



Shaping the Future of **Industrial** Automation

CONNECTED | INTELLIGENT | TRUSTED

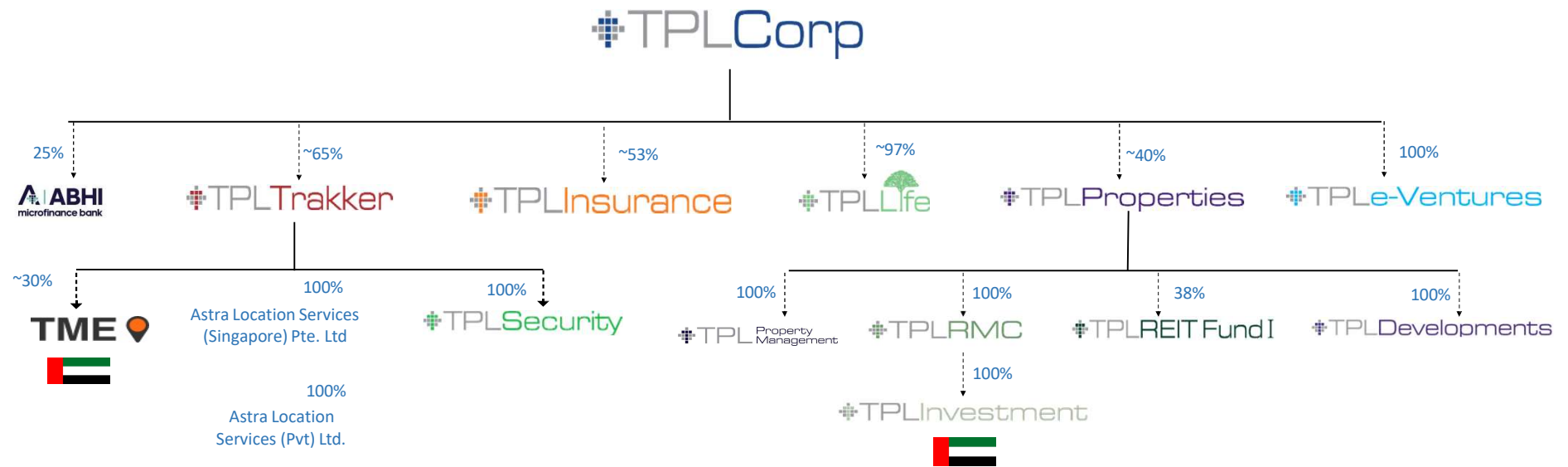
Analyst Briefing FY-2024-25

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

www.tpltrakker.com

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 transshipment cargo
- GCC subsidiary**, in partnership with Gargash group **Trakker Middle East** will be expanding in GCC countries.

Relevant Strength



In-house Engineering Expertise



IoT Sensors Expertise



In-house Software Development Expertise



Years of Data – From Trakker & Associated Companies



Relationship with Top Corporates of Pakistan



Highly Qualified & Experienced Management

Key Financial Highlights

Revenue (FY25)
PKR 1.77 Bn

TPL Ownership
65 %

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Corporate Restructuring

**TPL Trakker
(PSX: TPLT)**

Trakker Middle East

TPL Maps

TPL Security

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



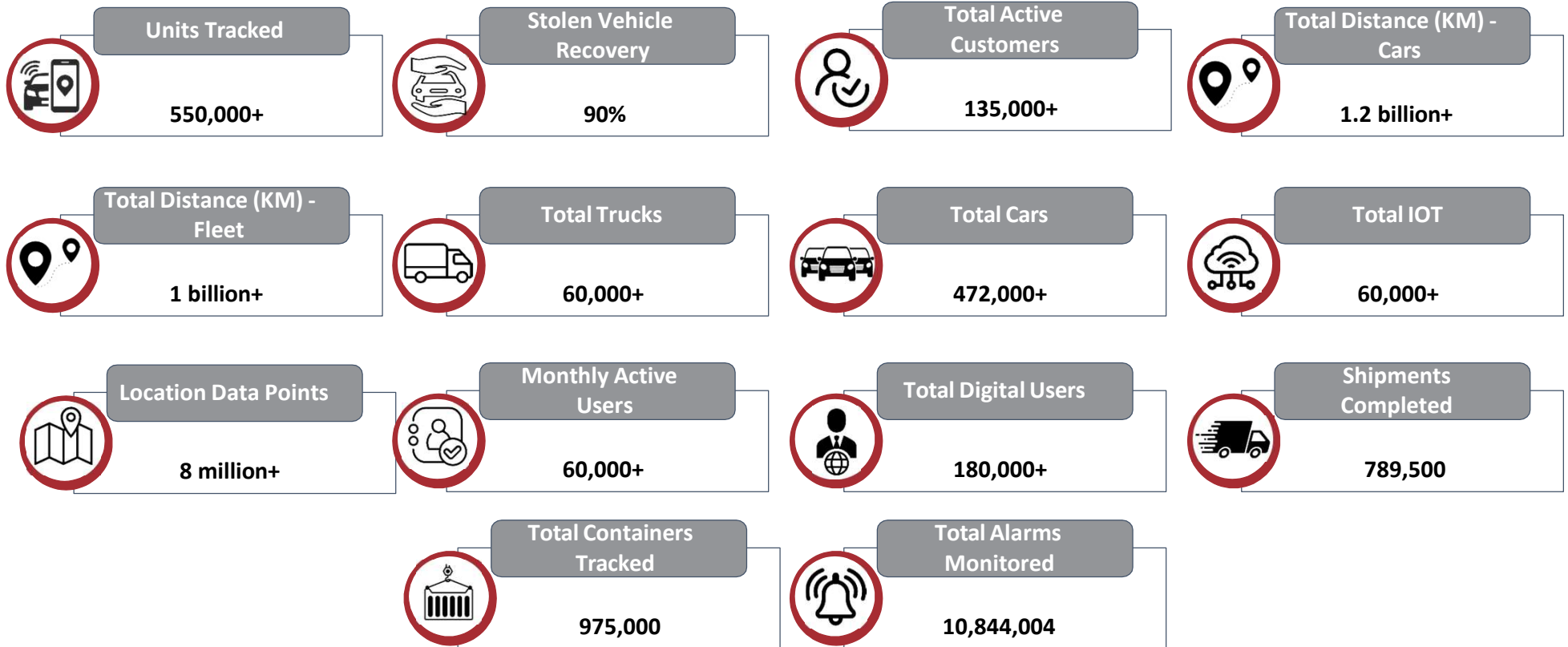
OIL & GAS PHARMA TEXTILE FMCG INSURANCE GOVT BANKING CHEMICAL LOGISTICS TELECOM ON DEMAND ENERGY AMBULANCE



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TPL Trakker

Performance Review



The background is a dark, reddish-brown image of a multi-lane highway at night. Overlaid on the highway is a complex network of white lines and nodes, resembling a digital or communication network. Various icons are scattered throughout the network, including a person in a circle, a calendar, a heart, and a car. The overall aesthetic is technological and interconnected.

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.

Video Telematics



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

Personal & Pet Tracking



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

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.

Islamabad Office

CBC Building
Plot No 12-A, Second Floor (East Side), G-8 Markaz, Islamabad
+92-51-111-000-300

Multan Office

Office No. 9, 4th Floor Bomanji Square
Multan Cantt Multan
+92-61-4424346-4

Lahore Office

Tower 75 6th Floor,
Kalma Chowk, Lahore
+92-42-111-000-300

Corporate Office

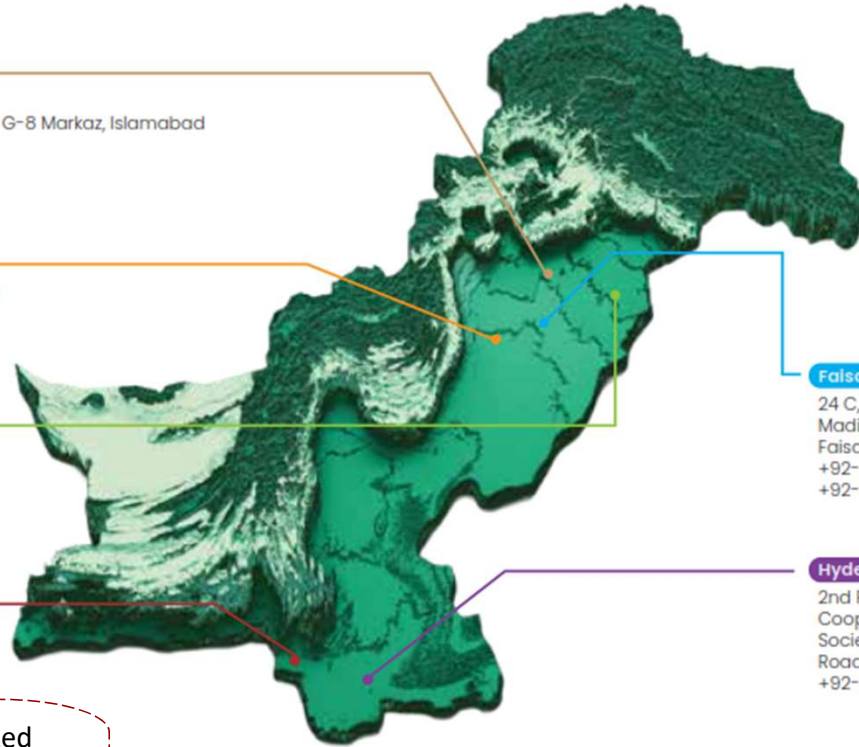
Plot # 1-A, Sector # 24, Korangi
Industrial Area, Karachi.
+92-21-111-000-300

Faisalabad Office

24 C, 1st Floor Chenab Market
Madina Town, Susan Road,
Faisalabad.
+92-41-111-000-300
+92-41-2610149-53

Hyderabad Office

2nd Floor Plot # 15/5, Railway
Cooperative Housing
Society, Main Auto Bahan
Road, Latifabad Hyderabad.
+92-22-3411023



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.

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Financial Summary FY 24-25



	Six months Period ended Dec 31, 2024	Nine months Period ended Mar 31, 2025	Year ended Jun 30, 2025
	----- 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)
Gross profit	506,812	587,955	732,120
Distribution expenses	(56,085)	(85,763)	(98,434)
Administrative expenses	(206,117)	(311,111)	(352,973)
Operating profit	244,610	191,081	280,713
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
(Loss) / profit before income tax and levies	77,027	(51,538)	(14,368)

Comments

The sequential improvement in operating profit, and bottom-line results demonstrates that the business has effectively stabilized post-STE. With strengthened revenues and enhanced operational efficiencies, the company is well-positioned to sustain profitability moving forward.

TPL Trakker

Summary Financial Performance Highlights for FY 2024- 2025



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%)
Gross Consolidated Revenue	1,839,943	3,222,187	(43%)
Elimination - Inter-company transaction	(7,682)	(7,682)	
Net Consolidated Revenue after Elimination	1,832,262	3,214,505	(43%)

TME	584,643	430,708	36%
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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).

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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%
Gross profit	732,120	1,153,337	(37%)	703,178	1,413,992	(50%)
Administrative expenses	(352,973)	(412,359)	14%	(404,176)	(754,933)	46%
Distribution expenses	(98,434)	(113,468)	13%	(114,206)	(141,512)	19%
Operating profit	280,713	627,510	(55%)	184,795	517,547	(64%)
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%)
Earnings before taxation	(14,368)	189,999	(108%)	78,725	(56,571)	239%
Taxation	(55,580)	(54,974)	(1%)	(54,791)	(47,667)	(15%)
Earnings after taxation	(69,948)	135,024	152%	23,935	(104,238)	123%
Earnings per Share (Rs)	(0.37)	0.72	152%	0.07	0.03	159%

TPL Trakker

Four Years Profit & Loss Statement 2022-25 - Unconsolidated



All amount in PKR'000

	2025	2024	2023	2022
Turnover – net	1,773,166	2,542,597	2,253,140	2,106,469
Cost of sales and services	(1,041,046)	(1,389,260)	(1,412,374)	(1,360,234)
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)
Operating profit	280,713	602,606	339,817	280,449
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
(Loss) / profit before taxation	(14,368)	189,999	1,118	86,474
Taxation	(55,580)	(54,974)	(43,392)	110,641
(Loss) / profit after taxation	(69,948)	135,024	(42,274)	197,115

- **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)
Gross profit	703,178	1,413,992	1,068,766	809,480
Distribution expenses	(114,206)	(141,512)	(129,643)	(106,803)
Administrative expenses	(404,176)	(754,933)	(679,822)	(582,262)
Operating profit	184,795	517,547	259,300	120,415
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)	-	-	-
Profit / (Loss) before taxation	78,725	(56,571)	(179,886)	(87,777)
Taxation	(54,791)	(47,667)	(49,148)	110,641
Profit / (loss) after taxation	23,935	(104,238)	(229,033)	22,863

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.

www.tpltrakker.com

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

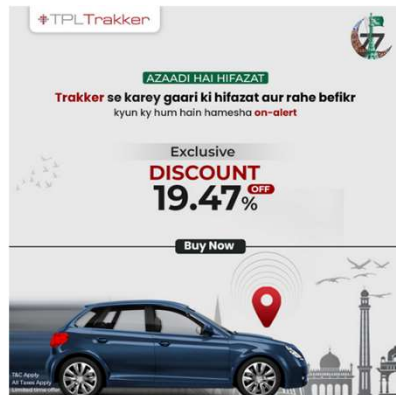


Marketing – Digital Campaigns

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



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

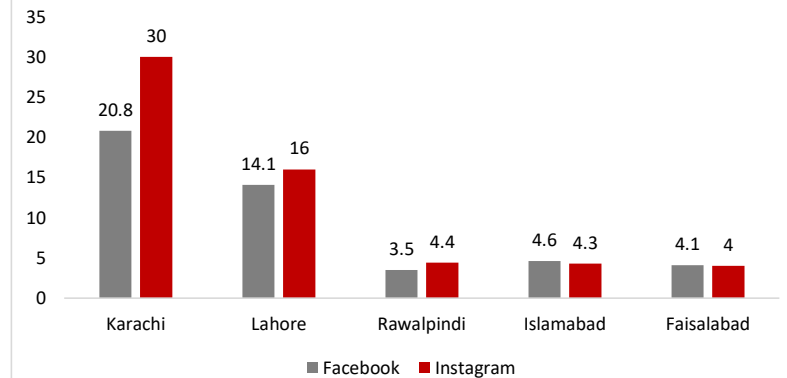


Social Media Growth

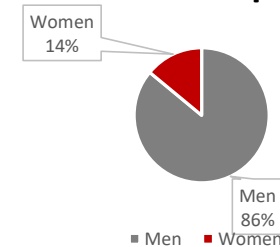
Leveraged all three platforms with varied content to promote our services and brand building

			
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



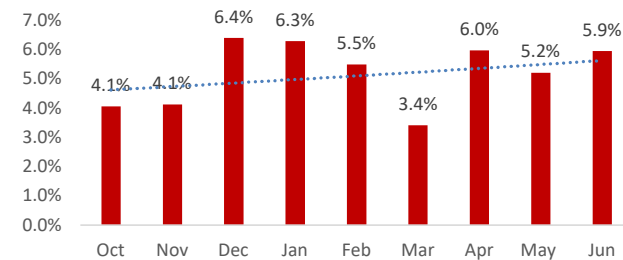


Digital Ads Performance Overview

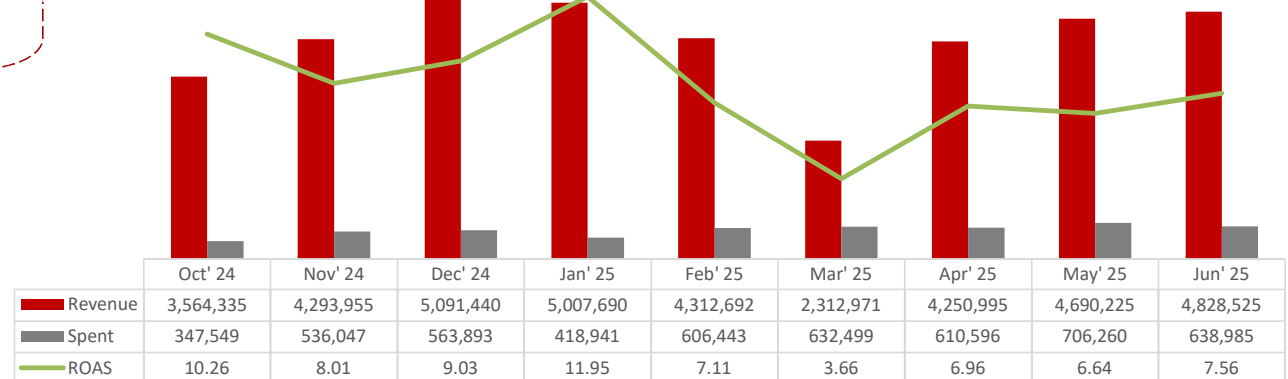
Key Insight: Conversion performance has steadily climbed throughout the fiscal period, peaking in June '25. This positive momentum validates our current optimization efforts and provides a high-confidence baseline for scaling operations in the upcoming quarter.

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

Conversion Ratio



Historical Performance Oct' 24 to Jun' 25

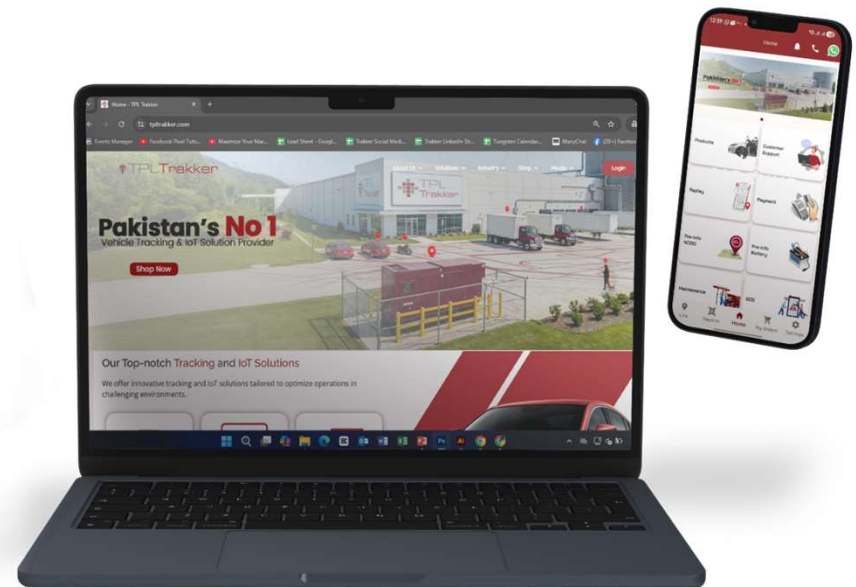




Revamped UI/UX Across Website & App

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

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

4G Rollout and Expansion

Archeological Site Digitization

Disease Monitoring Platforms

www.tpltrakker.com

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



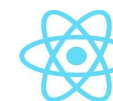
iOS

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

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.

TPL Maps

FY24: Sales, Partnerships, and Pipeline



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.

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.

New Product Launch: Pakistan's leading GIS analytics platform



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

- [illegible]

Location Data

Expanded portfolio of Location Data products beyond legacy APIs

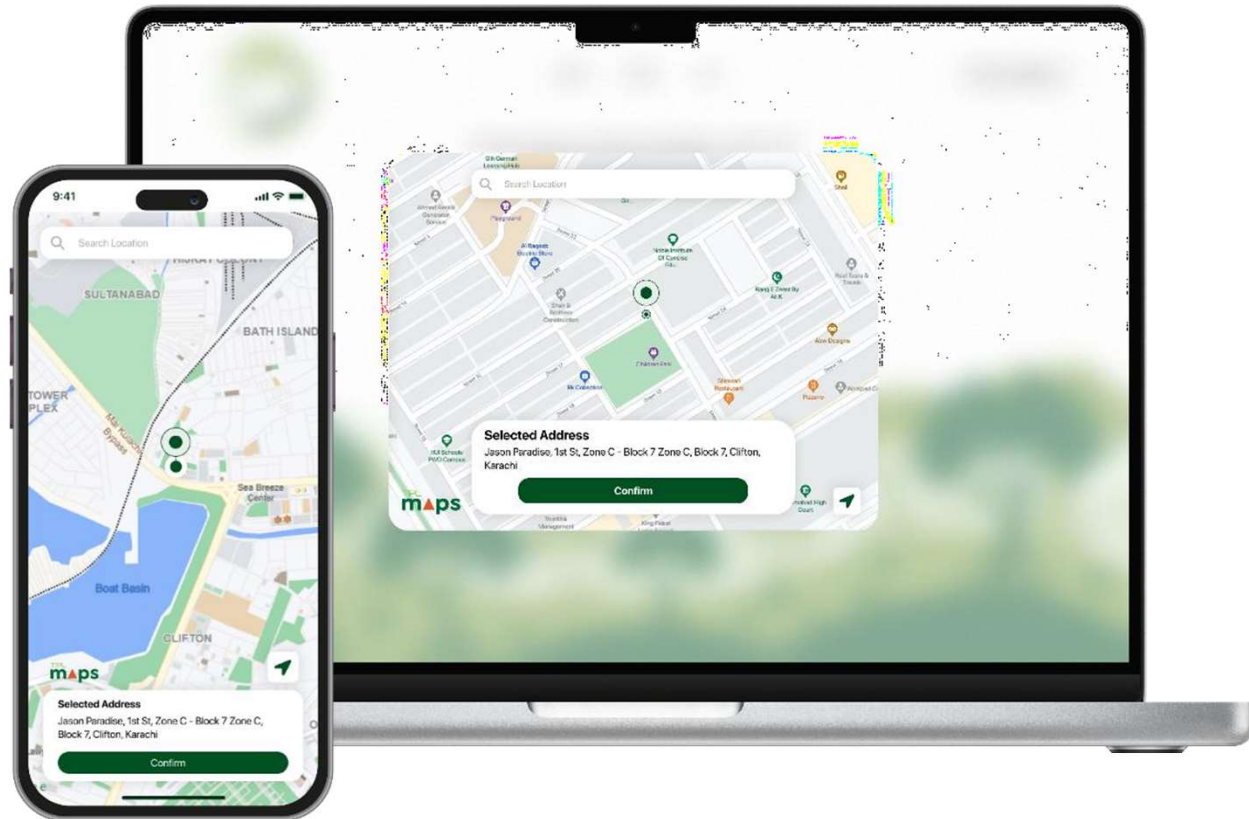


Address Capturing

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



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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

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



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

Serves a diverse portfolio of clients



Government Organizations



Residential Projects



Corporates



SMEs

www.tpltrakker.com



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.

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