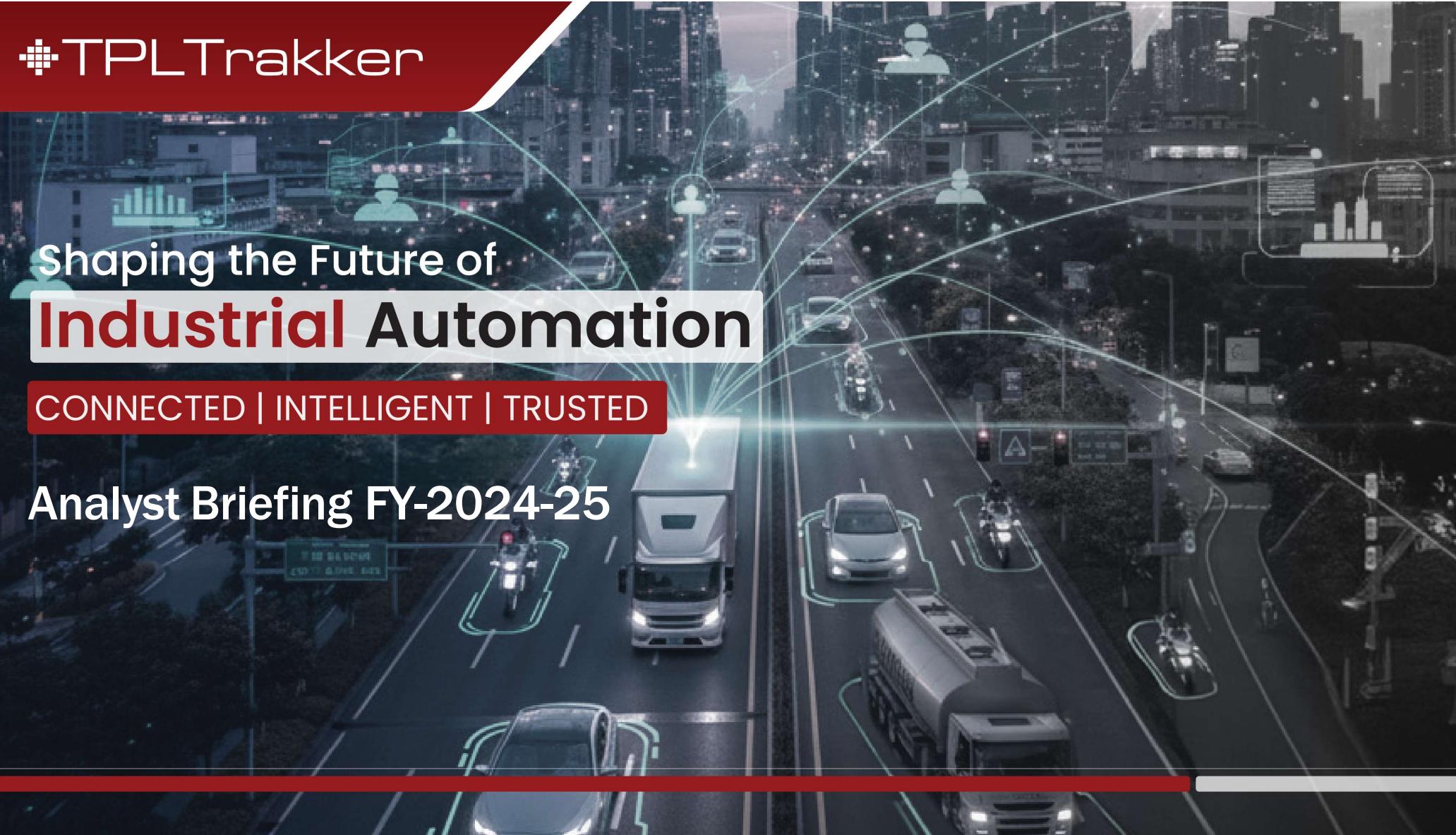




Shaping the Future of  
**Industrial Automation**

CONNECTED | INTELLIGENT | TRUSTED

Analyst Briefing FY-2024-25

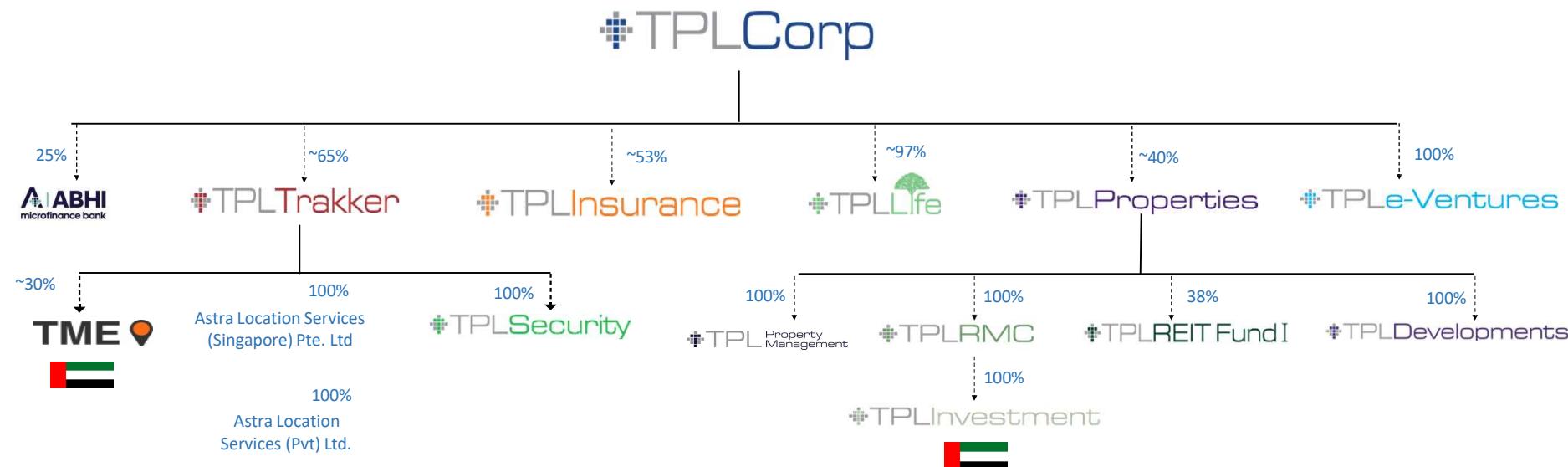


# TPL Group

## Overview of the Group



Diversified Entrepreneurial Group, seeking to redefine and lead in the markets it operates, incl. Insurance, Real Estate, LogiTech



6 Listed on the PSX



PKR 40 Bn+ Market Cap



Presence in GCC Region



Credit Rating: A



1500+ Trained Workforce



# About TPL Trakker

## Industry Leader in Tracking and IoT from 25 years

### Company Overview

- Market leader with over 25 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**
  - Monitoring **135,000+ active vehicles**
  - 12 years** of expertise to track transhipment cargo
- GCC subsidiary**, in partnership with Gargash group **Trakker Middle East** will be expanding in GCC countries.

### Relevant Strength

 In-house Engineering Expertise

 In-house Software Development Expertise

 Relationship with Top Corporates of Pakistan

 IoT Sensors Expertise

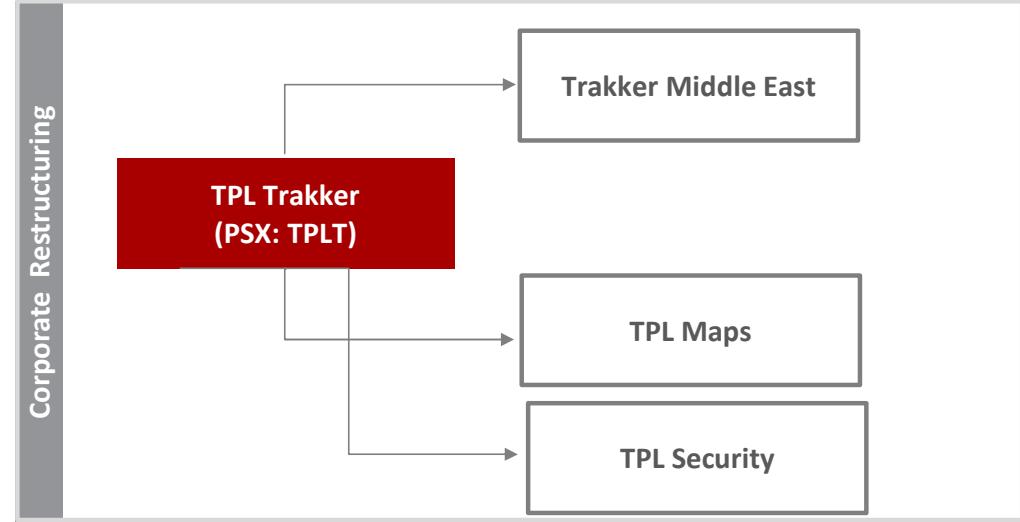
 Years of Data – From Trakker & Associated Companies

 Highly Qualified & Experienced Management

### Key Financial Highlights

Revenue (FY25)  
**PKR 1.77 Bn**

TPL Ownership  
**65 %**



### Market Leader in the Telematics & LBS Space across Pakistan

#### Connected Car

- Real-time location tracking
- Driver behavior analysis
- Usage based Insurance
- Video Vehicle Telematics
- Driver fatigue monitoring
- Predictive maintenance
- Fleet management

#### Digital Mapping and Location Services

- Container security solution
- Navigation Services

#### Industrial IoT Solutions

- Genset Monitoring
- Fuel Monitoring
- Smart Agriculture
- Water Level Monitoring
- Smart Warehousing
- Smart home & office automation
- Cold Chain Monitoring

# OUR DIVERSE CLIENTELE

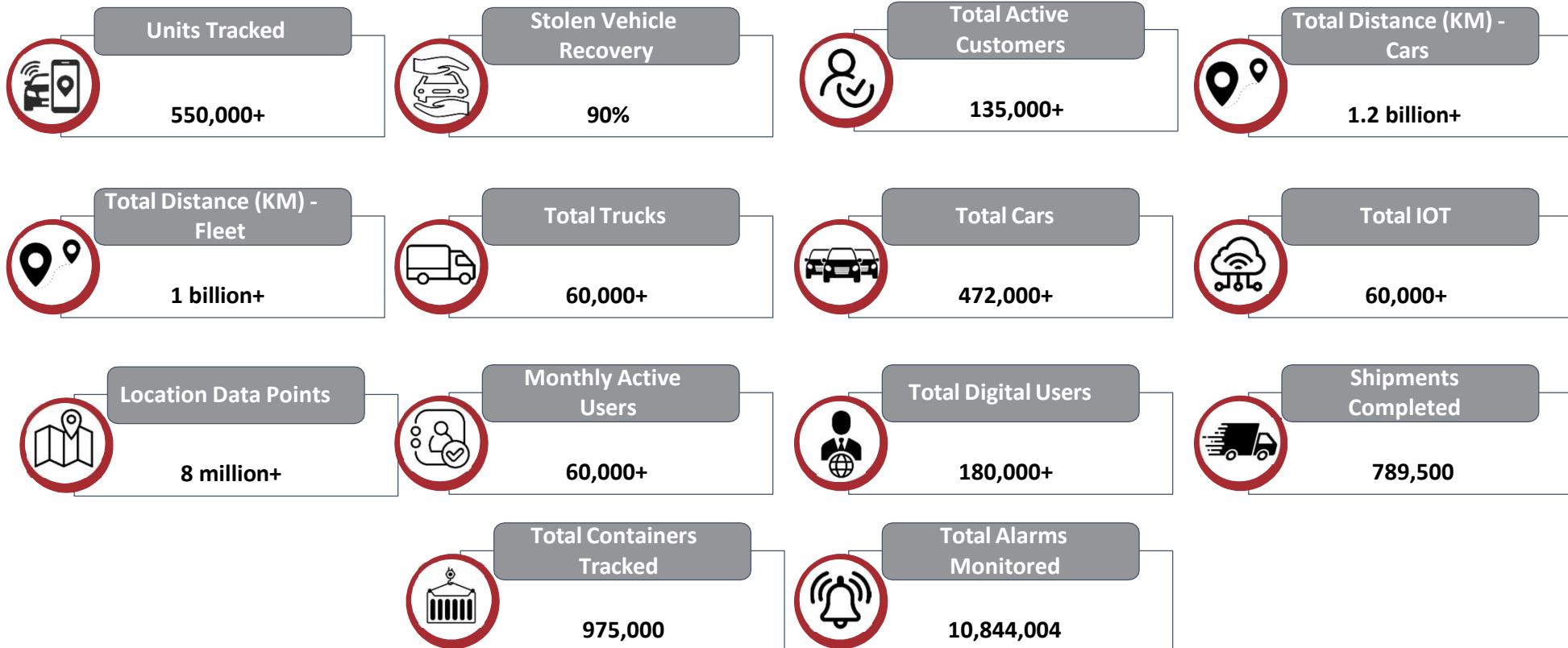


OIL & GAS PHARMA TEXTILE FMCG INSURANCE GOVT BANKING CHEMICAL LOGISTICS TELECOM ON DEMAND ENERGY AMBULANCE



# TPL Trakker

## Performance Review



## From Challenges to Resolution

Our product portfolio and solutions

# Our Product Offering

## Telematics & IoT Solutions



### Vehicle/Fleet Tracking



Real-time monitoring and analytics for cars, bikes, and fleets to ensure safety, efficiency, and control.

### Personal & Pet Tracking



GPS-enabled for individuals and wearables pet's devices, ensuring real-time safety, location visibility, and activity monitoring

### Video Telematics



AI-powered camera solutions for driver behavior analysis and incident verification.

### Genset Monitoring



Remote tracking of generator performance, fuel usage, and maintenance needs.

# Expanding Horizons

From Telematics Excellence to IoT Innovations

# Our Product Offering

## Telematics & IoT Solutions



### Fuel Monitoring

IoT-based sensors to track fuel levels, consumption, and theft prevention.



### Smart Farm Management

Precision IoT solutions for soil, crop, and equipment monitoring to optimize yield.



### Moveable Asset Tracking

End-to-end visibility and security for mobile assets and shipments.



### Water Level Monitoring

Automated sensing systems for reservoirs and tanks to manage water usage efficiently.



### Dispatch Solution

Automates dispatching and routing to improve efficiency and real-time visibility



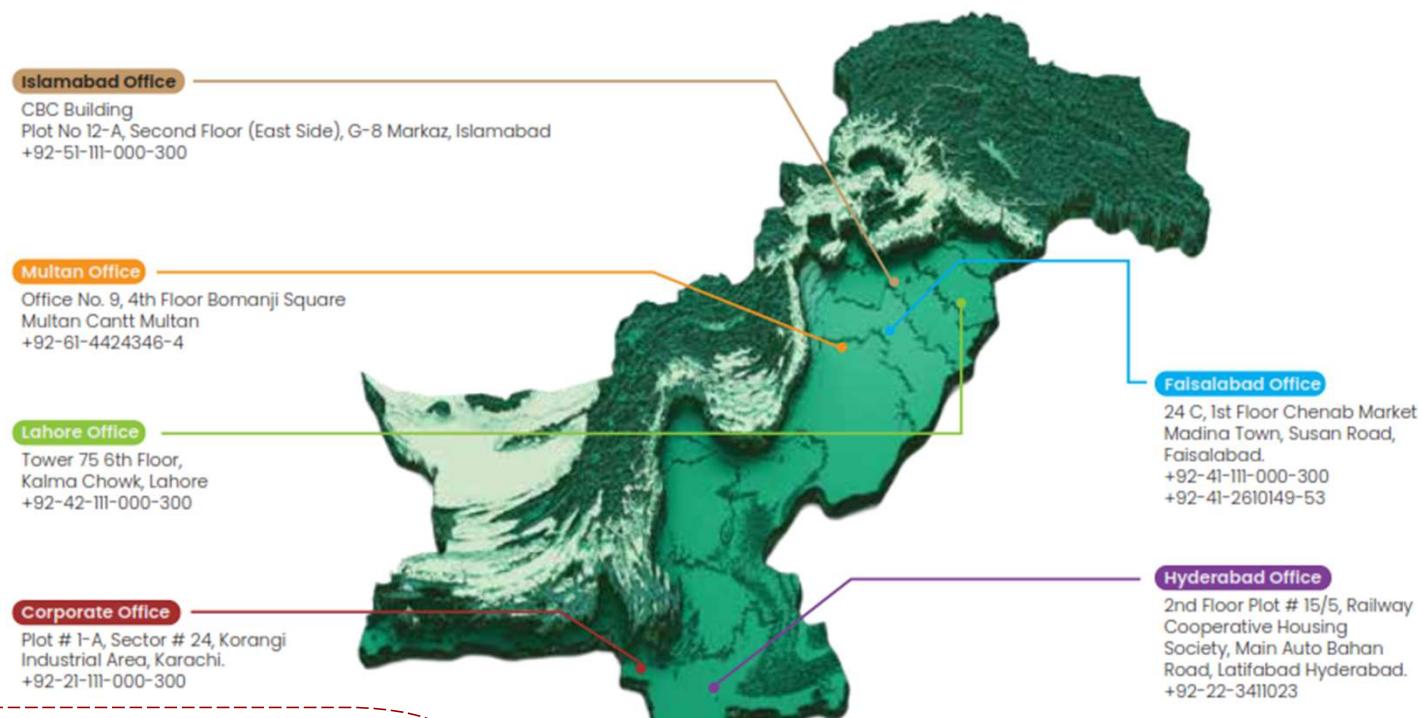
### Cold Chain Monitoring

IoT-enabled temperature and humidity tracking to ensure product quality and compliance across the supply chain.



# Geographical Presence Across Pakistan

With a robust presence across Pakistan, TPL Trakker has established strategically located offices and facilitation centers in major hubs to ensure seamless service and convenience for our customers.



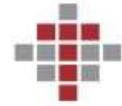
TPL Trakker combines a massive regional footprint with localized care. While our core network spans offices in Karachi, Lahore, Islamabad, Faisalabad, Multan, and Hyderabad, we are also the only tracking provider in Pakistan to offer dedicated Facilitation Centers.



## Financial Summary FY 24-25



	Six months Period ended Dec 31, 2024	Nine months Period ended Mar 31, 2025	Year ended Jun 30, 2025	Comments
----- Rs. '000' -----				
Turnover - net	1,149,741	1,487,814.98	1,773,166	
Cost of sales	(642,929)	(899,859.77)	(1,041,046)	
<b>Gross profit</b>	<b>506,812</b>	<b>587,955</b>	<b>732,120</b>	
Distribution expenses	(56,085)	(85,763)	(98,434)	
Administrative expenses	(206,117)	(311,111)	(352,973)	
<b>Operating profit</b>	<b>244,610</b>	<b>191,081</b>	<b>280,713</b>	
Research and Development expenses	(38,385)	(57,297)	(65,809)	
Other expenses	(64)	(1,457)	(36,897)	
Finance cost	(200,443)	(270,234)	(337,245)	
Other income	71,309	86,370	144,869	
<b>(Loss) / profit before income tax and levies</b>	<b>77,027</b>	<b>(51,538)</b>	<b>(14,368)</b>	



	All amount in PKR'000					
	FY 25 Standalone	FY 24 Standalone	Variance (%)	FY 25 Consolidated	FY 24 Consolidated	Variance (%)
Turnover	1,773,166	2,542,597	(30%)	1,832,262	3,214,505	(43%)
Operating Profit	280,713	602,606	(53%)	184,795	517,547	(64%)
Finance Cost	(337,245)	(515,041)	35%	(343,109)	(547,265)	37%
(loss) / (Loss) after Taxation	(69,948)	135,024	(152%)	3,800	(104,238)	104%
Earnings per share (Rs)	(0.37)	0.72	(152%)	0.07	0.03	147%

Company Wise Revenue Performance	FY 25	FY 24	Variance (%)
TPL Trakker Limited	1,773,166	2,542,597	(30%)
Astra Location Services (MAPS)	66,777	248,882	(73%)
Trakker Middle East (TME)	-	430,708	(100%)
<b>Gross Consolidated Revenue</b>	<b>1,839,943</b>	<b>3,222,187</b>	<b>(43%)</b>
Elimination - Inter-company transaction	(7,682)	(7,682)	
<b>Net Consolidated Revenue after Elimination</b>	<b>1,832,262</b>	<b>3,214,505</b>	<b>(43%)</b>
<b>TME</b>	<b>584,643</b>	<b>430,708</b>	<b>36%</b>

Note: Effective January 1, 2025, TME's classification has changed from a subsidiary to an associate. Therefore, revenue has been recognized up to December 31, 2024 in consolidation (Revenue till Dec-24 amounting Rs. 294 million).

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

### Comments (standalone)

**Revenue** declined mainly due to the closure of the STE project. Excluding this planned transition, the core business continued to demonstrate stable and consistent performance.

**Gross profit** reflected the absence of STE; however, underlying core business margins remained stable.

**Operating profit** decreased in line with lower gross profit, but this impact was effectively mitigated through enhanced cost discipline in admin & distribution expenses.

Overall, despite the impact of STE business, the Group's core operations remain resilient.

### Future Prospects

- Enhance the **TPL Trakker application** to deliver an improved customer experience through the integration of advanced IIoT capabilities and AI-driven solutions.
- Strengthen **TPL Maps** by building strategic alliances and rolling out new, value-added features to expand functionality and market relevance
- Drive **technology-led, one-window security solutions** under TPL Security, offering integrated, end-to-end security services through a unified platform.



All amount in PKR'000 except EPS

	FY 25 Standalone	FY 24 Standalone	Variance (%)	FY 25 Consolidated	FY 24 Consolidated	Variance (%)
Turnover	1,773,166	2,542,597	(30%)	1,832,262	3,214,505	(43%)
Cost of sales	(1,041,046)	(1,389,260)	25%	(1,129,084)	(1,800,513)	37%
<b>Gross profit</b>	<b>732,120</b>	<b>1,153,337</b>	<b>(37%)</b>	<b>703,178</b>	<b>1,413,992</b>	<b>(50%)</b>
Administrative expenses	(352,973)	(412,359)	14%	(404,176)	(754,933)	46%
Distribution expenses	(98,434)	(113,468)	13%	(114,206)	(141,512)	19%
<b>Operating profit</b>	<b>280,713</b>	<b>627,510</b>	<b>(55%)</b>	<b>184,795</b>	<b>517,547</b>	<b>(64%)</b>
Research and Development expenses	(65,809)	(79,295)	17%	(77,071)	(93,179)	17%
Other expenses	(36,897)	(97,931)	62%	(152,000)	(73,027)	(108%)
Finance cost	(337,245)	(515,041)	35%	(343,109)	(547,265)	37%
Other income	144,869	254,756	(43%)	480,439	139,353	245%
Share of loss from associate	-	-	-	(14,329)	-	(100%)
<b>Earnings before taxation</b>	<b>(14,368)</b>	<b>189,999</b>	<b>(108%)</b>	<b>78,725</b>	<b>(56,571)</b>	<b>239%</b>
Taxation	(55,580)	(54,974)	(1%)	(54,791)	(47,667)	(15%)
<b>Earnings after taxation</b>	<b>(69,948)</b>	<b>135,024</b>	<b>152%</b>	<b>23,935</b>	<b>(104,238)</b>	<b>123%</b>
Earnings per Share (Rs)	(0.37)	0.72	152%	0.07	0.03	159%



All amount in PKR'000

	2025	2024	2023	2022
Turnover – net	1,773,166	2,542,597	2,253,140	2,106,469
<b>Cost of sales and services</b>	<b>(1,041,046)</b>	<b>(1,389,260)</b>	<b>(1,412,374)</b>	<b>(1,360,234)</b>
Gross profit	732,120	1,153,337	840,765	746,234
Distribution expenses	(98,434)	(113,468)	(112,643)	(105,861)
Administrative expenses	(352,973)	(437,263)	(388,305)	(359,924)
<b>Operating profit</b>	<b>280,713</b>	<b>602,606</b>	<b>339,817</b>	<b>280,449</b>
Research and development expenses	(65,809)	(79,295)	(76,550)	(77,655)
Other expenses	(36,897)	(73,027)	(44,676)	(15,422)
Finance costs	(337,245)	(515,041)	(535,751)	(311,536)
Other Income	144,869	254,756	318,278	210,638
<b>(Loss) / profit before taxation</b>	<b>(14,368)</b>	<b>189,999</b>	<b>1,118</b>	<b>86,474</b>
Taxation	(55,580)	(54,974)	(43,392)	110,641
<b>(Loss) / profit after taxation</b>	<b>(69,948)</b>	<b>135,024</b>	<b>(42,274)</b>	<b>197,115</b>

- **Core margins** remain stable, with 2025 reflecting revenue normalization after a strong 2024.
- **Earnings moderation** is largely attributable to operating leverage and financing costs rather than structural issues.
- **Management growth priorities** are focused on expanding the top line through technology-led revenue vectors



All amount in PKR'000

	2025	2024	2023	2022
Turnover – net	1,832,262	3,214,505	2,784,560	2,342,487
Cost of sales and services	(1,129,084)	(1,800,513)	(1,715,794)	(1,533,007)
<b>Gross profit</b>	<b>703,178</b>	<b>1,413,992</b>	<b>1,068,766</b>	<b>809,480</b>
Distribution expenses	(114,206)	(141,512)	(129,643)	(106,803)
Administrative expenses	(404,176)	(754,933)	(679,822)	(582,262)
<b>Operating profit</b>	<b>184,795</b>	<b>517,547</b>	<b>259,300</b>	<b>120,415</b>
Research and development expenses	(77,071)	(93,179)	(86,632)	(77,655)
Other expenses	(152,000)	(73,027)	(44,676)	(15,422)
Finance costs	(343,109)	(547,265)	(558,736)	(311,907)
Other Income	480,439	139,353	250,858	196,791
Other Income	(14,329)	-	-	-
<b>Profit / (Loss) before taxation</b>	<b>78,725</b>	<b>(56,571)</b>	<b>(179,886)</b>	<b>(87,777)</b>
Taxation	(54,791)	(47,667)	(49,148)	110,641
<b>Profit / (loss) after taxation</b>	<b>23,935</b>	<b>(104,238)</b>	<b>(229,033)</b>	<b>22,863</b>



# Outlook on Key Levers for FY26

## 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.

## 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.



# Key Business Risks

## Key Business Risk

- **Revenue & Market Risk:** High reliance on traditional vehicle tracking; new IoT and data solutions are still scaling. Demand linked to transport, logistics, and auto sector activity.
- **Technology & Competition Risk:** Rapid innovation cycle and strong competition require continuous investment to avoid technology obsolescence.
- **Cost & FX Exposure:** Dependence on imported hardware exposes margins to foreign exchange volatility and supply chain disruptions.
- **Macroeconomic Risk:** Inflation, interest rates, and economic uncertainty in Pakistan may reduce customer spending and profitability.
- **Financial Risk:** Leverage and financing costs can pressure cash flows during periods of lower earnings.
- **Regulatory & Compliance Risk:** Changing regulations related to telematics, data privacy, cybersecurity, and sector-specific requirements may increase compliance costs.
- **Execution & Cyber Risk:** Expansion into new IoT verticals carries execution risk; data security breaches could damage reputation and trust.



## Marketing and Communication



# Marketing – Digital Campaigns

## Twin Win – Nov / Dec 2024

Launched the Twin Win Black Friday campaign to drive maximum leads, and to boost engagement, featured a cell phone giveaway for the winner.

Total Leads (Online)	531
Total Impressions	145,593



## Pinktober – Oct 2024

We rolled out a limited-time discount campaign on our tracking devices, aligning the need for smart security with Breast Cancer Awareness

Total Leads (Online)	4,019
Total Impressions	697,595





# Marketing – Digital Campaigns

## Azadi Sale – Aug 2024

Launched the Independence Day campaign to drive maximum leads, featuring a 19.47% discount and high-impact Meta advertising to boost engagement.

Total Leads (Online)	2,306
Total Impressions	481,857



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

## Pak Ramadan Offer – Mar 2024

A promotional campaign designed to boost brand visibility and drive strong lead generation during Ramadan.

Total Leads (Online)	1,824
Total Impressions	526,883





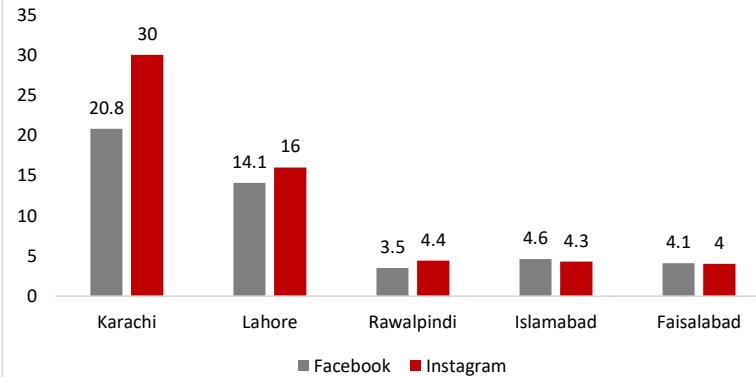
# Social Media

## Social Media Growth

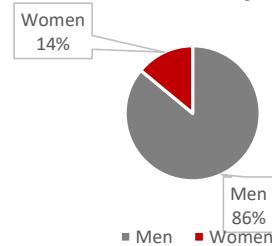
Leveraged all three platforms with varied content to promote our services and brand building

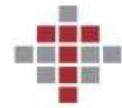
			
Reach	29.4M	535.6K	128K
Engagement	72.7K	262	5.4K
New Followers	2.4K	365	2.4K
Page Visitors	101.7K	7K	14.5K

## Audience City Wise Breakup



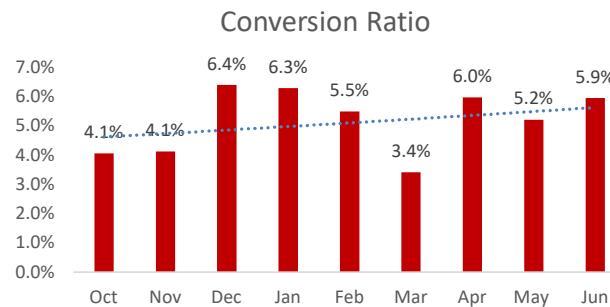
## Gender Split



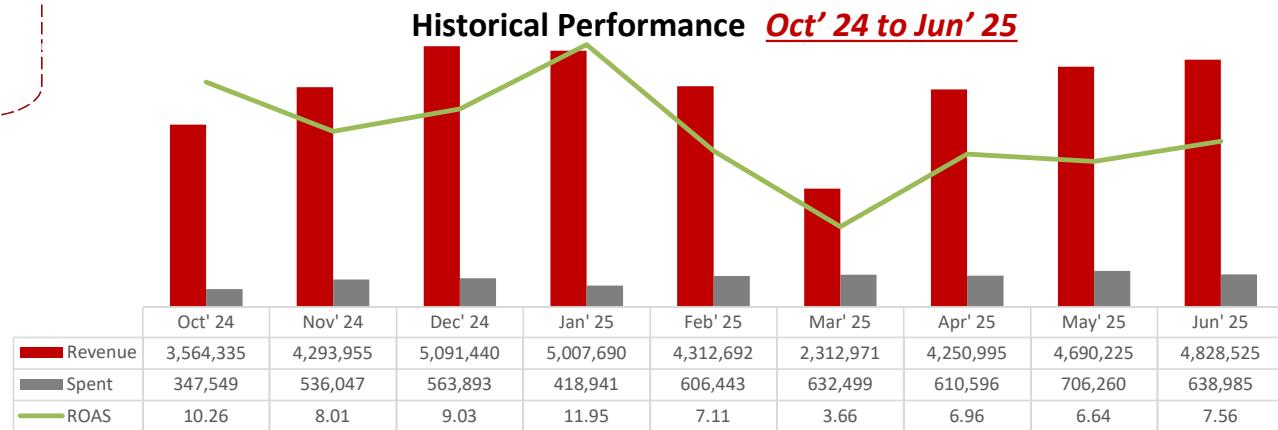


# Digital Ads Performance Overview

**Key Insight:** Conversion performance has steadily climbed throughout the fiscal period, peaking in June '25. This positive momentum validates our current optimization efforts and provides a high-confidence baseline for scaling operations in the upcoming quarter.



Some expected fluctuations, but our overall ad performance is on a clear upward path as we continue to optimize our strategy.

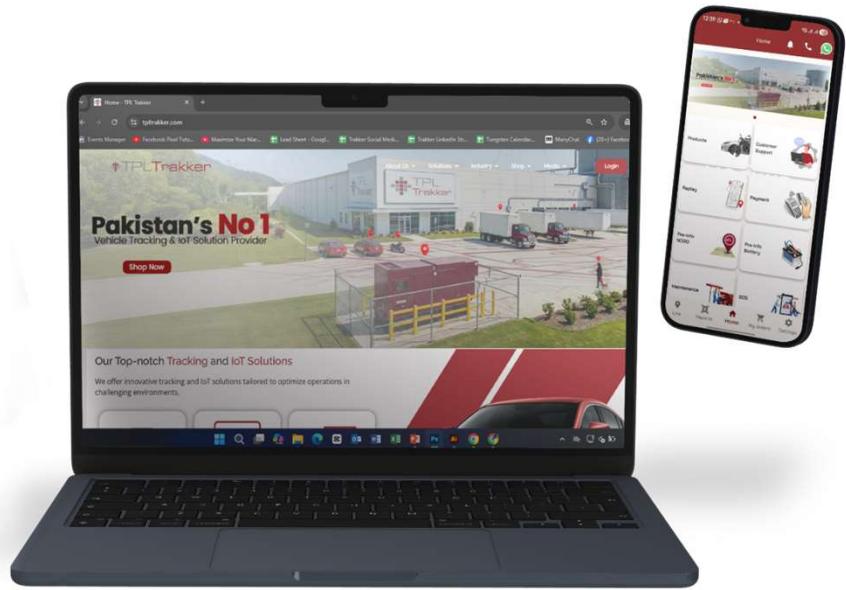




# Revamped UI/UX Across Website & App

## Enhanced Digital Experience: UI/UX & Website Revamp

- ✓ Seamless Navigation: Cleaner layouts and intuitive flows help users find what they need without friction.
- ✓ Faster Access to Features: Optimized interactions and smart structuring reduce clicks and save time.
- ✓ Consistent Experience Across Platforms: A unified design language ensures the same smooth journey on both mobile and web.
- ✓ User-Friendly Interface: A refreshed visual identity that's both functional and aesthetically pleasing.





# On-ground Activities



Happy Birthday – Nov '24



Independence Day Celebration – Aug '24



A collaborative training session with  
The Hunar Foundation – Oct '24



Rise for Success Workshop – Sep '24



Town Hall – Dec '24



Corporate Dinner (Suzuki) – Jan '24



# On-ground Activities



Pinktober - Awareness Session – Mar '24



Trakker Wellness Activity Day – Apr '24



Employee of the Month Celebration – Apr '24



Technicians Day – Jun '24



Salim Habib



Self Defense Session





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

### Telematics

- Closed deal for **Cheetah Delivery** for IVMS solution for over 300 motor bikes used for delivery services across UAE.
- Successfully completed the implementation of an IVMS **Noon Delivery** in UAE and Saudi Arabia (more than 320 vans).
- Pilot solution implemented for **Americana food** to provide a cold chain monitoring solution for their fleet. Potential to win the project for their entire fleet.

### IoT Solutions

- First project in Africa (Chad) for more than 400 fuel sensors.
- Signed with **Power Fleet** one of the most advance platform providers in the world for complicated IOT&Telematics
- Deal with **Sobha** to provide a driver monitoring system for more than 80 units to be finalized soon.
- LPO received from **Hills and Fort** for 2 mobile tanks for fuel dispensing solution

### Compliance

- Started to provide Asateel services in AUH
- More than 170 cars closed with **Elite rent a car** in SIRA RAC
- New installations for **Baniyas** in SIRA premium



## TPL Maps

### Using Location Data and AI to help enterprises optimize their supply chains



#### Location Data

Plug & Play APIs that support business operations with tools such optimized routing, live tracking & navigation, geofencing, geo-marketing and more.



#### Location Intelligence

AI platforms and APIs that drive profitability improvements through supply chain optimization, order allocation, demand modelling, network planning, and other white space analysis.



#### GIS as a Service

Custom platforms and AI model development, as well as dedicated field surveys, data gathering, digitizing and processing capabilities in geospatial data sets and more.

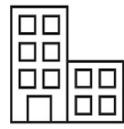


#### Consumer

Pakistan's first local Navigation App that facilitates mobility with fuel cost optimisation, public transport data and local language navigation.



**380+**  
Cities



**8,000,000+**  
Homes &  
Businesses



**1,000,000+**  
KM Roads



**1,000,000,000+**  
API Calls - (30 mln calls p.m.)

# TPL Maps

Strategic focus on building AI & location products for Pakistan and more



## Business Model

### Enterprise SaaS

Variable, monthly recurring revenue based on number of API calls consumed or value delivered

### Contract Pricing

Fixed cost with one off, cost-plus commercials based on services offered

## Our Clientele



Polio Eradication & Mapping

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

4G Rollout and Expansion

Archeological Site Digitization

Disease Monitoring Platforms

## UAE Expansion

### 1 Location Data

**Expansion of APIs** and data partnerships to license our POI data to foreign players

### 2 GIS as a Service

**Custom surveying projects and digitization**, with dedicated support for data ETL, surveying and insights.

### 3 Location Intelligence

**Easily scalable analytics platform** for variety of use cases such as demand modelling, supply chain optimisation and fraud prevention

## Why Client Choose Us?

- 1) **Leading** geospatial team with multiple awards
- 2) **Custom** mapping, software and API development
- 3) **30%** cheaper than competitors with industry specific commercials
- 4) **Hyperlocal** data offering with custom data gathering and ETL
- 5) **Regular data updates** based on on-ground surveyor inputs

# TPL Maps

Plug and play APIs that support critical enterprise infrastructure and operations



## Places



### Geocoding

Convert addresses to geographic coordinates



### Auto Complete

Get your search words completed as you type



### Nearby

Find POIs in the vicinity around your location



### Place Details

Opening times, contact information and other details on businesses

## Routes



### Advanced Directions

Get optimally ordered waypoints  
25 waypoints



### Directions

Provide directions for driving between multiple locations 10 waypoints



### Distance Matrix

Calculate travel times and distances for multiple destinations



### Map Matching

Match GPS points to most likely traveled routes



### Traffic

Real time data on road conditions

## Maps



### Vector Maps

Leverage TPL Data to build cutting edge mapping experiences



### Static Maps

Image snapshot of section of a map



### JS API

Provides interfaces for easy interaction with map and REST APIs



### Isochrone

Targetable area based on time and distance



### Geo Processing

Helpful tools to relate points, polygons and others on a map

## Our SDKs



### Android

Minimum Support: 5.0 Lollipop

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



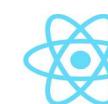
### iOS

Minimum Support: 9.3



### Flutter

Minimum Support (Android): 5.0 Lollipop  
Minimum Support (iOS): 10



### React Native

Minimum Support (Android): 5.0 Lollipop  
Minimum Support (iOS): 10

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

### Location Data APIs

Route Optimization	Live Tracking	Location Based Offers	Address Capturing
For Riders and Field Force	of Customers and Riders	From Customer Location	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.

# TPL Maps

## FY24: Sales, Partnerships, and Pipeline



### New Clients On Boarded



**Cheezius**  
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.

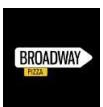


**AlFatah Shopping  
Mall**  
Pakistan Leading  
online and retail  
store chain.



**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.

# Location Intelligence

New Product Launch: Pakistan's leading GIS analytics platform



## 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

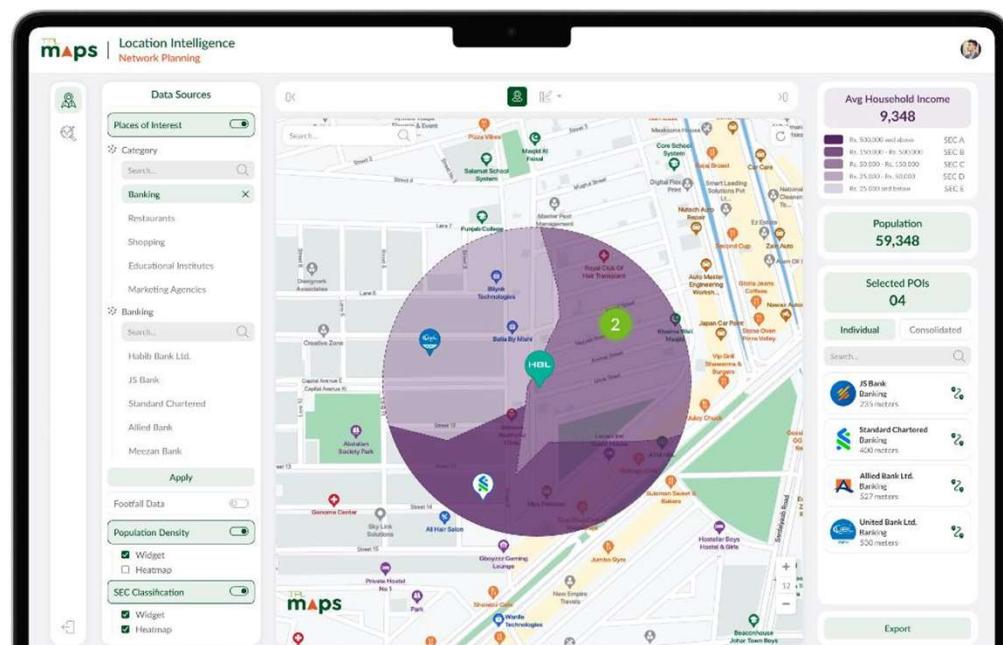


## Network Planning

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

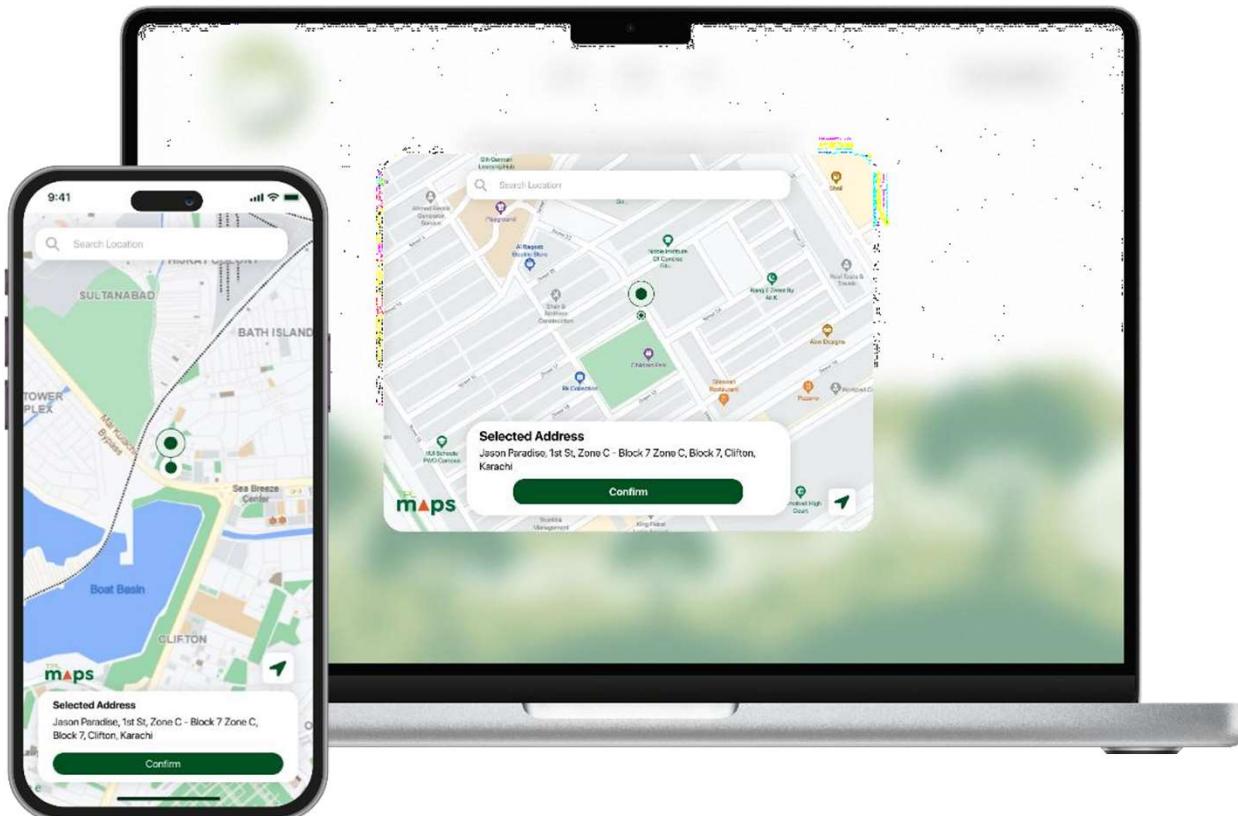


### Address Capturing

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 FY25



## 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



## In House Surveying

## How We Collect Data

**Dedicated** Surveying Team

**Frequent** Data Refreshing

**Targeted** and Smart Surveying



## Data Partnerships

Client & Partner Data

Government Agencies

Telecom Companies



## Online Sources

Crowdsourcing

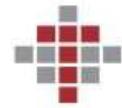
Public Data

Other APIs



TPL Security Services

# TPL Security Services



## Key Offerings

1. Enterprise-level Surveillance & Monitoring
2. Access Control Systems (biometric, smart cards, RFID)
3. Intrusion Detection & Alarm Systems
4. Command & Control Centers
5. Smart Security Gadgets & Equipment
6. Experienced & Qualified Professionals

## Key Achievements

Successfully deployed large-scale surveillance projects across Pakistan.

Partnered with government, corporates, and institutions for city-wide security infrastructure.

Installed hundreds of monitoring systems for homes, SMEs, and enterprises.

## Serves a diverse portfolio of clients



Government  
Organizations



Residential  
Projects



Corporates



SMEs

### Outlook

**Integrated Technology Solution:** Growth is fueled by the shift from traditional guarding to advanced, tech-driven security solutions catering to modern corporate needs.

**Client Portfolio Expansion:** Strong pipeline of new corporate and institutional clients across banking, logistics, and industrial sectors.

**Specialized & Premium Mobility Services:** Focusing on high-value, high-margin services like Armored Vehicle Rental (Bulletproof/Armored Escort).



Shaping the Future of  
**Industrial Automation**

CONNECTED | INTELLIGENT | TRUSTED

THANK YOU

