

The background is a photograph of a city street at dusk. The sky is a mix of orange and blue. Several modern buildings with glass facades are visible, some reflecting the sunset. A red network diagram, consisting of curved lines and nodes, is overlaid on the left side of the image. The text 'ENABLING' is in a smaller font above 'CONNECTED FUTURE'.

ENABLING

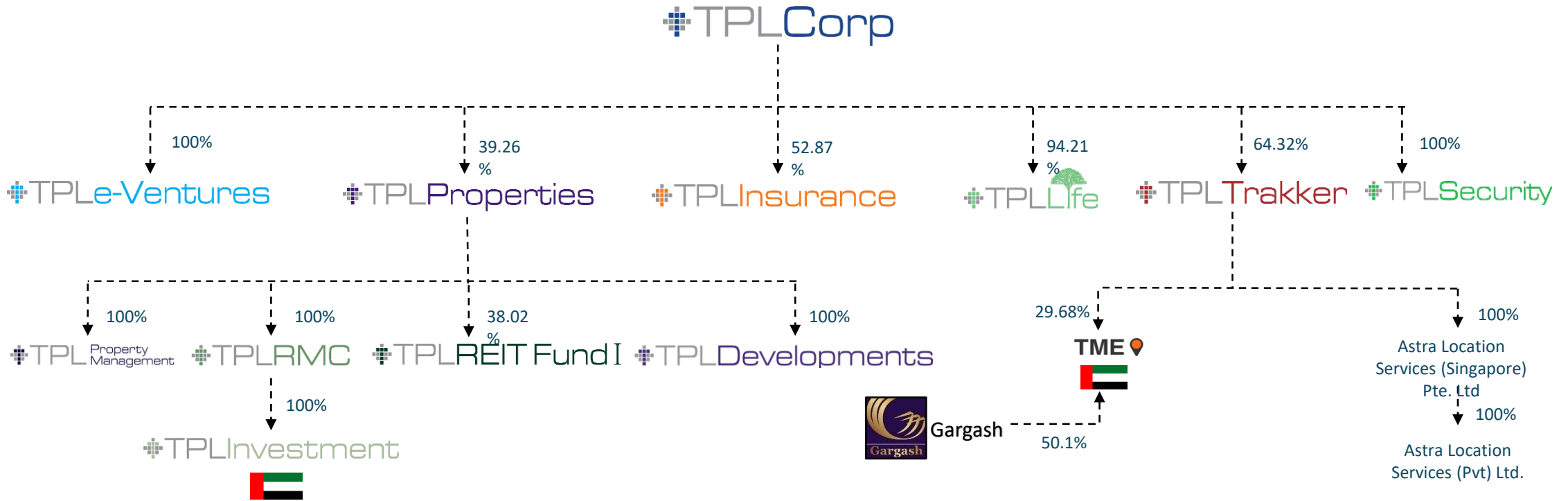
# CONNECTED FUTURE

Analyst Briefing FY-2023-24

 TPL Trakker

# TPL Corp

Diversified Group, seeking to redefine & lead in its markets, incl. Insurance, Real Estate & Tech



6 Listed on the PSX



PKR 43 Bn+ Market Cap



Presence in GCC Region



Credit Rating: A



1500+ Trained Workforce



# TPL Trakker – Company Overview

## Company Overview

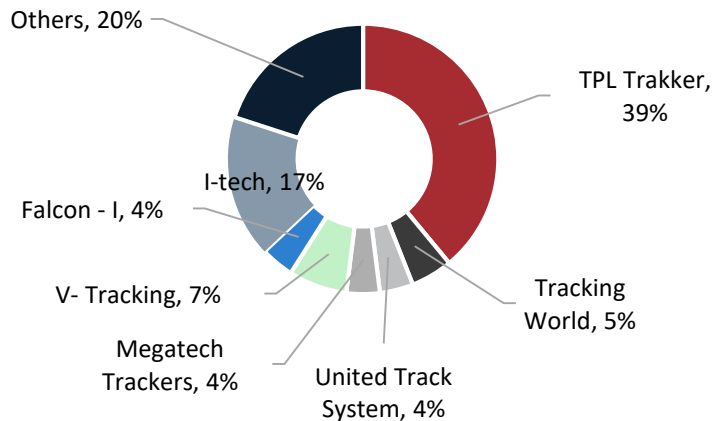
Market leader with more than 2 decades of deep expertise in Telematics, Digital Mapping and Location Services (LBS), and Industrial IoT solutions (IIOT)

- Only listed company in tracking business in Pakistan
- Largest installed base in Vehicle Tracking in Pakistan and growing IIOT portfolio
- Strong presence in UAE with platform to expand across GCC
- Licensed by the Survey of Pakistan, as the country’s only licensed Digital mapping player and collecting, digitizing and mining geospatial data to offer LBS
- Sole licensee by FBR to track transshipment cargo across Pakistan

Leveraging our SaaS based holistic dashboards providing actionable intelligence and cost efficiencies for our clients as we simplify the complexities as they scale

### Market Leader in the Telematics across Pakistan

#### Telematics Market Share



	Telematics	Digital Mapping	IoT
<b>Revenue Model</b>	Equipment Sale + Annual Monitoring Charges (AMC)  Rental Income per year	SaaS model	Enterprise Sales Model (Solution cost + Annual SLA)
<b>Key Strengths</b>	<ul style="list-style-type: none"> <li>In-house Engineering Expertise</li> <li>In-house Software Development Expertise</li> <li>Top Corporates of Pakistan and UAE as clients</li> </ul>	<ul style="list-style-type: none"> <li>IIoT Sensors Expertise</li> <li>Data Monetisation – From Trakker &amp; Associated Companies</li> <li>Highly Qualified &amp; Experienced Management</li> </ul>	

## Key Business Highlights

1<sup>st</sup> Company in Pakistan selling location services and telematics digitally locally

Only local company to be commercially licensing digital mapping data in Pakistan

Largest and blue-chip customer base in Pakistan in Telematics & IIoT

Largest database of geo-coded address in Pakistan – over 6 million

Only Company tracking bonded cargo for Pakistan Customs

PACRA rating of A- and A2 with Stable outlook



# Selected Clientele



## Oil & Gas



## Pharma



## Insurance



## Government



## FMCGs



## Banking



## Textiles



## Energy / Chem



## Logistics



## Telcos



## LEAs





# **From Challenges to Resolution**

Our product portfolio and solutions



# Vehicle Tracking

## Solution

As a market leader in GPS vehicle tracking systems with more than 22 years of experience, TPL Trakker Ltd. offers an unparalleled combination of superior technology and comprehensive knowledge. From basic vehicle tracking systems to top tier specifications that seamlessly integrate into your existing car systems, we offer multiple options to suit your needs.

## Key Features

- Stolen Vehicle Recovery Assistance
- Geo-Fencing
- Ignition and Battery Tampering Alerts
- Detailed Trip Reports
- Web and Mobile Access

**Industries:** Personal, FMCG, Ride-Hailing, Ecommerce, Government, Banking, Oil & Gas, Healthcare

## Benefits

- Improved Security
- Enhanced Safety
- Greater Visibility
- Convenience





# Bike Trakking

## Solution

Bike Trakker offers a range of features that include tracking replay, location tracking, and trip movement which have been integrated into a portal – MyTrakker and in the TPL Trakker Mobile App which is available on both platforms; Android and iOS.

## Key Features

- Geo-Fencing
- Battery Tampering Alerts
- Ignition On/Off Alerts
- Detailed Trip Reports
- Web and Mobile Access

**Industries:** Personal, ride-hailing, FMCG

## Benefits

- Improved Security
- Enhanced Safety
- Greater Visibility
- Convenience





# Personal Trakking



## Solution

TPL Trakker's Personal Trakker is a compact and versatile device designed to ensure the safety and security of individuals in various situations. Whether you're concerned about the whereabouts of a loved one, tracking the movements of a valuable asset, or managing the safety of employees in the field, our personal tracker offers peace of mind through real-time location tracking and other advanced features.

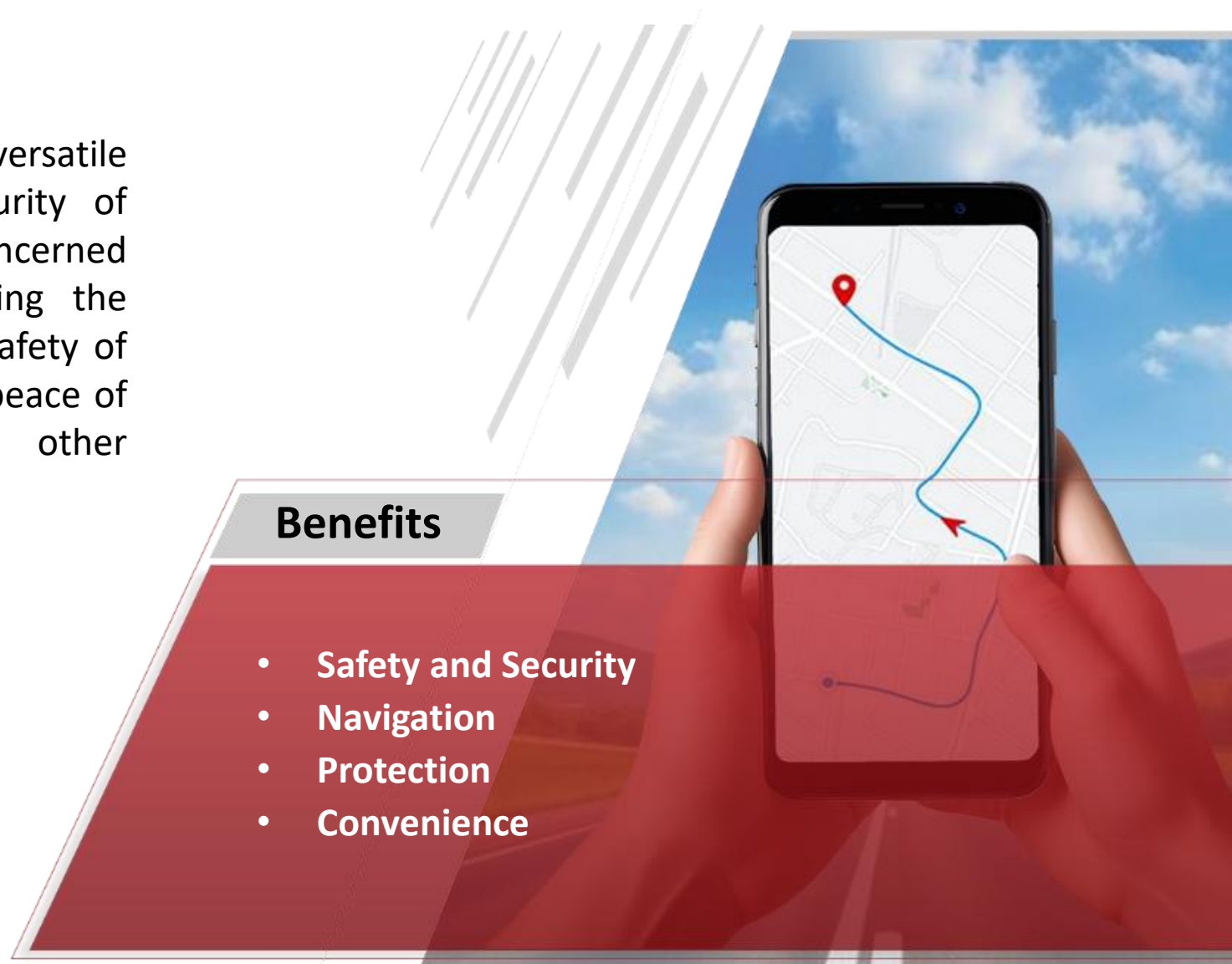
## Key Features

- Live Location Tracking
- Geo-Fencing
- Compact and Durable Design
- Long Battery Life

**Industries:** Consumer

## Benefits

- Safety and Security
- Navigation
- Protection
- Convenience







# Fleet Management

## Solution

TPL Trakker's Fleet Management Solution is designed for businesses to effectively manage, coordinate, and monitor their fleets.

We offer a wide range of options, from basic tracking systems to top-tier solutions that seamlessly integrate with your existing vehicle systems, tailored to meet specific business needs.

## Key Features

- Tracking
- Route Optimization
- Geo-Fencing
- Integration
- Enhanced Fuel Performance

**Industries:** FMCG, Logistics, Ecommerce, Ride-Hailing, Oil & Gas, Government  
[www.tpltrakker.com](http://www.tpltrakker.com)

## Benefits

- Improved Efficiency
- Enhanced Safety
- Streamlined Operations
- Compliance and Reporting





# Moveable Asset Tracking System

## Solution

TPL Trakker's Moveable Asset Tracking System monitors the real-time location, status, and condition of moveable assets throughout their journey. Utilizing advanced GPS technology and IoT sensors, it provides precise positioning and security alerts. This enables efficient route optimization and enhanced cargo integrity, ensuring safe and timely deliveries.

## Key Features

- Live Tracking
- Digital Mapping
- Data Analytics
- Instant Alerts
- Unusual Stoppages Alerts

**Industries:** Logistics

[www.tpltrakker.com](http://www.tpltrakker.com)

## Benefits

- Enhanced Security
- Remote Visibility
- Risk Mitigation
- Operational Efficiency





# Expanding Horizons

From Telematics Excellence to IoT Innovations



# Cold Chain Monitoring

## Solution

Cold chain monitoring is crucial for preserving the safety and quality of refrigerated products during transportation. TPL Trakker provides temperature control and real-time monitoring services, ensuring regulatory compliance and reducing fleet operating costs.

## Key Features

- Live Temperature Tracking
- Alerts and Notifications
- Trend Based Analysis
- Customized Temperature Threshold

**Industries:** FMCG

## Benefits

- **Preserve Product Quality**
- **Adherence to SOP's**
- **Lower Operating Costs**
- **Enhanced Visibility**







# Fuel Management Solution

## Solution

Fuel Management Solutions tailored to efficiently monitor and regulate fuel usage in vehicles and generators, ensuring a streamlined and user-friendly experience for our valued clientele. Through daily reports, customers can now access detailed information on fuel consumption, providing comprehensive insights for daily operations.

## Key Features

- Live Monitoring
- Usage Reports
- Fuel Lid Open Alerts
- Low Fuel Alerts

**Industries:** Oil & Gas, FMCG, Banking, Government, Energy, Healthcare, Media

## Benefits

- Cost Savings
- Enhanced Safety
- Data Driven Insights
- Enhanced Maintenance





# Water Level Monitoring

## Solution

Monitor water levels in machinery and equipment, aiding in usage control, preventing excess consumption, and deterring water theft. Instant alerts are triggered for low water levels, open lids, and sudden drops in water levels, ensuring prompt action.

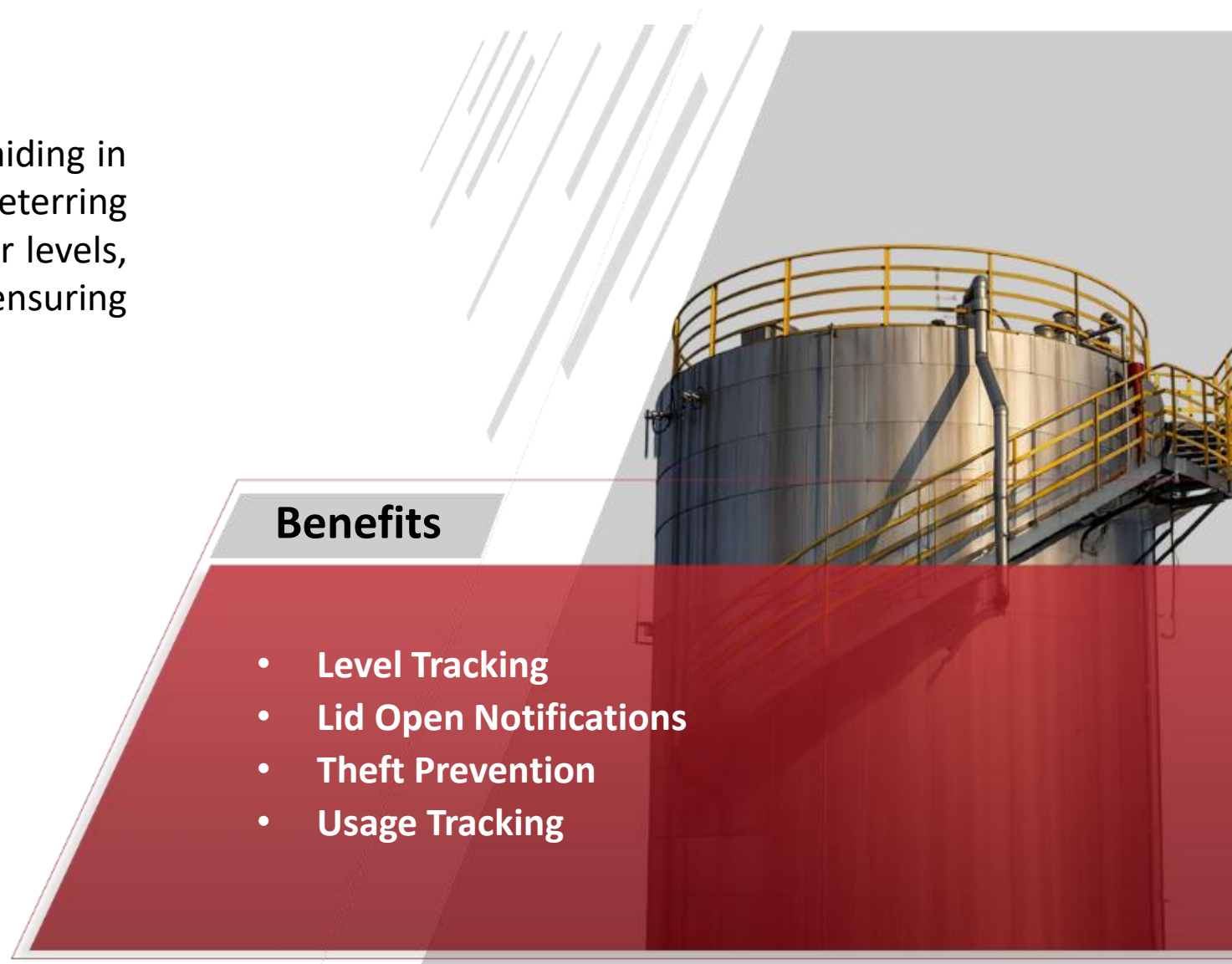
## Key Features

- Level Tracking
- Lid Open Notifications
- Theft Prevention
- Usage Tracking

**Industries:** FMCG, Energy

## Benefits

- Level Tracking
- Lid Open Notifications
- Theft Prevention
- Usage Tracking





# AI-Vehicle Video Surveillance

## Solution

AI based Dash-Cam and MDVR solutions offer real-time insights into your vehicle, providing invaluable data for informed decision-making. With our advanced dash cams, you can monitor driver behavior, track vehicle movements, and mitigate risks effectively.

## Key Features

- Remote Streaming
- AI-Enabled Cameras
- Driver Fatigue Detection
- Advanced Driver Assistance System
- Event Logging
- Multi Angle Recording

**Industries:** Logistics, Oil & Gas, Banking, FMCG

## Benefits

- Enhanced Safety
- Risk Mitigation
- Comprehensive Monitoring
- Improved Efficiency





# Smart Farm Management

## Solution

TPL Trakker's Smart Farm Management offers cutting-edge implementation practices, technologies, and strategies aimed at enhancing the safety, efficiency, and sustainability of agricultural operations. It encompasses methods that protect both the environment and farm workers, ensuring optimal productivity and resource usage.

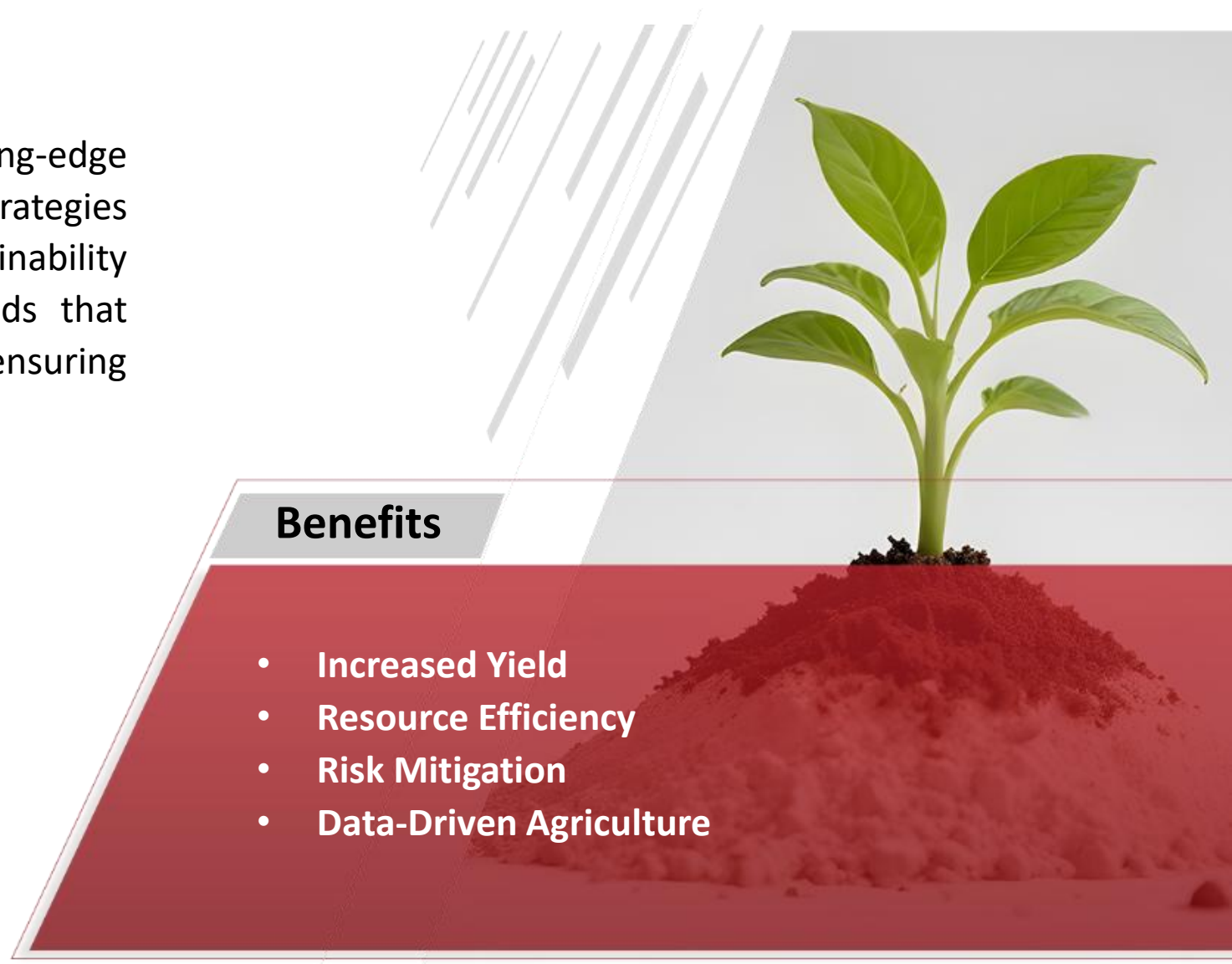
## Key Features

- Soil Monitoring
- Crop Monitoring
- Expert Advice
- Equipment Tracking

**Industries:** Agriculture

## Benefits

- Increased Yield
- Resource Efficiency
- Risk Mitigation
- Data-Driven Agriculture







# Automated Fuel Terminals

## Solution

TPL Trakker provides an automatic fuel management system to prevent fuel tampering with fuel nozzles via RFID readers. This ensures automatic recording of dispensed fuel, eliminates human error, provides run-time inventory status of fuel tanks to ensure proper inventory control at the fuel station.

## Key Features

- Theft Prevention
- Fuel Level Monitoring
- Contamination Control
- Data Reporting
- Tracking

**Industries:** OMCs, Oil & Gas

## Benefits

- Fuel Level Reconciliation
- Cost Savings
- Preventive Misusage Protection
- Quality Control





# Smart Energy

## Solution

Our Smart Energy solution is more than just an automation solution—it's a lifestyle upgrade. Our mission is to redefine modern spaces by offering intuitive, innovative, and reliable technologies that enhance everyday comfort, security, and convenience. Whether it's automating your lighting, optimizing energy usage, or securing your space, Nexera brings cutting-edge technology to your fingertips.

## Key Features

- Remote Control
- Energy Analytics
- Alerts and Notifications
- Customization

**Industries:** Home, Banking, FMCGs, Energy, Media, Healthcare, Government

## Benefits

- Cost Savings
- Predictive Maintenance
- Data Driven Insights
- Enhanced Sustainability

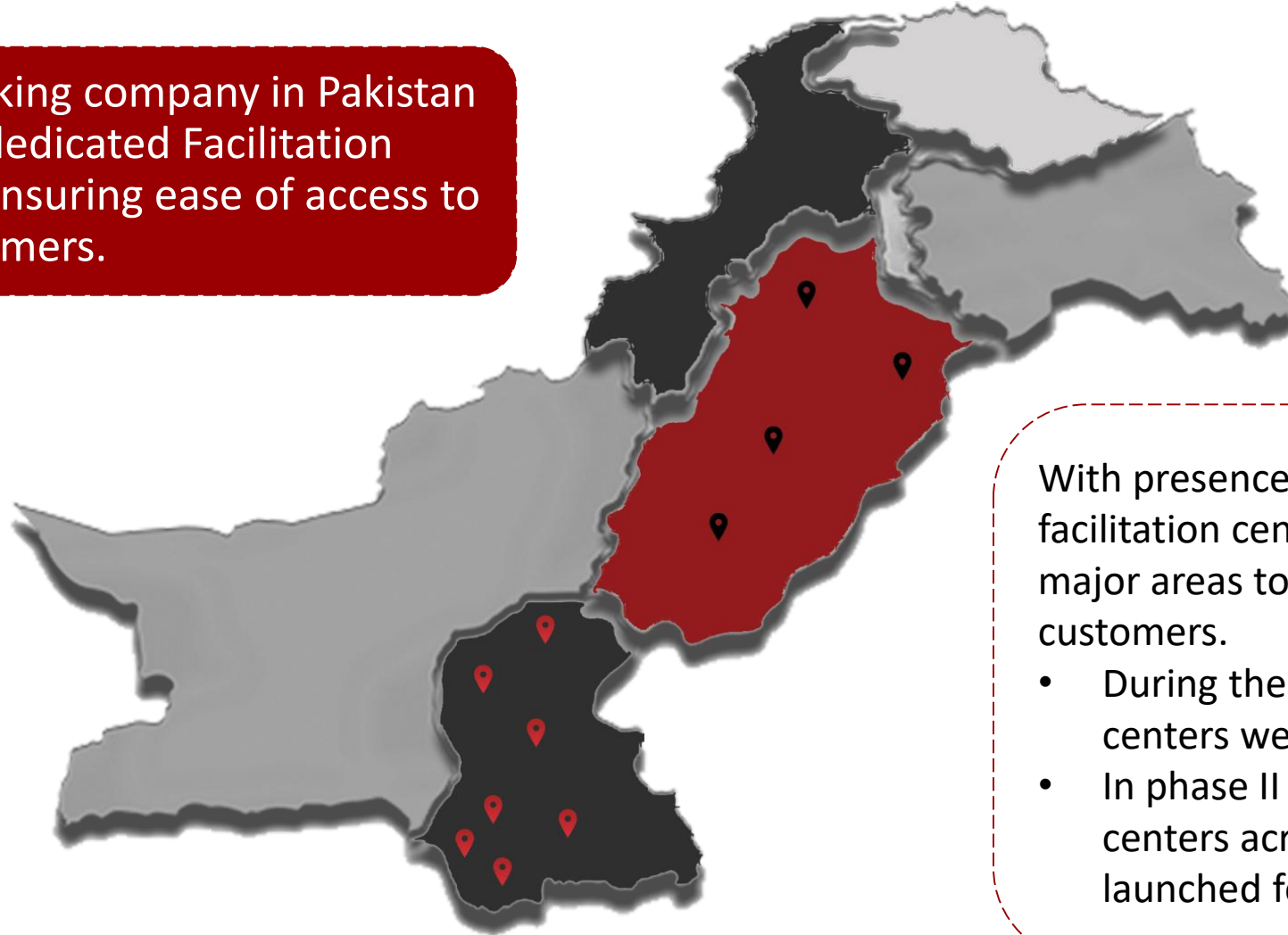




# Facilitation Centers

## A Step Towards Customer Convenience

Only tracking company in Pakistan offering dedicated Facilitation Centers ensuring ease of access to our customers.



With presence across Pakistan, facilitation centers were launched in major areas to provide convenience to customers.

- During the year five (5) facilitation centers were launched in Karachi.
- In phase II – additional facilitation centers across other cities will be launched for customer facilitation.



# Financial Summary FY 23-24



# Summary – Financial Performance Highlights FY 23-24



PKR'000

	FY 24 Standalone	FY 23 Standalone	Variance (%)	FY 24 Consolidated	FY 23 Consolidated	Variance (%)
Turnover	2,542,597	2,253,140	13%	3,214,505	2,784,560	15%
Operating Profit	602,606	339,817	77%	517,547	259,300	100%
Finance Cost	(515,041)	(535,751)	4%	(547,265)	(558,736)	2%
Profit / (Loss) after Taxation	135,024	(42,274)	419%	(104,238)	(229,033)	54%
Earnings per share (Rs)	0.72	(0.23)	413%	0.03	(0.86)	103%

Company Wise Revenue Performance	FY 24	FY 23	Variance (%)
TPL Trakker Limited	2,542,597	2,253,140	13%
Astra Location Services (MAPS)	248,882	160,543	55%
Trakker Middle East (TME)	430,708	390,953	10%
Gross Consolidated Revenue	3,222,187	2,804,636	15%
Net Consolidated Revenue after Elimination	3,214,505	2,784,560	15%

*Note: Standalone Financials excludes Maps and TME  
Consolidated Financials excludes inter-company transactions  
Comments are for consolidated financials performance*

## Comments

- ❑ **15% Overall Revenue Growth**, with significant growth of over 4x in IIOT.
- ❑ **2x improvement** in Operating Results owing to improved GP margins.
- ❑ **Decrease of 2%** in Finance Cost due to reduction in KIBOR rate.
- ❑ **Growth in revenue** is contributed by both the Company and its subsidiaries.

## Key Achievements

- ✓ Cost rationalization.
- ✓ Deals finalized for fleet tracking and analytics.
- ✓ Signed agreements for container tracking.
- ✓ Tenders for fuel management solution.
- ✓ E-Seal and MDVR Solution

# Profit and Loss Statement for FY 23-24



PKR'000

	FY 24	FY 23	Variance (%)	FY 24	FY 23	Variance (%)
	Standalone	Standalone		Consolidated	Consolidated	
Turnover	2,542,597	2,253,140	13%	3,214,505	2,784,560	15%
Cost of sales	(1,389,260)	(1,412,374)	2%	(1,800,513)	(1,715,794)	-5%
<b>Gross profit</b>	<b>1,153,337</b>	<b>840,765</b>	<b>37%</b>	<b>1,413,992</b>	<b>1,068,766</b>	<b>32%</b>
Administrative expenses	(437,263)	(388,305)	-13%	(754,933)	(679,822)	-11%
Distribution expenses	(113,468)	(112,643)	-1%	(141,512)	(129,643)	-9%
<b>Operating profit</b>	<b>602,606</b>	<b>339,817</b>	<b>77%</b>	<b>517,547</b>	<b>259,300</b>	<b>100%</b>
Research and Development expenses	(79,295)	(76,550)	-4%	(93,179)	(86,632)	-8%
Other expenses	(73,027)	(44,676)	-63%	(73,027)	(44,676)	-63%
Finance cost	(515,041)	(535,751)	4%	(547,265)	(558,736)	2%
Other income	254,756	318,278	-20%	139,353	250,858	-44%
<b>Earnings before taxation</b>	<b>189,999</b>	<b>1,118</b>	<b>16890%</b>	<b>(56,571)</b>	<b>(179,886)</b>	<b>69%</b>
Taxation	(54,974)	(43,392)	-27%	(47,667)	(49,148)	3%
<b>Earnings after taxation</b>	<b>135,024</b>	<b>(42,274)</b>	<b>419%</b>	<b>(104,238)</b>	<b>(229,033)</b>	<b>54%</b>
<b>Profit / (Loss) attributable to:</b>						
Owners of the Parent Company				5,348	(160,880)	103%
Non-controlling interest				(109,586)	(68,153)	-61%
<b>Earnings after taxation</b>				<b>(104,238)</b>	<b>(229,033)</b>	<b>-54%</b>
Earnings per Share (Rs)	0.72	(0.23)	419%	0.03	(0.86)	103%



# Outlook on Key Levers for FY25

## Key Challenges

- Supply Chain Disruptions
- Economic Pressures and High inflation
- Infrastructure Limitations
- Data Security Concerns
- Market Competition
- Regulatory Complexity

## Operations and Cost Outlook

- **Integrated Process Automation:** Deploying unified platforms combining AI and IoT for seamless operations and cost reductions.
- **Continuous Improvement Framework:** Establishing a dedicated task force to identify and implement cost-saving initiatives across all departments.
- **Dynamic Supply Chain Optimization:** Adopting predictive analytics to anticipate demand and minimize excess inventory and associated costs.
- **Tech Synergy for Savings:** Partnering with leading tech providers to deploy scalable, cost-effective IT and connectivity solutions.
- **Cloud-First Strategy:** Migrating core services to the cloud for increased agility and significant long-term cost benefits.
- **Customer-Centric Product Development:** Aligning consumer-facing applications with feedback-driven priorities to enhance user adoption and minimize resource waste.

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## Solutions

- Introducing industry-specific **IoT applications for logistics, agriculture** and energy sectors, tailored for enhanced operational control.
- Rolling out **intelligent fuel tracking solutions** to optimize consumption and prevent pilferage, addressing rising fuel costs.
- Targeting corporate fleets with **AI-powered dashboards**, predictive maintenance and cost optimization tools.
- Offering scalable **telematics platforms with real-time data** analytics to meet diverse client needs in logistics, retail and manufacturing.
- Delivering **end-to-end visibility and control for high-value assets through IoT-enabled** tracking and condition monitoring, ensuring security and operational efficiency.
- Expanding market reach with advanced **smart home solutions** offering security, energy efficiency and seamless integration.

# TME – Key Achievements

Continuing to build on the momentum across a blue-chip client base in UAE with strong potential for GCC expansion.

## Telematics

- Deal closed with **General Contracting Companies** for an IVMS solution for a fleet of vehicles.
- New installations successfully completed for implementation of an IVMS solution for **car rental companies**.
- Pilot solution implemented for **Construction company** to provide a GPS based attendance system for labor staff.
- Deal in progress to provide an advanced IVMS solution with temperature monitoring for the fleet of **Food company** in UAE and Oman.

## IIoT Solutions

- Demo units installed for our driver fatigue monitoring system on tower cranes for **Construction company**. Client in process of evaluating solution to be potentially implemented across 40 cranes.
- Demo testing in progress with **Bulk Transport company** for implementation of a fuel management system for their fleet.
- Deal closed with a **manufacturing company** for a driver fatigue monitoring solution for a fleet of 51 vehicles.
- Successfully closed a deal with a **technology company** for a fuel dispensing solution to monitor the intake and consumption of fuel.

## Compliance

- Installations successfully completed for **Gargash** for a new fleet of vehicles.
- Deal closed with **Transport company** for installation of an IVMS system for their vehicles under SIRA premium.
- Vendor registration completed with a client to be able to install a government approved IVMS solution for applicable businesses in order to comply with Abu Dhabi regulations.



# Gargash Transaction Status

- ✓ Gargash Group is one of the UAE's leading business enterprises. Established in 1918; today, the group host family of internationally renowned brands operating across four verticals: automotive, real estate, financial services and F&B. It is recognized for its global expertise and deep understanding of local markets, which has enabled the group to deliver integrated, innovative and competitive services.
- ✓ Trakker Middle East (TME) has entered in Strategic Partnership with Gargash Group and based on same Gargash group will be injecting fresh equity in the company for acquisition of 50.1% interest in TME.
- ✓ **Current Status** : Legal processes have been completed in November 2024. Equity injection is expected within Dec 2024.
- ✓ With the onboarding of Gargash Group, represent a significant milestone for TME Company as the same will not only accelerate TME company's **growth in Middle East but also provide an excellent platform to showcase our innovative IoT products to a broader audience.**



# Marketing and Communication

# Digital Campaigns



## Azadi Campaign – Aug 2023

An organic Azadi discount campaign was designed to generate maximum leads during the month of August

Total Leads (Online)	1.5K
Total Impressions	4K

## Pinktober – Oct 2023

launched an organic campaign offering discounts on our tracking devices, linking the importance of security with breast cancer awareness

Total Leads (Online)	600
Total Impressions	1.7K





# Digital Campaigns

## Big Friday Campaign – Nov 2023

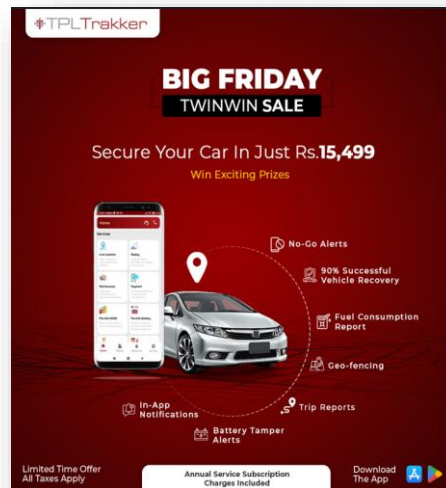
Trakker’s flagship campaign, running throughout November and December, was designed to capitalize on the holiday season and boost sales.

Total Leads (Online)	27.8K
Total Impressions	12.8 Million

## Pak Ramadan Offer – Mar / Apr 2024

A promotional campaign aimed at enhancing brand visibility and generating optimal leads during Ramadan

Total Leads (Online)	8.9K
Total Impressions	125K





# Social Media



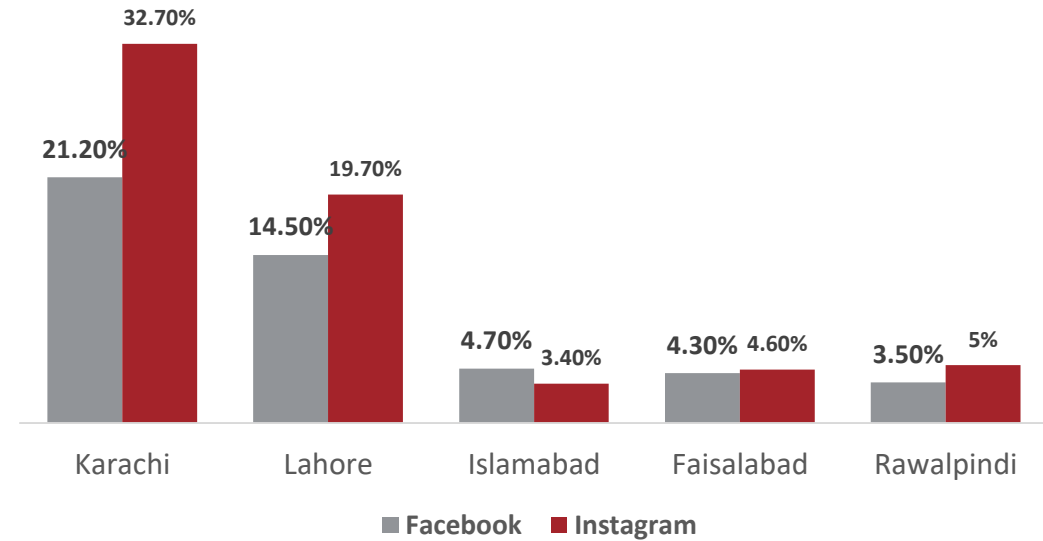
## Social Media Growth

Leveraged all three platforms with varied content to promote our services and brand building

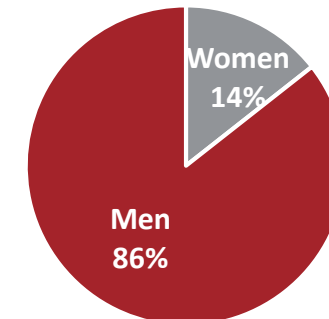


Reach	195K	6.3K	134K
Engagement	40.3K	529	5.9K
New Followers	2K	523	2.5K
Page Visitors	135.3K	6.6K	17.7K

## Audience City Wise Breakup



## Gender Split



# On-ground Activities



Brand of the Year Awards 2022 – Aug '23



Independence Day Celebration – Aug '23



Bait ul Sukoon visit during Pinktober – Oct '23



A collaborative training session with [The Hunar Foundation](#) – Oct '23



Diwali – Nov '23



Pakwheels Car Mela – Dec '23



Pakwheels Auto Show – Dec '23



STE Awards Ceremony – Jan '24



# On-ground Activities



Visit to Panah Shelter – Mar '24



Corporate Iftar – Apr '24



TPL 24 years celebrations – Apr '24



LWMC Road Show – May '24



Mother's Day – May '24



Technicians Day – Jun '24

TPL  
maps



FY24 saw Revenue increase 54% from 161m to 248m

## Location Data

- **Location Data saw robust growth throughout the year**, driven by strong sales pipeline across verticals.
- **Strategic focus on delivering value in the last mile delivery value chain.** Geocode, Live Tracking, and Route Optimization remain our strongest performers.
- **Moved pricing model away from API hits towards custom pricing** based on client requirements; including order-based pricing, fixed fee pricing, and others.
- **Significant improvements to API algorithms** including Search, Third Party Integrations, Map Quality, and Data Layers, and Locate Me Widget; **reduced integration timelines**

## Location Intelligence

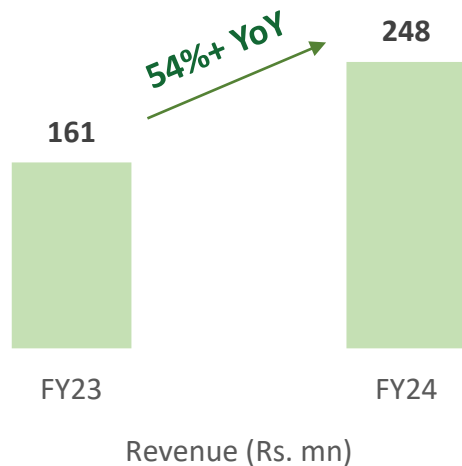
- **FY24 saw the launch of Location Intelligence**, Pakistan's leading GIS based analytics platform, resulting in strong revenue growth of the segment.
- **Onboarded several clients with focus on Banking, Financial Services, Retail, Restaurants, and Marketing.**
- **Pricing model is based on fixed monthly or annual license;** specific pricing dependent on client customizations and data requirements for platform.
- Data layers include Population, SEC Classification, Real Estate, Traffic Density, Mobility, Housing, and Businesses.

## GIS as a Service

- **Surveying remains strong driver of Revenue** for TPL Maps, with clients such as Rayn Group and others for extensive surveying projects across Pakistan.
- Further growth in custom data purchase requirements in local market.
- Pricing model continues to remain fixed one off, cost-based pricing.

Continuing to build on the momentum across a blue-chip client base in UAE with strong potential for GCC expansion.

### FY24 Revenue



### Revenue by Quarter (Rs.)

Q1	75m
Q2	59m
Q3	36m
Q4	78m

- **FY24 saw Revenue increase 54% from 161m to 248m.** Growth driven by expansion across all three verticals.
- **Launch of Location Intelligence has been strong driver of Revenue growth in FY24**
- Quarterly Revenue experiences seasonality given mix of contract based one off pricing and monthly recurring licenses.

### Location Data APIs

#### Route Optimization

For Riders and Field Force

#### Live Tracking

of Customers and Riders

#### Location Based Offers

From Customer Location

#### Address Capturing

Based on Customer Location

### Location Intelligence

#### Network Planning

Data Visualization platform that helps Banks, Retail, and Restaurants optimize their branch networks.

#### Marketing Optimization

Analytics platform that supports FMCGs and Advertisers in optimizing their customer reach and target areas.

### GIS as a Service

#### Custom Surveying

Custom field surveying, digitization, and data gathering requirements with S1 Licensed surveying team

#### Data Reports

Custom data reports based on client requirements including businesses, footfall, population and more.

### New Clients On Boarded



**Cheezious**  
Leading Food  
Delivery Player



**Rozee**  
Pakistan's Premier  
Employment  
Platform



**Trukkr**  
Fintech Platform  
for Pakistan's  
Trucking Industry



**UBL**  
Pakistan's leading  
Commercial Bank



**HBL**  
Pakistan's leading  
Commercial Bank



**Naheed**  
Pakistan Leading  
online and retail  
store chain.

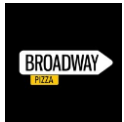


**AlFatah Shopping  
Mall**  
Pakistan Leading  
online and retail  
store chain.



**Routify**  
Leading 3PL  
aggregator Startup

### Integrations In Process



**Broadway Pizza**  
Pakistan's leading  
fast-food chain



**Syngenta**  
World's Leading  
Agri Company



**Ranchers**  
Pakistan's Leading  
Fast-food Chain



**Multinet**  
Pakistan Leading  
Information and  
Communications  
Company.



**Khaadi  
Corporation**  
Pakistan Leading  
Fashion Retail  
Chain



**Collabs**  
Pakistan Leading  
Co Working Space  
Company



**Alchemative**  
Pakistan Leading  
Ecommerce  
Solution provider



**Inbox Business  
Technologies**  
premier provider of  
digital services to  
businesses in Pakistan



**Boundless  
Technologies**  
Leading software  
house.



**Zip24**  
revolutionizing  
delivery logistics in  
MENA and Pakistan.

### Partnerships

### Product Offering

1

#### Network Optimization

Location Intelligence uses multiple datasets that enable companies to select the best possible sites for sales or physical touchpoint network expansion.

The platform allows companies to quickly conduct competitor analyses and opportunity analyses to make data-driven decisions:

- **Optimize** branch locations
- **Enhance** sales coverage
- **Conduct** competition analysis
- **Identify** gaps in coverage

2

#### Marketing Campaigns

Location Intelligence allows FMCGs, Marketing, and Advertisers to better understand where to target their sales campaigns and field force efforts, based on location data.

The platform allows companies to identify target areas, demand hotspots, population density, customer footfall, and traffic data for optimal sales and advertising:

- **Optimize** marketing campaigns
- **Enhance** ad visibility
- **Conduct** competition analysis
- **Identify** gaps in sales network

### Target Customers

1

**Banking, Fintech,  
Restaurants and  
Retail**

2

**Marketing, FMCG,  
and Advertising**

### Next Steps

- **Food and Restaurants:** Expansion into Food, Retail, and Restaurants in Pakistan.
- **Data Partnerships:** Exploring data partnerships with leading local players to enhance feature availability, such as SEC classification
- **International Expansion:** Engaging GCC partners to explore regional expansion for Location Intelligence product as well as data partnerships in GCC.

# Location Intelligence

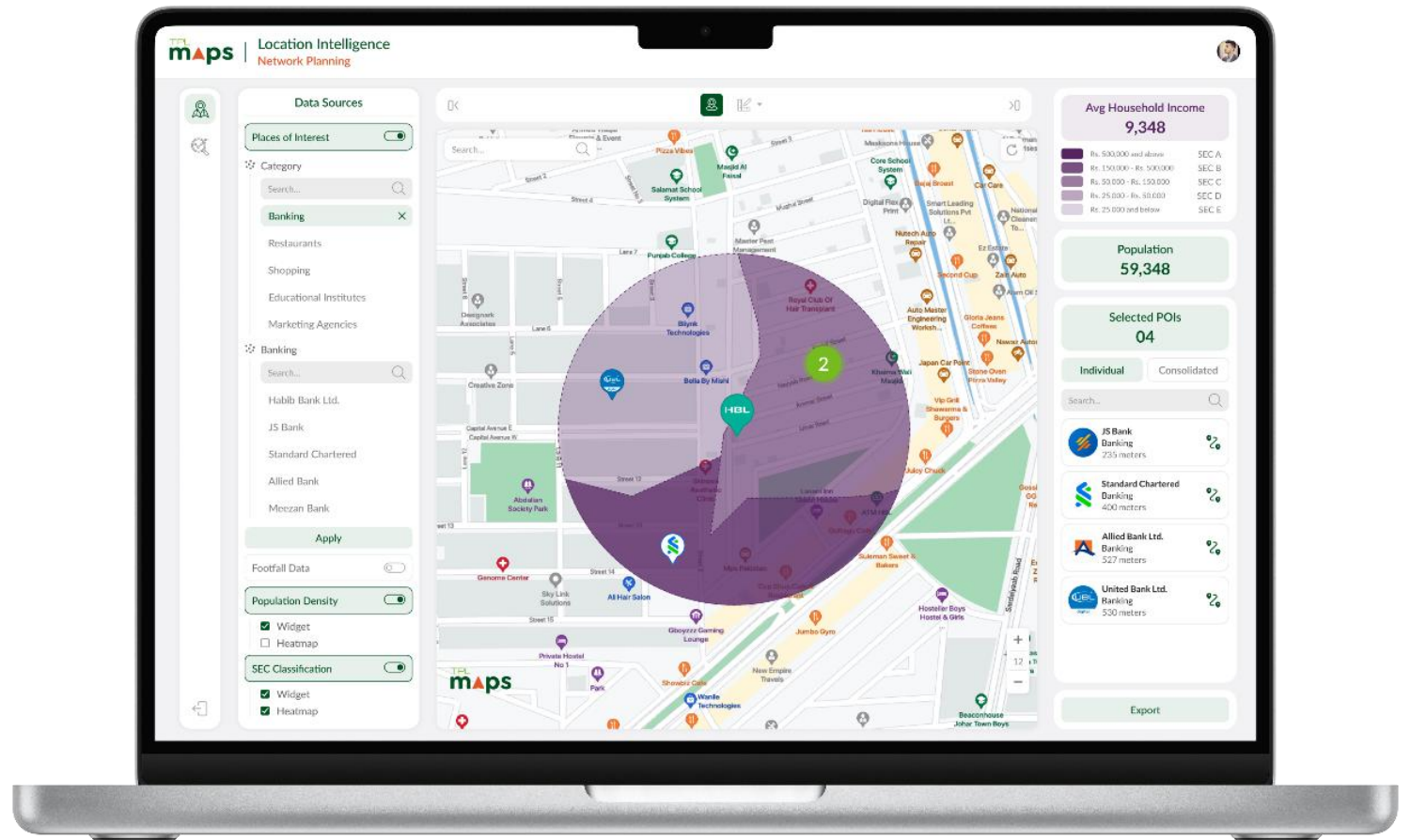
## New Product Launch: Pakistan's leading GIS analytics platform

### Network Planning

Learn more competing businesses by selecting your industry from over 200+ available categories.

Powered by a strong algorithm, select your reference areas & cities to automatically identify gaps or white spaces between your coverage

- **Map** your branches to your competitors
- **Analyze** coverage in areas
- **Identify** key locations for upcoming branches
- **Optimize** sales force efforts





# Location Data

## Expanded portfolio of Location Data products beyond legacy APIs

### Address Capturing

Enable your web and mobile applications to capture accurate locations of consumers.

Integrate a pre-built solution to improve the quality of addresses and ensure accurate information.

- **Ensure** speedy card deliveries
- **Verify** submitted addresses
- **Support** the KYC process with accurate locations



# Location Data

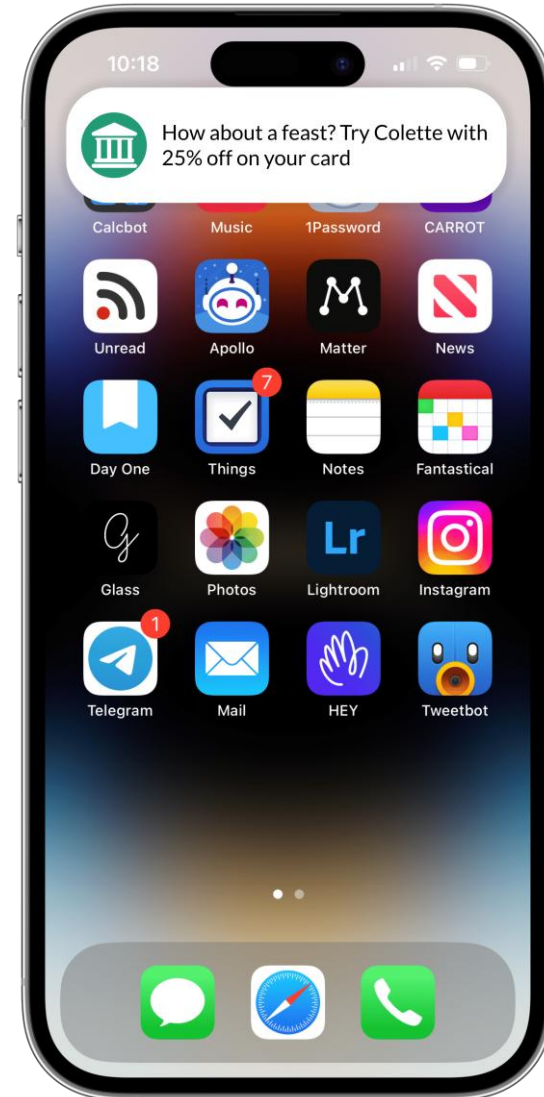
## Expanded portfolio of Location Data products beyond legacy APIs

### Location Based Advertisements

Enable your mobile and web applications to gain access to location information of your customers.

Alert your users about your recent promotions, branches or any other location-based announcements

- **Locate** nearby offerings
- **Automatically** identify proximity
- **Generate** meaningful alerts



# Location Data

Significant expansion in datasets over FY24

## Our Data Offering



**4M+**

Homes & Residences



**4M+**

Points of Interest



**1M+ km**

Road Network



**200+**

Business Categories

## Advanced Sets



Footfall



Real Estate



Population & Demographics



Purchasing Power



Weather Data



Historical Yield

## How We Collect Data



**In House Surveying**

**Dedicated** Surveying Team  
**Frequent** Data Refreshing  
**Targeted** and Smart Surveying



**Data Partnerships**

Client & Partner Data  
Government Agencies  
Telecom Companies



**Online Sources**

Crowdsourcing  
Public Data  
Other APIs



A city street at dusk with modern buildings and a red network diagram overlay. The diagram consists of red lines forming a grid-like pattern with arrows pointing in various directions, suggesting connectivity and data flow. The background shows a cityscape with tall buildings and a street with cars.

ENABLING

**CONNECTED  
FUTURE**

**THANK YOU**

 **TPL**Trakker