals is sub judice. However, TCL management is in contact and in negotiations with the regulator to resolve matter of renewals, quickly. All the services under these licenses are fully functional and additionally, under a court injunction.



# Material Developments FY 2023-24 & 1<sup>st</sup> Qtr. FY 25



## Supernet Technologies

The name of Hallmark Company Limited has been changed to Supernet Technologies Limited to reflect the business lines of the group.



# Key Commercial Highlights in FY 2023-24

	<p>Telecard has entered into an alliance with Bitrix24 to offer enterprise collaboration and work flow automation Software Platform in Pakistan</p>	
	<p>8.5 Bn</p>	<p>Supernet Group closed FY books at PKR 8.5 billion, the largest in its history</p>
	<p>490M</p>	<p>Over 490M Cyber Security projects with Banking, Enterprise and Telecom segments, marking some of the largest deployment in Pakistan</p>
	<p>300+ Orders</p>	<p>Super Infra secured few hundred, very high value orders in infrastructure domain worth multi billions combined</p>
	<p>PKR 240M</p>	<p>SNL signed a long term managed connectivity contract for 5 years with one of the leading Oil &amp; Gas distribution company</p>
	<p>SNL signed a long term infrastructure support management contract with one of the largest telecom operator in Pakistan worth over <b>PKR 1.1billion</b></p>	



# Key Commercial Highlights Qtr. -1 FY 25



 **PKR 600M** Telecard renewed the PKR 600+ million agreement for another year with one of the leading Banks in the country to assist in its customer communication needs.

 **PKR 1.0 Bn** Super Infra keep securing very high value orders in infrastructure domain, during Q1 of current FY, already surpassing booked revenue of a billion plus

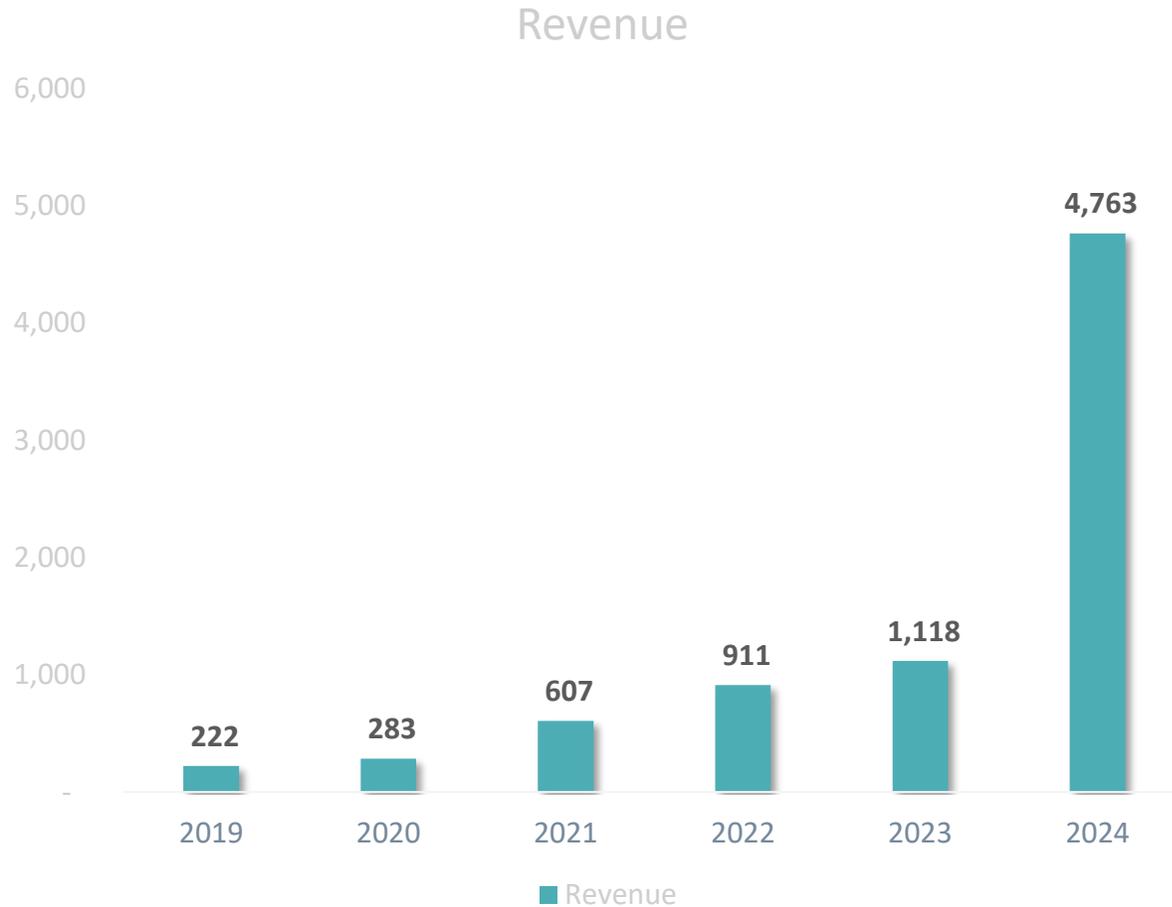
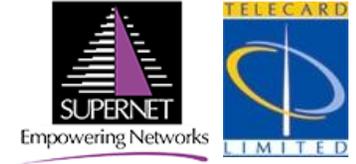
 **PKR 100M** Followed by managed connectivity contract for 5 years in past FY by SNL, Super Secure signed long term managed SOC and Security contract with the same Oil & Gas customer

 **Int'l Bis.** Supernet formally onboarded two renowned consultants in UAE to promote its international services portfolio.

 **PKR 150M** Super Secure signed contract worth approx. 150million in three months, projecting to surpass its targets for FY 24-25



# SNL - Total Non Service Revenue Rs. Millions



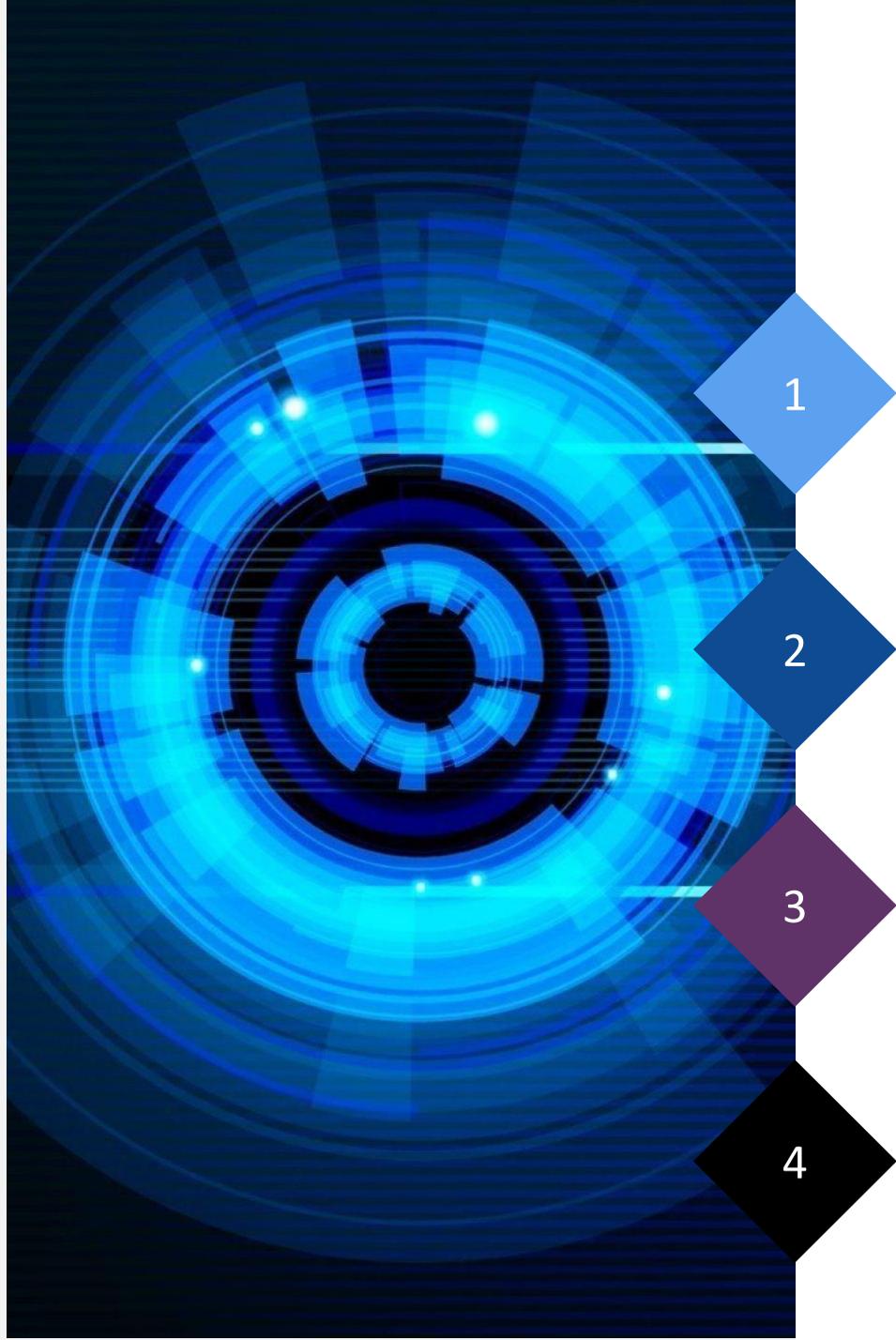
## ***Vindication of diversification and growth strategy!***

As part of the groups concerted efforts to diversify its revenue streams from traditional service to non service revenue is panning out. The **“Beyond Connectivity”** strategy of the management is successful.

The non service revenue has grown by 326%!



# AGENDA

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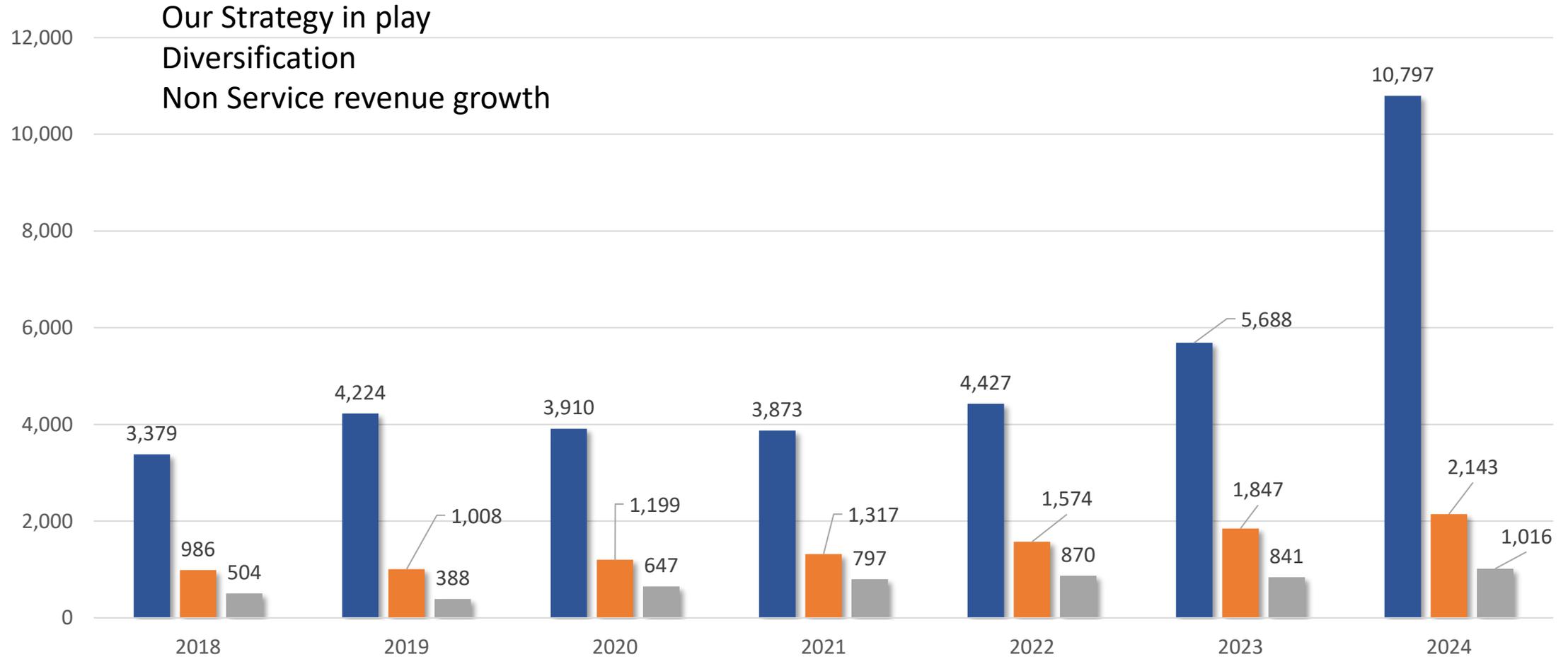
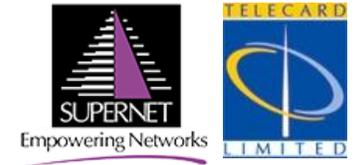
# Telecard Consolidated P&L Rs. In millions



	2019	2020	2021	2022	2023	2024
Revenue	4,224	3,910	3,873	4,427	5,688	10,797
Direct costs	(3,215)	(2,711)	(2,557)	(2,853)	(3,842)	(8,654)
<b>Gross profit</b>	<b>1,009</b>	<b>1,199</b>	<b>1,316</b>	<b>1,574</b>	<b>1,846</b>	<b>2,143</b>
<i>Gross Profit %</i>	<i>25%</i>	<i>25%</i>	<i>34%</i>	<i>36%</i>	<i>25%</i>	<i>20%</i>
G&A	(702)	(720)	(849)	(987)	(1,210)	(1,487)
Other (expense) / income	63	(158)	330	264	(73)	(19)
	(639)	(877)	(519)	(723)	(1,283)	(1,506)
<b>Operating profit</b>	<b>370</b>	<b>322</b>	<b>797</b>	<b>851</b>	<b>563</b>	<b>637</b>
<i>Operating Margin</i>	<i>9%</i>	<i>8%</i>	<i>21%</i>	<i>19%</i>	<i>10%</i>	<i>6%</i>
Finance costs	(113)	(160)	(97)	(101)	(156)	(156)
<b>Profit / (loss) before levy &amp; taxation</b>	<b>257</b>	<b>162</b>	<b>700</b>	<b>750</b>	<b>407</b>	<b>481</b>
Levy	-	-	-	-	(66)	(80)
<b>Profit / (loss) before taxation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>341</b>	<b>401</b>
Taxation	(279)	(238)	(194)	(329)	(17)	(366)
<b>Net Profit / (loss)</b>	<b>(22)</b>	<b>(76)</b>	<b>506</b>	<b>421</b>	<b>324</b>	<b>35</b>
<b>EBITDA</b>	<b>388</b>	<b>647</b>	<b>797</b>	<b>870</b>	<b>841</b>	<b>1,016</b>
<i>EBITDA Margin</i>	<i>9%</i>	<i>17%</i>	<i>21%</i>	<i>20%</i>	<i>15%</i>	<i>9%</i>
EPS	(0.08)	(0.25)	1.69	1.23	0.85	0.03



# Telecard Consolidated Rev. GP & EBITDA Rs. In millions

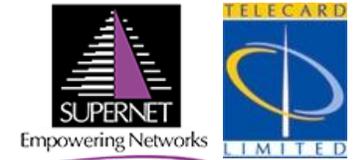


■ Revenue ■ Gross Profit ■ EBITDA

Revenue Growth: 89.8%  
 Gross Profit increased by 16%  
 EBITDA increased by 20%



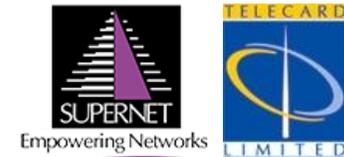
# Telecard Consolidated P&L (Annual) Rs. Millions



	2023	2024	Difference	%	Remarks
Revenue	5,688	10,797	5,109	90%	The main contributor to revenue increase is the sales from ES section and renewal energy products.
Direct costs	(3,841)	(8,654)	4,813	125%	Direct cost has increased due to general inflation and appreciation of USD agasint PKR.
<b>Gross profit</b>	<b>1,847</b>	<b>2,143</b>	<b>296</b>	<b>16%</b>	
<i>Gross Profit %</i>	<i>32%</i>	<i>20%</i>			
G&A	(1,211)	(1,487)	276	23%	Increase in G&A Expenses is in line with general inflation and rising energy costs.
Other (expense) / income	(73)	(19)	(54)	-74%	The main contributor here was the exchange loss due to USD appreciation which is now manged efficiently.
	(1,284)	(1,506)			
<b>Operating profit</b>	<b>563</b>	<b>637</b>	<b>74</b>	<b>13%</b>	
<i>Operating Margin</i>	<i>10%</i>	<i>6%</i>			
Finance costs	(156)	(157)	1	1%	Increase in Finance cost is due to increase in interest rates.
<b>Profit / (loss) levy &amp; before taxation</b>	<b>407</b>	<b>480</b>			
Levy	(66)	(79)			
<b>Profit / (loss) before taxation</b>	<b>341</b>	<b>401</b>			
Taxation	(16)	(366)	350	2188%	Taxation is high due to high revenue.
<b>Net Profit / (loss)</b>	<b>325</b>	<b>35</b>			
<b>EBITDA</b>	<b>841</b>	<b>1,016</b>	<b>175</b>	<b>17%</b>	
<i>EBITDA Margin</i>	<i>15%</i>	<i>9%</i>			
<i>EPS</i>	<i>0.85</i>	<i>0.03</i>			



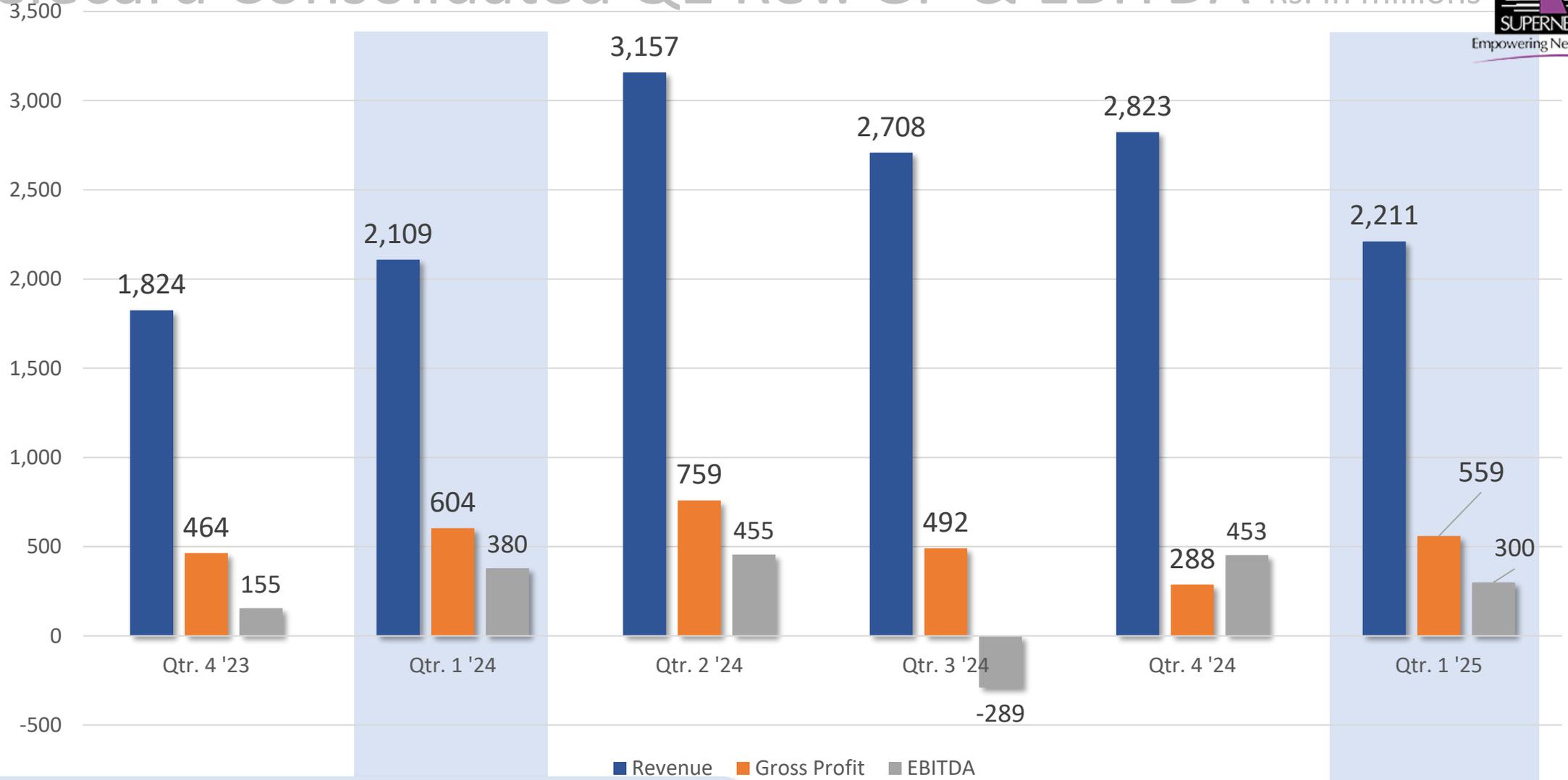
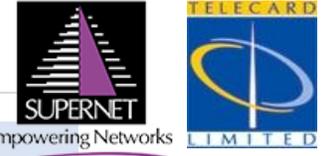
# Telecard Consolidated P&L (Quarterly) Rs. Millions



	(QTR 1) 2024	(QTR 1) 2025	Difference	%	Remarks
Revenue	2,109	2,211	102	5%	The main contributor to revenue increase is the sales from ES section and renewable energy products.
Direct costs	(1,505)	(1,652)	147	10%	Direct cost has increased due to general inflation and appreciation of USD agasint PKR.
<b>Gross profit</b>	<b>604</b>	<b>559</b>	<b>-45</b>	<b>-7%</b>	
<i>Gross Profit %</i>	<i>29%</i>	<i>25%</i>			
G&A	(287)	(377)	90	31%	Increase in G&A Expenses is in line with general inflation and rising energy costs.
Other (expense) / income	(29)	4	33	114%	
	(316)	(373)			
<b>Operating profit</b>	<b>288</b>	<b>186</b>	<b>-102</b>	<b>-35%</b>	
<i>Operating Margin</i>	<i>14%</i>	<i>8%</i>			
Finance costs	(56)	(31)	(25)	-45%	Reduction of finance cost here is due to lower interest rates.
<b>Profit / (loss) levy &amp; before taxation</b>	<b>232</b>	<b>155</b>			
Levy	-	(4)			
<b>Profit / (loss) before taxation</b>	<b>232</b>	<b>151</b>			
Taxation	(65)	(58)	(7)	-11%	Taxation is low due to lower PBT.
<b>Net Profit / (loss)</b>	<b>167</b>	<b>93</b>			
<b>EBITDA</b>	<b>380</b>	<b>300</b>	<b>(80)</b>	<b>-21%</b>	
<i>EBITDA Margin</i>	<i>19%</i>	<i>14%</i>			
<i>EPS</i>	<i>0.40</i>	<i>0.15</i>			



# Telecard Consolidated Q1 Rev. GP & EBITDA Rs. In millions



Revenue Growth: 4.8%  
 Gross Profit decreased by PKR 51 Million  
 EBITDA also decreased by 80 Million



# Pakistan Outlook



## Aiming for fiscal consolidation

Focus on Fiscal consolidation  
Fiscal Deficit to potentially drop to 4.9% of GDP  
Plans to enhance revenues & control expenditure

## Structural Reforms

Plans to privatize 24 SOE's to reduce GoP expenditure  
Sovereign Wealth Fund Act will be revised by Jun 25'

## Trade Dynamics & Deficit

CAD USD 1.0 Bn (-0.3% of GDP) in FY 25'  
Trade Deficit expected to be USD 30 Bn  
Remittances YoY growth expected 15% to USD 35 Bn

## Stable PKR - Higher Reserves

SBP Reserves expected to be USD 13 Bn. By end FY 25'  
With IMF support and an end to multi currency practice  
PKR/USD expected to be around 288 by end of FY 25'

## Further Rate Cut Looms

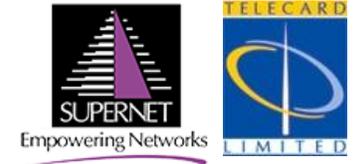
Inflation to hover around 7.5% in FY 25'  
Further substantial cuts in lending rates are expected in FY 25'

## Signs of modest growth

GDP Growth expected in FY 25' 2.4%  
Agri Sector growth expected to be 0.4%  
Industry to grow by 2.6%  
Services Sector to grow by 3.2%



# Industry Outlook



- With a national GDP Growth of 2.5%, IT/Technology sector outpaced this growth in double digits and is set to hit USD 7.0 Bn in the next 2 years
- GoP is focusing upon enhancing digital financial transactions to ensure transfer of payments through legitimate banking channels. The retail payments have seen extraordinary growth in FY24, with the volume of transactions rising from 4.7 billion to 6.4 billion, and the value of these transactions increasing from PKR 403 trillion to PKR 547 trillion—a growth of around 35% in both volume and value. Importantly, the share of digital payments by volume has surged from 76% in FY23 to 84% in FY24. This volume is set to increase tremendously in the next two years.

*SBP releases Annual Payment Systems Review for FY24*

- Revenue in the eCommerce Market is US\$5.04bn in 2024. Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 5.92%, resulting in a projected market volume of US\$6.71bn by 2029.

The group is uniquely positioned to support this unprecedented growth in IT/ITeS sector by offering, connectivity, cybersecurity, enterprise hardware & solutions, and alternate energy products.

**TO BE THE ENABLER OF THIS GROWTH!!!**

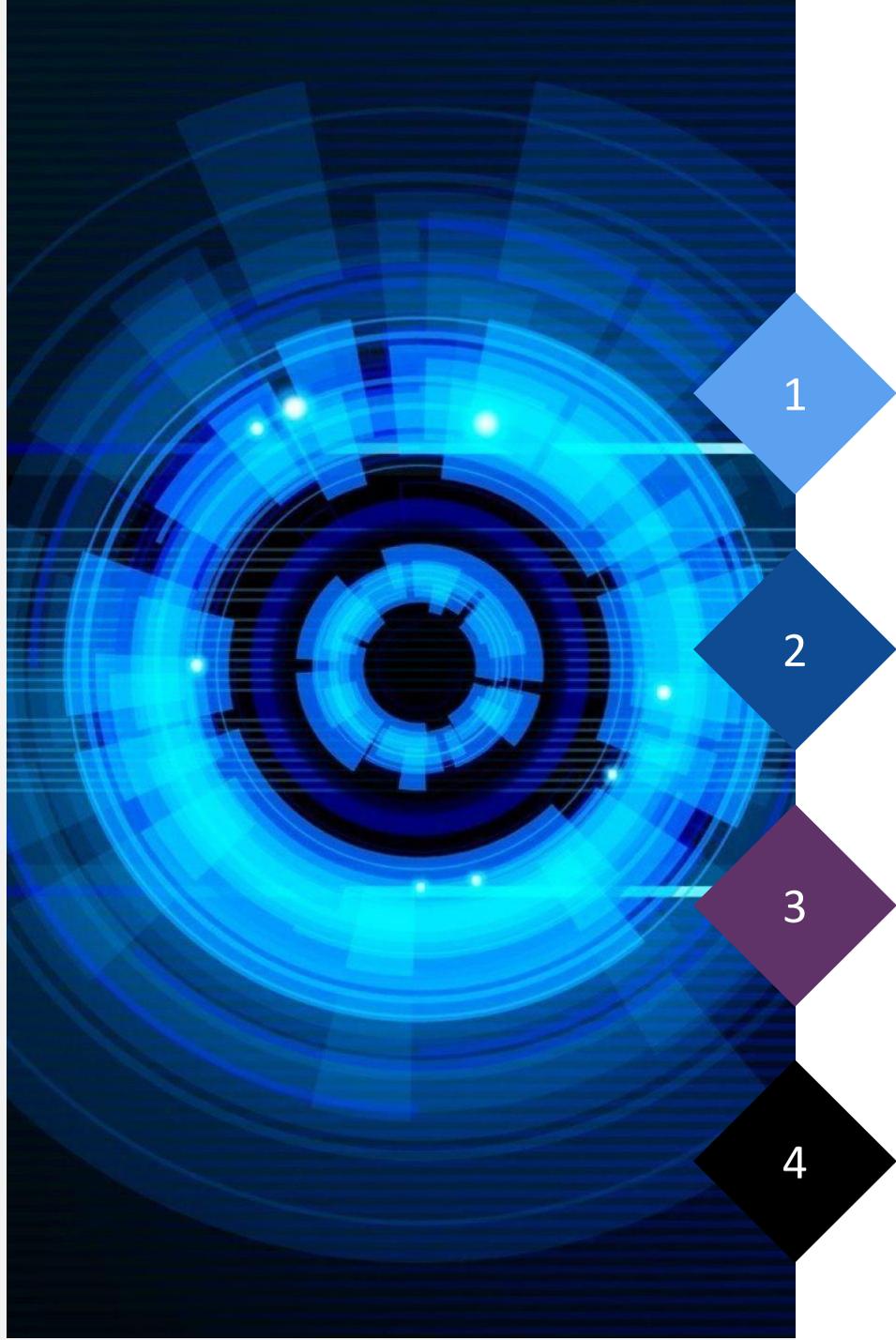
**01**  
IT/ITeS  
24% ↑

**02**  
Digital Fin. Transactions  
35% ↑

**03**  
E-Commerce  
5+% ↑

CRM

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THANK YOU!