

Strictly Private & Confidential

TPL Trakker Limited




Investor Presentation

Transaction Overview

Overview

TPL Trakker Limited intends to raise capital in the form of equity by way of listing on the Pakistan Stock Exchange (“IPO” or “Initial Public Offering”) through a Fixed Price method. To achieve the intended equity capital issuance; The company plans to issue a total of 115,719,500 ordinary shares representing 49% of the total Post-IPO Paid-up Capital (inclusive of green shoe option) at a Fixed Price of PKR 12 per share to the general public.

Issuer	TPL Trakker Limited (‘Company’ or ‘TPL Trakker’ or ‘TPLT’)
Issue Size	Base offer of 58,300,000 Ordinary Shares (representing 32.6% of the post-IPO paid up capital) with a Green Shoe Option of upto an additional 57,419,500 Ordinary Shares. Total issue size (Base Offer + Green Shoe Option) represents 49.0% of the post-IPO paid up capital.
Offer Structure	The issue is being offered to the general public on Fixed Price method and the base offer is 100% underwritten
Fixed Price	PKR 12 / Share
Transaction Size	PKR 1,388,634,000 at a Fixed Price of PKR 12 per share. Base issue of PKR 699,600,000 and green shoe option of PKR 689,034,000
Subscription Dates	Subscription Forms Available from 13th July, 2020, with IPO Subscription to take place on the 22nd and 23rd of July, 2020 .
Proceed Utilization	Utilized for regional expansion of IoT solutions, investment in developmental IT infrastructure, capital expenditure for further development of mapping data and location based solutions, working capital for Connected Car & IIoT solutions, and repayment of related party balance
Forms Download	<ul style="list-style-type: none"> □ https://eservices.cdaccess.com.pk/public/index.xhtml □ https://tpltrakker.com/ipo/ □ https://arifhabibltd.com/download/

Underwriters	<ul style="list-style-type: none"> □ Habib Bank Limited □ Arif Habib Limited □ AKD Securities Limited □ Bank Al Habib □ Intermarket Securities Limited □ Next Capital Limited □ Topline Securities 	
Bankers to the Issue	<ul style="list-style-type: none"> □ Habib Bank Limited □ Meezan Bank Limited □ Bank Al Habib □ Habib Metropolitan Bank □ Muslim Commercial Bank □ Allied Bank Limited 	
Corporate Advisor & Consultant to the Issue	<ul style="list-style-type: none"> □ Habib Bank Limited (HBL) □ Arif Habib Limited (AHL) 	

About the Parent Company

TPL Corp is a technology driven conglomerate with investments across Life Insurance, General Insurance, Real Estate, Security, Asset Tracking, Technology, Internet of Things, Navigation and Mapping. Under the new structure, TPL has restructured its business through merger of TPL Trakker, TPL Maps & TPL Rupiya to leverage cross business synergies and capabilities to transform to a more asset light and data intensive model. Under the current fast paced growth environment this merger is expected to catapult TPL into bringing forward it's data analytics based solution faster to clients and offer a holistic and bundled service reflecting the growing demand.

Pakistan's first and largest Telematics and IoT company, operating since 1999, offering it's customers vehicle analytics solutions utilizing GPS/GSM technology

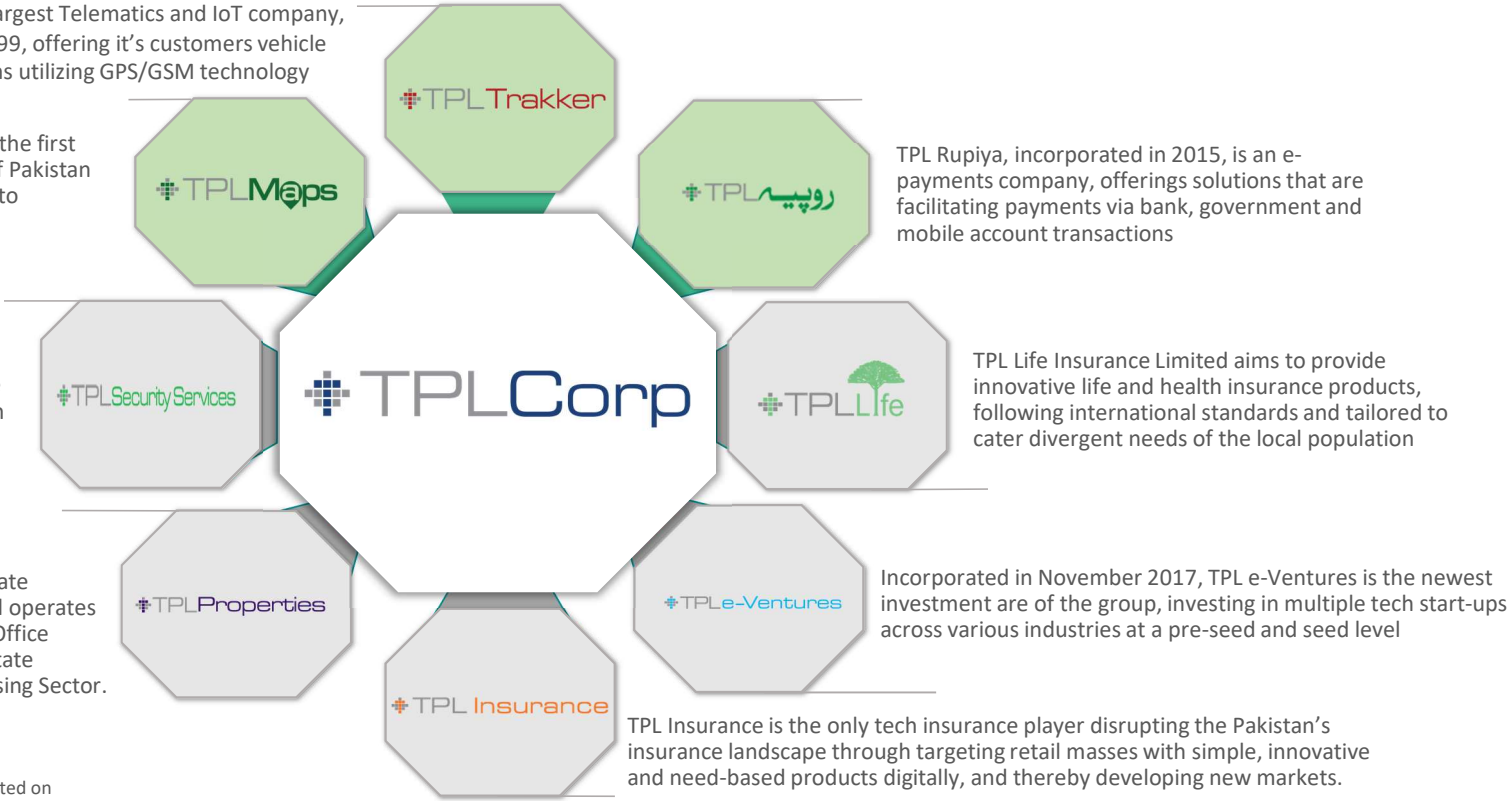
TPL Maps was launched in 2016 and is the first indigenous digital mapping company of Pakistan providing GIS-based scalable solutions to businesses

Established in 2001 as a licensed security company, TPL Security Services is a progressive and innovative security solutions provider, with unparalleled customer service

TPL Properties, Pakistan's emerging real estate developer & operator. It currently owns and operates Centrepoint Building, premier Commercial Office Tower. It is aggressively investing in Real Estate Development Projects & Logistics Warehousing Sector.

Merged*

TPL Rupiya and TPL Maps are merged with TPL Trakker Limited on Nov 22, 2019. The merger is effective from July 1, 2019



TPL Rupiya, incorporated in 2015, is an e-payments company, offerings solutions that are facilitating payments via bank, government and mobile account transactions

TPL Life Insurance Limited aims to provide innovative life and health insurance products, following international standards and tailored to cater divergent needs of the local population

Incorporated in November 2017, TPL e-Ventures is the newest investment arm of the group, investing in multiple tech start-ups across various industries at a pre-seed and seed level

TPL Insurance is the only tech insurance player disrupting the Pakistan's insurance landscape through targeting retail masses with simple, innovative and need-based products digitally, and thereby developing new markets.

Key Sector Drivers for the Pakistan Landscape

Changing Industry Patterns Inducing Need for Digital Maps



Increasingly Consumers are Online causing an Upsurge in Digitally Enabled Businesses



Digital Maps are a Core Need for Digital Pakistan

Digital Maps Enable online/digital services to even exist and function efficiently!

2-3x Increase in e-Commerce Business Volumes showcasing strong and growing demand for online enabled services across ride-hailing, delivery, telco, and technology businesses etc.

Imminent Revival of Automotive Sector

Automobile Penetration is expected to improve – backed by rising in middle class income, young population and greater availability of credit and financing options

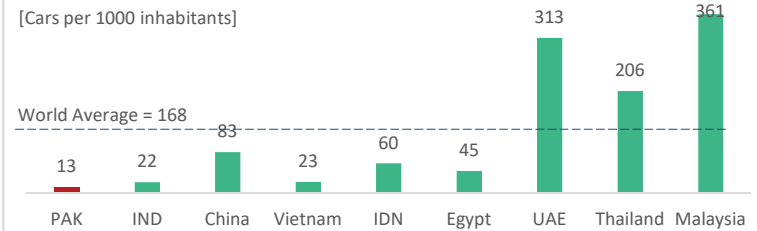
Entry of major international players



Consumers are further inclined to purchase new vehicles via Financing – Decline in interest rates by 625 basis points to 7%

Pakistan has the lowest Automobile Penetration vs. Peers

[Cars per 1000 inhabitants]



Regulatory & Geo-political Changes Favoring the Sector



This is expected to result in **substantial increase in CPEC cargo** movement via Pakistan to China, due to close proximity of the Port of Gwadar.

Gwadar port operational

In May 20, the first ship carrying fertilizer anchored at Gwadar Port. Cargo traffic to gain momentum since vessels carrying UREA, Sugar & Wheat from different countries are en-route to be unloaded at the port.

Axle Load Regime

60% in Container Volume
200K+ additional trucks to be added on to move approx. 300mn tonnes



Mandatory for all Oil Tank Lorries to install Video Vehicle Telematics equipment



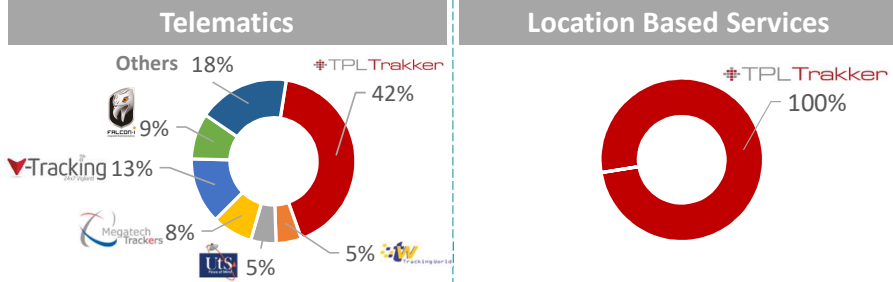
Source: MacroEconomyMeter, NationMaster – Compendium, OurWorldinData – 2014, Management estimates, Dawn New, Pakwheels.com, Ecommerce Index

TPL Trakker Limited




Company Overview

- Market leader with over 20 years of deep expertise in Connected Car, Data Mapping and Location Services, and Industrial IoT solutions
 - Dominant player within the telematics space with **42% market share**
 - The **largest nationwide** operational coverage
 - **100% market share** in digital mapping & IoT solutions
 - Monitoring **130,000+ active vehicles**
- Actively developing new solutions using IoT sensors to capture data. Using machine learning and big data analytics to generate critical business insights for customers
- Licensed by the Survey of Pakistan, TPL is aggressively accumulating, digitizing and maintaining geospatial data to offer location-based-solutions to serve ride hailing & e-commerce companies
- Developing IIOT solutions to cater demand of remote monitoring & diagnostics of Industrial Assets

Market Leader in the Telematics & LBS Space across Pakistan



Key Metrics

-  **850+ Employees**
-  **Total Assets: 6.5B²**
-  **PKR 1.7B Revenue¹**
-  **Total Equity: 1.9B²**
-  **A- Rating**

Business Overview & Products

Connected Car	Digital Mapping and Location Services	Industrial IoT Solutions
<ul style="list-style-type: none"> □ Real-time location tracking □ Driver behavior analysis □ Usage based Insurance □ Video Vehicle Telematics □ Driver fatigue monitoring □ Predictive maintenance □ Fleet management 	<ul style="list-style-type: none"> □ Container security solution □ Location based advertising □ Route planning & optimization □ Data & API/SDK □ Navigation & GIS Services 	<ul style="list-style-type: none"> □ E-Ticketing Solutions □ Genset Monitoring □ Fuel Management System □ Smart Agriculture □ Water Level Monitoring □ Smart Warehousing

Our Relevant Strengths

In-house Engineering Expertise



In-house Software Development Expertise



Customers & Relationship with Top Corporates of Pakistan



IoT Sensors Expertise



Years of Data – From Trakker & Associated Companies



Highly Qualified and Experienced Management



¹Post Merger Stand Alone Revenue for FY20
²Post Merger Assets & Equity as at Dec 31, 2019

Trakker Middle East | Gateway to GCC IoT, LBS & Analytics Markets

Introduction to TME

- In 2006, TPL Trakker set its foot in the UAE Market through incorporating Trakker Middle East LLC ('TME'). TPLT currently holds 50% stake in TME LLC.
- TPL Trakker's subsidiary company, TME is one of the leading Telematics and IoT companies in the UAE.
- TPLT has recently acquired 21% stake in TME LLC, following which it has controlling interest in TME and it has become Company's subsidiary.
- Customer base of more than 1,500 customers including notables like the Dubai Police and the Abu Dhabi National Oil Company
- Strong growth opportunity as the GCC witnesses a huge adoption of IoT technology for smart transportation, smart cities, smart manufacturing, etc.

Key Metrics				
	12,000+ Vehicles Tracked	Approved from Govt. Entities	Products Ranked in Top 5	2,000+ ADNOC Vehicles

Key Products

Fleet Management	GenSet Management	RFID Asset Management
Yellow Machinery	Chiller Transport	WorkForce Monitoring
Fuel Management	Workshop Solution	Water Monitoring
IoT Based Customization	Route Planning & Optimization	Smart Warehousing



The GCC Market is ripe for Innovation via IoT Enabled Solutions

The GCC market has a strong viability, acceptability and demand for TPL Trakker's innovative solutions. The key value drivers behind the expansion in GCC are as follows:

- Cloud storage** facilities in the UAE provide numerous benefits in terms of cost effectiveness and quality, which TPLT will transfer on to the users
 - Superior scalability
 - Managed Services
 - Reliability
 - Low Latency
 - Cost Effectiveness
- A strong **footprint** in the GCC market is provided by TME through its **strong on-ground presence**, providing TPL access to an international market and well-ingrained business development team.
- TMEs existing clientele**, can be serviced with TPL Trakker solutions thereby giving TPL early success & a beachhead on which it can promote its brand in the region.
- Cost Optimization** driven by utilizing TPLT's high quality and efficient engineering, IT & business process resources to provide a superior quality of solutions at attractive price points

Major Clients of TME



Key Product Offering: Digital Mapping and Location Services.. Cont'd

Key Metrics

- 2.5x** Data Points than Google
- 5+** Cities with 360° street view
- 1 M** End Users
- 40+** GIS Analysts Surveyors
- HERE** Partnership with HERE Techno.
- CPEC** Exponential Growth

Our Location Based Solution power the fight to control COVID19 in Pakistan

Using its deep expertise in LBS Space, TPLT is aiding Government in combating the spread by identifying COVID19 hotspots in real-time across the country using TPLT's proprietary Location based solutions. TPL Trakker has an alliance with;



- ✓ National Information Technology Board (NITB)
- ✓ National Command Operation Center (NCOC)

Smart Lockdown

Government benefits from TPL Trakker's strength in;

- Vast Location Database
- Unique AI / ML Algorithm
- Geocoded Population Data
- Strength in Data Science

Product Portfolio		Key Verticals	Key Target Customers	5 Year CAGR
1	GoConnect <ul style="list-style-type: none"> Provides brands and advertisers the ability to advertise on the basis of real-time user locations enabling communication with target customers 	Banking, Rideshare, Media Agencies, Ad Agencies, Oil & Gas, Telecommunication		128.4%
2	Location Based Services <ul style="list-style-type: none"> Digital Maps data made available to ride-hailing service providers, e-commerce players, food delivery companies etc. 	Rideshare, On-Demand Services, F&B, Telecommunication, Banking, Utilities, Real Estate, Government		72.5%
3	DART Solution <ul style="list-style-type: none"> Enables organizations to utilize location-based services to monitor assets and resources 	Logistics, Telecommunication, Distribution, On-Demand services, F&B, Pharmaceuticals, Banking, Insurance		21.3%
4	Navigation Software <ul style="list-style-type: none"> Automotive navigation software for the Pakistani market, providing offline maps and infotainment systems to automobiles 	Automotive Manufacturers		15.5%

Key Product Offering: Connected Car

Connected Car 5 Year CAGR*				
Product	Video Vehicle Telematics	Usage Based Insurance	Predictive Maintenance	Driver Behavior Analysis
%	14.8% ¹	97.8% ²	27.7% ¹	10.6% ¹



Video Vehicle Telematics

- Combines video data, computer vision technology, and vehicle data to deliver insights to consumer to protect their assets
- Enable customers to monitor behavior, fatigue, other key data points and receive evidence of critical incidents and provide context around incidents
- The Oil and Gas Regulatory Authority (“OGRA”) has mandated all Tank Lorries transporting oil to install mobile digital video recording systems.



Usage Based Insurance

- Predicts probability car accidents from driver’s behavior patterns.
- Allows insurance companies to better price the risk of the covered asset.
- One-of-a-kind solution, not provided by any other market player in Pakistan
- Launched pilot operations with it’s sister concern TPL Insurance Limited.
- TPLT intends to deploy it locally and internationally.



Predictive Maintenance

- Remote Vehicle Health Monitoring utilizing multiple data points such as Average RPM, Engine Temperature, Coolant Temperature, etc
- Telematics devices collect data and acquire visibility into vehicle health issues, allowing the clients to save time and money through maximizing life of asset, optimizing fuel efficiency and reducing downtime.



Driver Behaviour Analysis

- Running a large fleet makes managing safety extra challenging.
- Driving behavior scoring algorithms helps customers ensure that drivers follow rules and maintain driving excellence.
- TPLT is continuously improving it’s machine learning and AI algorithms to investigate driving behaviors.

¹CAGR – 5 Year Forecasted from FY21 to FY25 for TPL Trakker (Post Merger Stand Alone)

²CAGR – 4 Year Forecasted from FY22 to FY25 for TPL Trakker (Post Merger Stand Alone)

Key Product Offering: Industrial Internet of Things Solutions

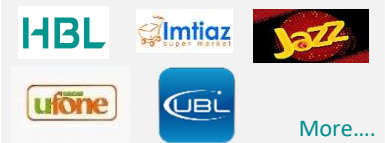
Industrial Internet of Things (IIoT)

- Utilizing its strengths developed in IoT applications within Transportation and Automotive sectors, the Company is expanding into the Industrial IoT sector
- TPL Trakker has launched Smart Generator Monitoring, Water Monitoring, Smart Agriculture, Smart Warehousing and Fuel Automation solutions that help clients save costs by reducing pilferage and optimizes usage by monitoring generation and consumption patterns

Genset Monitoring

- Breakthrough solution to make generators efficient & durable
- Feedback on various performance metrics such as voltage, run hours, fuel level and others

Existing & Potential Clients



More....

Key Markets



Water Monitoring

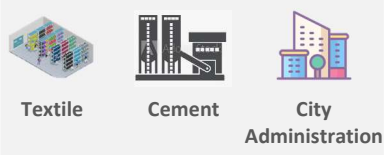
- Solution allows monitoring of water levels, filling quantity & consumption to reconcile purchases & control pilferage
- Helps water agencies manage their operations and wells.

Existing & Potential Clients



More....

Key Markets



Smart Agriculture

- Solution allows monitoring of soil moisture and enable smart use of farm machinery
- Improves crop yields, lowers operations cost, conserve water & increase production quality

Existing & Potential Clients



More....

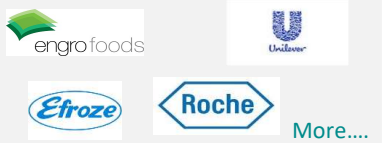
Key Markets



Smart Warehousing

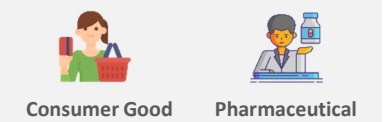
- Solution to help maintain required storage conditions and stream lines inventory management
- Optimize inventory levels and control pilferage.

Existing & Potential Clients



More....

Key Markets



Fuel Automation

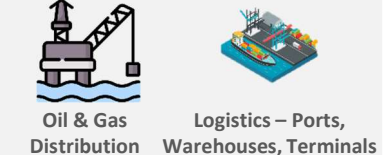
- Solution provides greater accountability of fuel consumptions to organizations
- Yield up to 15% in fuel consumption savings & 10-20% in the wasted fuel reduction

Existing & Potential Clients



More....

Key Markets



TPL Trakker has developed Strategic International Partnerships



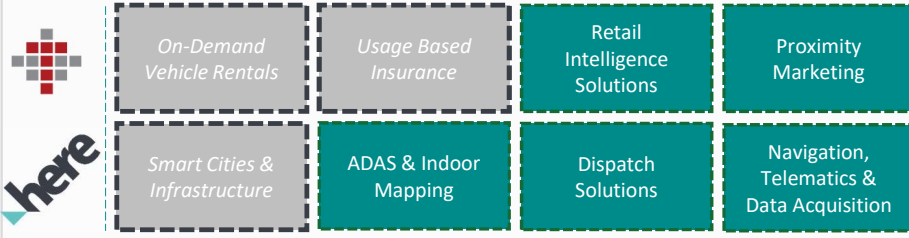
HERE Technologies is a global leader in mapping and location platform services for Pakistan, Middle East and Africa.

HERE Technologies is TPLT's partner for LBS & GCC Expansion

- HERE offers high-quality maps and location services for the region to various customer segments including automotive, transport, logistics, technology, media, telecommunications and the public sector
- HERE started in 1985 with a goal to digitize mapping and pioneer in-car navigation systems. With 8,000 employees, HERE is ranked No. 1 by the Ovum's Location Platform Index (ahead of Google Maps)

Rank	1	2	3	4
Score*	7.47	7.36	6.27	6.24

Leverage TPL Trakker & HERE Partnership to deploy solutions;



* Score Rank Out of 10 – Ovum Location Platform Index 1H19

Areas of Partnership



China Transportation
HEAD New Technology
Shanghai Co Ltd

CCCC & HEAD New Tech. Shanghai, are a Technology & Potential Investment Partner for TPL Trakker

Technology Partner on Container Tracking Solution, reducing costs exponentially!

- The CCCC Investment Company Ltd. is an official partner of BeiDOU and authorized to resell BeiDOU based satellite services in Pakistan and the wider region.

Subsidiary of one of China largest State Owned Enterprise	RMB 150 Million Registered Capital	Official Partner
-----------------------------------------------------------	------------------------------------	------------------

- Specialize in Navigation & Location based satellite solutions, Smart City solutions, satellite tracking devices and industrial IoT solutions
- Partnership with a Strategic Technology Partner will open new doors of technology transfer for the Company.

Use BeiDOU Satellite Tracking System vs. US systems	73% Monitoring Costs
-----------------------------------------------------	-----------------------------

- Technology transfer to support new IoT Business lines across;
 - Telematics
 - Location Based Services
 - Industrial IoT

About Partner & Potential Investor

- Established in 2007, CCCC Investment Company Limited operates as an investment company. It has expressed interest to invest in TPL Trakker.
 - The Company invests in transportation, municipal engineering, environmental protection, land construction, and other fields.
- China Transportation HEAD New Technology Shanghai Co Ltd develops and markets traffic technology software and provides railroad construction management services. The company is headquartered in China.

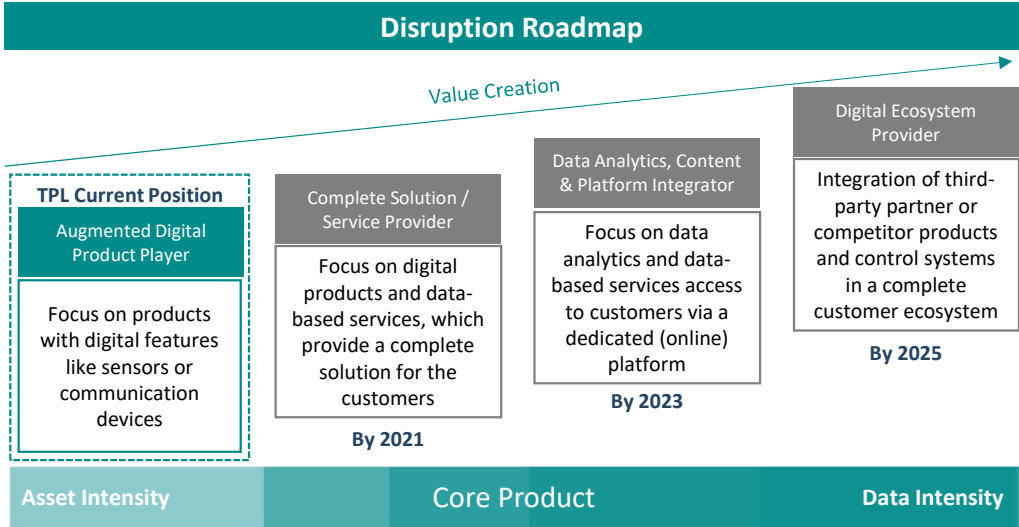
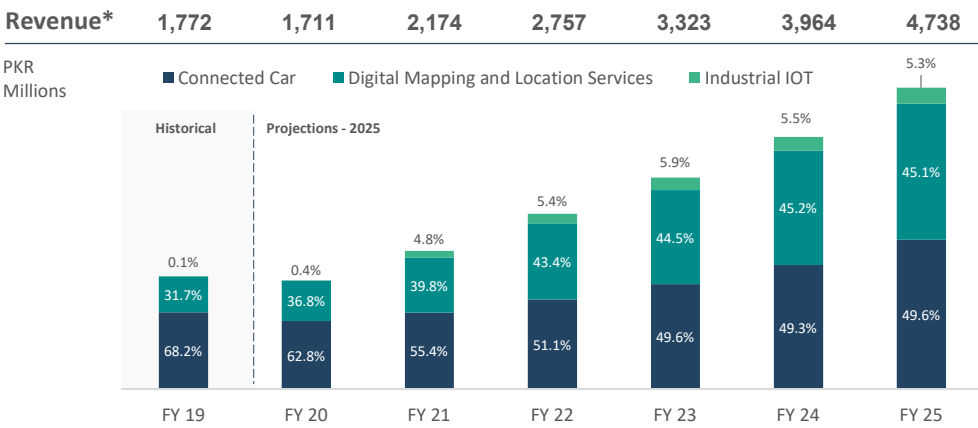
Disclaimer: TPL Trakker has received the letter of Intent only and is undergoing due diligence. It does not imply success of transaction, which is contingent upon due diligence outcome and transaction negotiations.

Future Outlook

Gearing for the Future

- With a strong and stable base of sensors deployed across Pakistan and the Middle East – TPL Trakker is now working to build data analytics solutions to help clients derive more business value.
- The company has a 5 year plan to graduate from providing sensors to maintaining entire digital ecosystems with a focus on analytics and data based services delivered through online platforms via Software-as-a-Service models
- To achieve the desired results, TPL Trakker is investing in developing data science capabilities within its ranks and working with leading service providers in the space globally to speed up go-to-market strategies for the new solutions
- Across SBUs, following are the machine learning based initiatives:

Connected Car	Location Based Services	Industrial IoT
Improving Pay-How-You-Drive and Predictive Maintenance Algorithms	Intelligent location planning solutions based on demographics and point of sale data	Identifying anomalous behavior for controlling pilferage and predicting breakdowns based on early warning signals



*Revenue forecast is prepared TPL Trakker Limited (Post Merger Stand Alone)

Key Reasons to invest

Domain Expertise



TPL Trakker brings 20 years of experience and expertise as it expands into new territories. As a industry leader, it stands-out against competitors via its high-quality solutions and service quality. A rigorous approach to innovation and IoT solution expertise, highlighted in its products, serve as the core foundation of TPLT's expansion strategy in Pakistan & GCC.

Data Superiority



By virtue of TPLT's position as a strategic partner for HERE Technologies (ranked #1 over past 3 years, ahead of Google, for their Location Platform) in the region, TPLT has access to unique and detailed data streams such as a commercial live traffic and commercial vehicle routing that form a critical component in TPL's solution portfolio to be offered globally

Competitively Priced Solutions



TPL Trakker to establish a strong foothold in the GCC market by providing high quality solutions at competitive prices through leveraging its cost effective development and back-office support in Pakistan, Cloud Storage based in the Middle East and strategic alliances in the GCC.

Penetrating into GCC

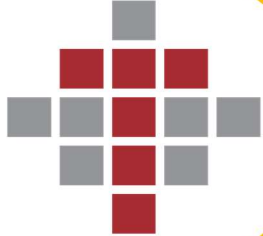


Trakker Middle East, a subsidiary of TPL Trakker with 10,000+ Active Vehicles, has a presence in 7 Emirates and 5 GCC countries with notable customers like the Dubai Police and the Abu Dhabi National Oil Company. TPLT will leverage it's subsidiary strong presence in the region and its talented development team in Pakistan to aggressively penetrate into the GCC market.

Competent Team



Experienced team of capable and competent business professionals, provide greater flexibility to TPLT's solutions. This acts as a strong competitive edge to capture market share, in contrast to the status quo, which often does not accommodate customizations without a substantial surcharge.



Comparison with Global Players

Global Trading Comparable Peers

- TPL Trakker is the largest and the only player in the Pakistan offering solutions and services ranging from IoT, Telematics, Digital Mapping, Vehicle Analytics & Monitoring, Location Based Services, etc.
- Some of its key comparable listed players are as follows:

Company	Country	Business Description	P/BV	EV/Rev	EV/EBITDA
Mix Telematics		Fleet and Mobile Asset Management Solutions Company	2.1x	1.7x	6.0x
ATrack Tech		Manufacturer and Seller of GPS Hardware Telematics	3.7x	4.6x	-
CT Tech ¹		Fleet Management & Data Solution Co.	6.2x	3.6x	7.9x
SuperMap		Developer and Provider of GIS Software Products & Services	5.5x	6.2x	44.0x
NavInfo Co Ltd		Provides Digital Map Content & Dynamic Traffic Information	3.9x	11.8x	87.2x
Nanjing ²		Provides Telematics & IT Solutions	0.7x	1.7x	11.5x
Nearmap Ltd		Digital Mapping & Navigation Company	7.8x	6.0x	-

² Nanjiang Sample Technology Company Ltd.

Surge in M&A Activity in IoT Space

- There has been a global surge in the M&A activity in the IoT space, reporting an increase of 73.3% in the number of transactions in 2018 as compared to 2017. Some recent M&A transactions are as follows:

Year	Company	Country	% Sought	Business Description	P/BV	EV/Rev	EV/EBITDA
2019	CT Tech. ¹		68.4	Fleet Management & Data Solution Co.	4.9x	2.6x	6.0x
2018	RAMM Sys. ³		51	Offers Vehicle Tracking & Asset Monitoring	7.3x	1.0x	-
2017	AirQ Inc.		19.3	Digital Mapping & Fleet Management	4.3x	12.5x	1.5x
2014	Ituran Ltd		6.8	LBS for vehicle tracking and recovery	4.5x	2.2x	6.8x

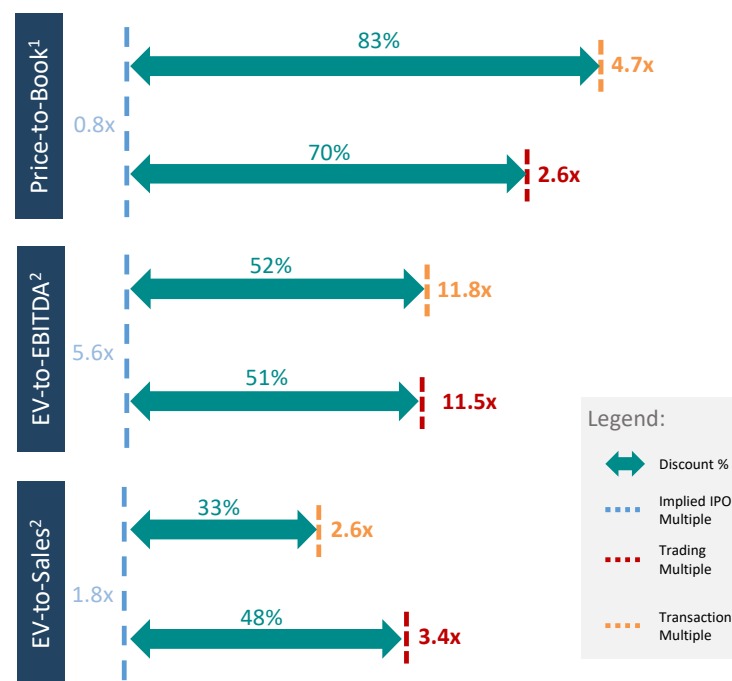
Source: Capital IQ, Trading Comps as at April 29, 2020

³ RAMM Systems (Pty) Ltd.

¹ Cartrack Holdings Limited

Significant Valuation Upside for IPO Investors

- TPL Trakker's IPO is offered at a steep discount of 30%-80% compared to global comparables, whereas PSX is trading at discount of 30%-40% from global emerging markets



¹Price/BV multiple based on Post Merger Stand Alone Book Value as at Dec 31, 2019

²Sales and EBITDA multiples based on FY 21 forecast (Post Merger Stand Alone)

Key Management Profile



Sarwar Ali Khan – Chief Executive Officer & Director

Sarwar Ali Khan started his career from Accenture, US where he worked for over 5 years. Sarwar headed the IT Department of National Bank of Pakistan until 2012. On completion of his MBA in 2013 he joined Samsung, Seoul to work for the Samsung Global Strategy Group. Sarwar returned to Pakistan in 2016 and joined TPL Trakker where he was responsible of tracking & fleet management business across Karachi, Lahore & Islamabad with an overall team size of 600+ individuals nationwide. Sarwar received his BS in Computer Science from the University of Wisconsin - Madison in 2005. He later completed his MBA from INSEAD, France in 2013.



Malik Sheheryar – Chief Financial Officer

Mr. Sheheryar has over 15 years of extensive work experience locally and internationally in accounting, financial reporting, auditing and financial management. He is currently working as Chief Financial Officer of TPL Trakker Limited. He has served as a Chief Financial Officer and Director at Sybrid (Pvt.) Ltd – a Lakson Group Company. He has been associated with PIA, Moore Stephens [Bermuda] and A.F. Ferguson & Co. Graduated with a Masters of Arts in Economics from University of Karachi, Sheheryar is a qualified Fellow Chartered Certified Accountant since 2004, Fellow Chartered Accountant since 2006, Associate Public Accountant since 2007 and Chief Internal Auditor since 2008.



Muhammad Talal Ibrahim – Chief Information Officer

Mr. Ibrahim has more than 15 years of experience as a data scientist with a demonstrated history of working in the information technology and services industry. He has served at ARB Labs Inc., (Canada) as Director of Data Science. In his last association, he was responsible for utilizing artificial intelligence and machine learning, leading cross-functional teams, defining data driven product features and key performance metrics to reach goals. He had also worked for Interactive Group of Companies (Pakistan) and Ryerson University (Canada). Mr. Ibrahim is a PhD in Electrical & Computer Engineering from Ryerson University, Toronto, Canada.



Asim Mushtaq – Head of Technology

Asim Mushtaq is currently working as the Head of Technology at TPL Trakker. Having a Bachelor's degree in Computer Science and a Masters in Geographic Information Sciences both from University of Nottingham, Asim has an in-depth understanding of digital mapping. He has worked at British Geological Survey and Ordnance Survey (UK) where he worked with and helped develop the some of the most cutting edge mapping and surveying technologies. Asim has successfully executed various projects including route updates for London Olympics 2012 for TfL (Transport for London) and a business intelligence system for Coca-Cola Pakistan. Currently, he looks at the use of latest technologies, ranging from Artificial Intelligence & Machine Learning to Real Time Data Integration into geospatial system.



Ghulam Talha Dawood – Head of Sales

Mr. Dawood is an innovative professional with over 15 years of progressive experience within the automobile sales industry. Being a proactive leader with refined business acumen, Mr. Dawood has the skills to drive business growth, capitalize on new revenue potential and manage all aspects of daily business operations. He has played key strategic roles in sales management, product development and designs. Mr. Dawood is a Graduate from Karachi University. Prior to joining TPL Trakker in December 2016, Mr. Dawood had served as Vice President, Sales Head Auto and Personal Finance at Dubai Islamic Bank Pakistan Limited. In this role he was heading the South region in auto finance sales.



Muhammad Faizan Ullah – VP Operations

Mr. M Faizan Ullah has done his engineering from NED UET and further completed his MBA program from Institute of Business and Technology. He joined TPL Trakker Ltd in 2013 and has brought more than 15 years' experience of being in service industry. Prior to this he has been the Head of Operation in Augere Pakistan and Managing QA and Training in Mobilink. His expertise are in making service standards more customer centric to achieve the company's goal, while decreasing cost of operations and errors and maintaining the QA & QC via implementation of BPR and TQM. His business acumen allows him to be an expert of business segments like call centers, vehicle/container tracking, Business centers, Fleet Management, PMOs, QA, OD (Organizational Development) & Trainings.

Directors' Profile



Jameel Yusuf Ahmed – Chairman

A businessman by profession and the Chairman of TPL Holdings (Pvt.) Ltd. He is the founding Chairman of Citizen-Police Liaison Committee (CPLC) and remained its Chairman from September 1989 to March 2003. He is also the Director of Asia Crime Prevention Foundation (ACPF) and is the founding trustee of "PANAH", a shelter established for women in distress. Mr. Yusuf has also been a member of the Advisory Council Fellowship (WWC) since 2004. He was awarded the Presidential Award "Sitara-e-Shujaat" for gallant services in August 1992 and was also nominated for the First United Nations Vienna Civil Society Award in 1999.



Ahmed Zuberi – Director

Ahmad is the Managing Director of Recorder Television Network (Private) Limited. He received his Bachelors Degree from the Wharton School at the University of Pennsylvania. He graduated with High Honours in 2001 with a concentration in Finance and a Minor in Economics. Ahmad worked as an Investment Banking analyst at Donaldson Lufkin and Jenrette and then at Credit Suisse First Boston in New York, specialising in advising Media & Telecom companies on Mergers & Acquisitions as well as Equity and Debt offerings. In 2004 he moved back to Pakistan to join his family's media business; the company broadcasts Aaj News and Aaj Entertainment. He also runs Apex Printry. He is also a Director of Emmay Zed Publications which publishes Pakistan's only English financial daily, Business Recorder.



Sabiha Sultan – Director

Ms. Sabiha Sultan has over 26 years of experience. She has a track record of building a new business in emerging markets along with a specialized focus on fund management, equity trading and advisory services and formulating regulatory framework. She holds an LLB degree in law from the University of London Westminster. She is also a qualified barrister to practice common law in England & Wales. She joined TPL Corp as a director in March 2019. Prior to TPL Corp., she was serving Cenkos Asia since 2006, as a director international. Furthermore, she was also the director of Asian equity sales at Standard Chartered Singapore, director head of sales at JP Morgan Pakistan and fund manager at Societe Generale Asset Management (Asia) – Singapore between 1995 to 2012.



Adnan Shahid – Non-Executive Director

Mr. Shahid is a member of the Board Audit Committee and the Board HR Committee. He has over 20 years of proven track record in Products/Services Design & Sales, Artificial Intelligence solutions, Digitalization & UI/UX, Big Data Analytics, Customer Experience Management, Stakeholder Management and Project Management. He has served at Pakistan Telecommunication Limited – PTCL (Pakistan) for three years as Chief Commercial Officer. He has also served for public relations and corporate communications of PTCL Brand including advertising on ATL, BTL and digital mediums, product design and pricing of PTCL products. He is an MBA in Innovation & Global Leadership from Massachusetts Institute of Technology, Cambridge, USA



Brig. Muhammad Tahir Chaudhary (R) – Non-Executive Director

Brigadier Chaudhary is Non-Executive Director on the Board of the Company and comes along with more than 30 years of experience. Due to his known R&D skills and IT qualifications, he conceptualized and developed surveillance & Control system. He has also developed many projects related to Cyber Security recognized at national level. He is MS (IT), M.Phil. Engineering Management and Ph.D. Scholar for Information Security Management. He is specialized in Engineering Project Management from Center for Advanced Studies in Engineering. Due to his acumen and highest qualification in the field of Information Technology and Information Security Management, he also framed "Pakistan's Cyber Security Policy".



Muhammad Riaz – Director

Mr. Mohammad Riaz holds a Master's degree in Development Economics from Williams College, Massachusetts USA and MSc in Defense and Strategic Studies from National Defense University. He has served as Commercial and Economic Counselor in Paris and Counsel General, Turkey. Mr. Riaz has also served as Member/ DG Customs for 4 years. He retired as the Federal Secretary and his last posting was Secretary, National Assembly of Pakistan. He also served as Director, State Bank of Pakistan (SBP) in 2016. Moreover, he was a member of the Monetary Policy Committee of Pakistan. Mr. Riaz has served the Government of Pakistan for over 37 years. He is presently director at Pakistan Tobacco Company, TPL Life Insurance Limited, TPL REIT Management Company Limited and TPL Trakker Limited.



Ali Asgher – Non-Executive Director

Mr. Ali Asgher is currently the COO of TPL Properties Limited. He is an experienced senior management professional, having working experience spanned over 14 years from textile, insurance, technology and real estate development with expertise in strategic business management, raising of equity & debt, financial management and project management. He is an Associate member of the Chartered Institute of Management Accountants (CIMA), UK and also holds MBA degree in Finance. He is a certified director from the Institute of Business Administration (IBA) Karachi and attended Leadership Course at The Wharton School, University of Pennsylvania.

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