



systems

Analyst Briefing

Enabling a Digital Tomorrow

# Agenda



Who we are?



Financial Overview



Our Management Team



Future Outlook



Journey to success



Q&A



Systems Competencies

# IT Industry Landscape



**Pakistan is the most affordable country for IT businesses.**

*Source: World Economic Forum*



**IT requires minimal investment to setup. In turn it generates **2x–6x** more revenue per head count as compared to a textile worker**



**Immense potential to generate exports and create more jobs – **500M** additional revenue can generate approx. **25,000** Jobs per annum**



**IT & ITES industry employs more women i.e. **> 26%** which is higher than other industries**

**Philippines generates more than \$28Bn in IT & ITES export, which is higher than Pakistan's entire exports.**



Systems –  
Who we are

# SYSTEMS AT A GLANCE



Software Services and Solutions Organization



Focused on Fashion Apparel Retail, and CPG verticals



Industry solutions backed by thought leadership and technical innovation

**4500+**  
Employees Globally

**\$100m+**  
Market Capitalization

**300+**  
Clients Served Globally

**43+**  
Years



# Company Overview

Leading Global Pakistani Company for Technology and BPO Services

## Life of Company



**Pakistan's First** and the Largest Technology Company

Over **43 Years** of Successful Track Record of Delivery

## Track Record of Success



**Public-Listed** and Employee-Owned Company

Relevant Experience in Large-Scale Projects

**One Stop Shop** – Not counting on Consortiums

## Technology Agnostic Workforce



Similar Solution Implementations in Microsoft, IBM and OpenSource Platforms

Building upon Industry Standard Best Practices

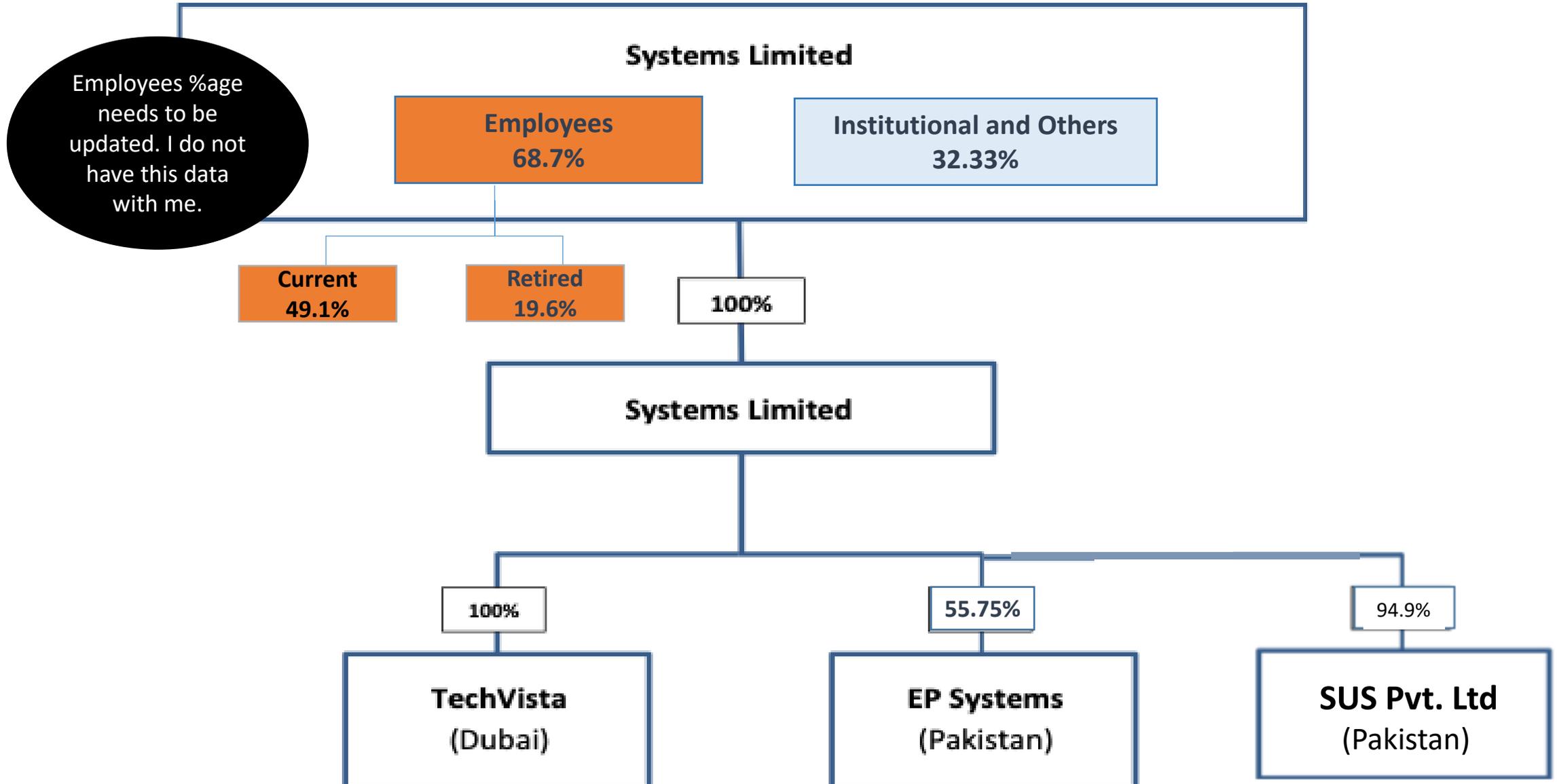
## Principal Backing



Gold Certified in Proposed Competencies and **"Microsoft President Club Partner 2014 & 2015"**

Won **"Microsoft Partner of the Year"** Award in 2018

# Systems Limited Shareholding Pattern



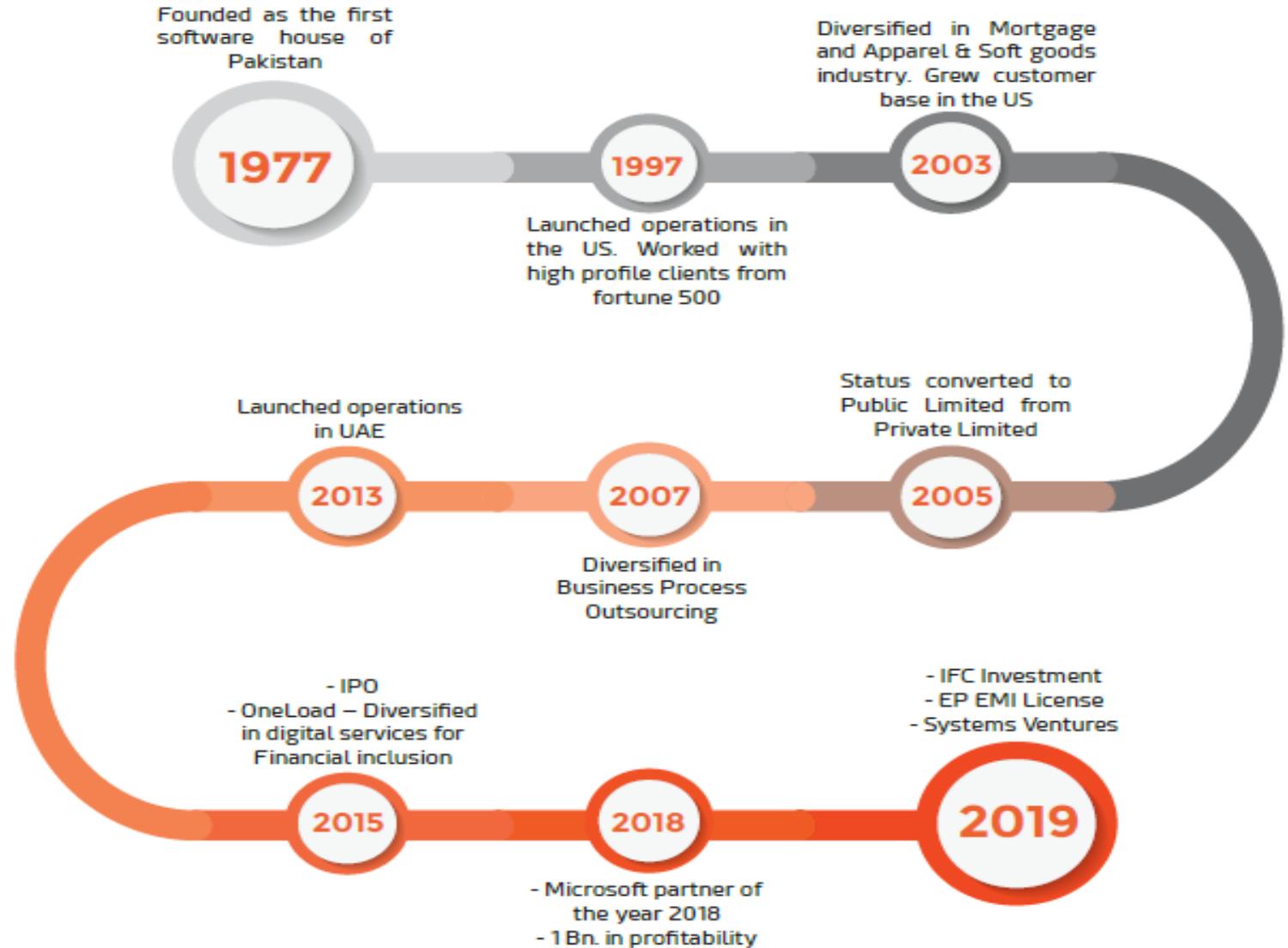
# Our Management



# SYSTEM'S JOURNEY THROUGH TIME

1977-2019\*

Celebrating 43 years of success



# OUR EXPERTISE

The vast and highly skilled Systems Limited team provides its clients an ever-expanding range of digitally driven services. We take a consultative, customer-centric, and technology-agnostic approach to delivering technology solutions, which helps us focus on achieving results using the best tools available. Our experts act as an extension of our clients' teams as a one-stop shop for all their digital needs.



**Application  
Development**



**Application  
Integration**



**Business  
Applications**



**Business Process  
Outsourcing**



**Cloud  
Services**



**Digital  
Marketing**



**Data Management  
& Analytics**



**Digital  
Commerce**



**IT  
Infrastructure**



**Quality  
Assurance**



**Security**



**User  
Experience**

# GLOBAL OFFERINGS



A state-of-the-art suite of modular tools for intelligent fashion supply chain and direct-to-consumer operations.



Your go-to solution for accurate, efficient travel insurance policy management.



## Middleware Connector

Achieve omnichannel unified commerce between your existing eCommerce implementation and Microsoft Dynamics 365 for Finance and Operations.



Manage, share, and steer the vast capabilities of your staff, focus on your critical talent, and support strategic HR processes.



## Partner Communication

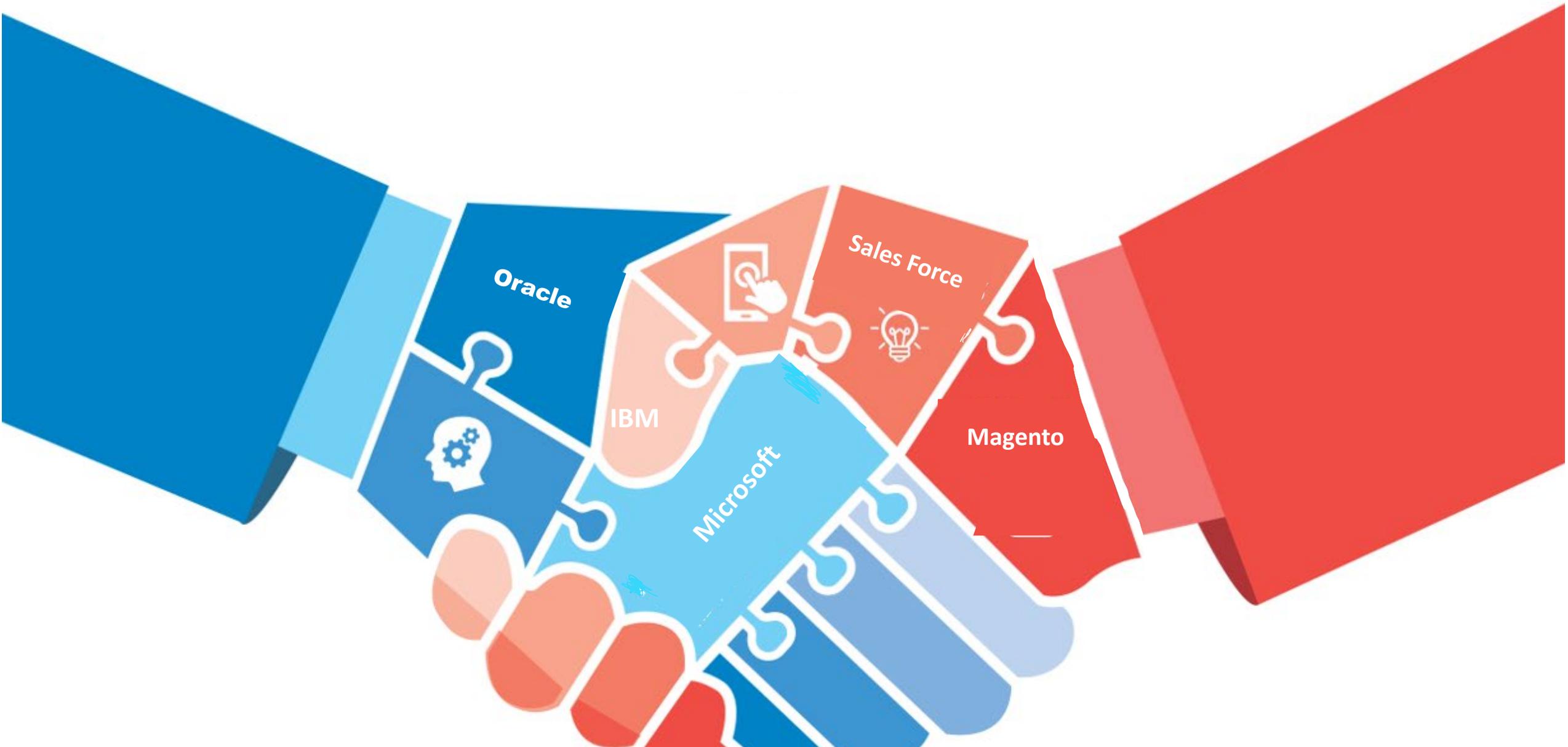
Highly scalable, reliable, and configurable B2B data interchange with EDI and non-EDI trading partners.



## Retail Analytics

A powerful BI platform for the retail industry that offers over 2,500 built-in metrics and hundreds of KPIs, reports, and dashboards.

# Technology Partnerships and Alliances

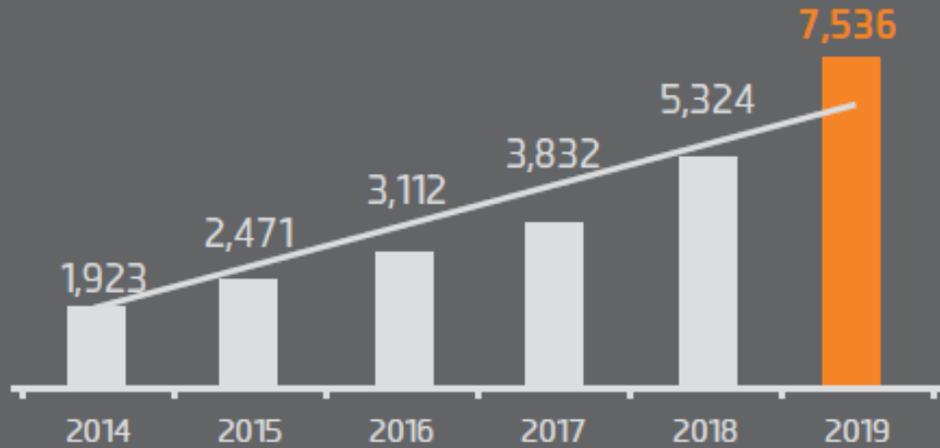




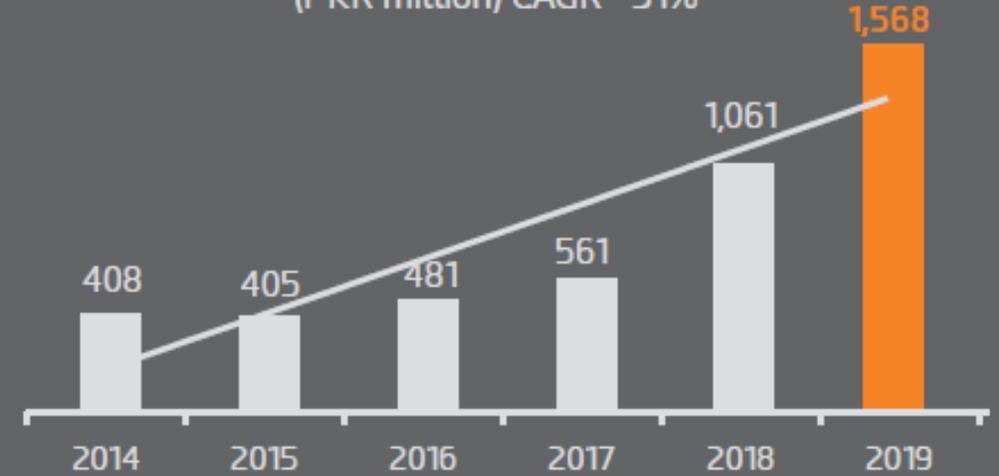
Systems –  
How are we doing

# Key Ratios

Consolidated Revenue  
(PKR million) CAGR - 32%



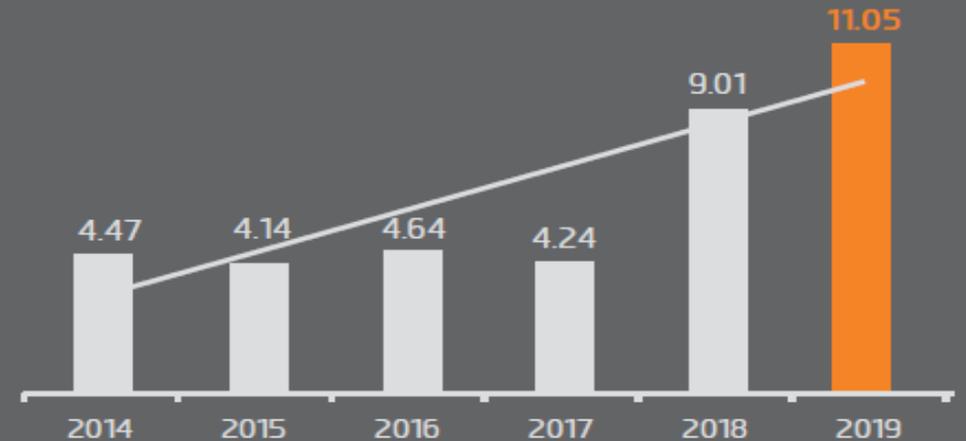
Consolidated - Net Profit  
(PKR million) CAGR - 31%



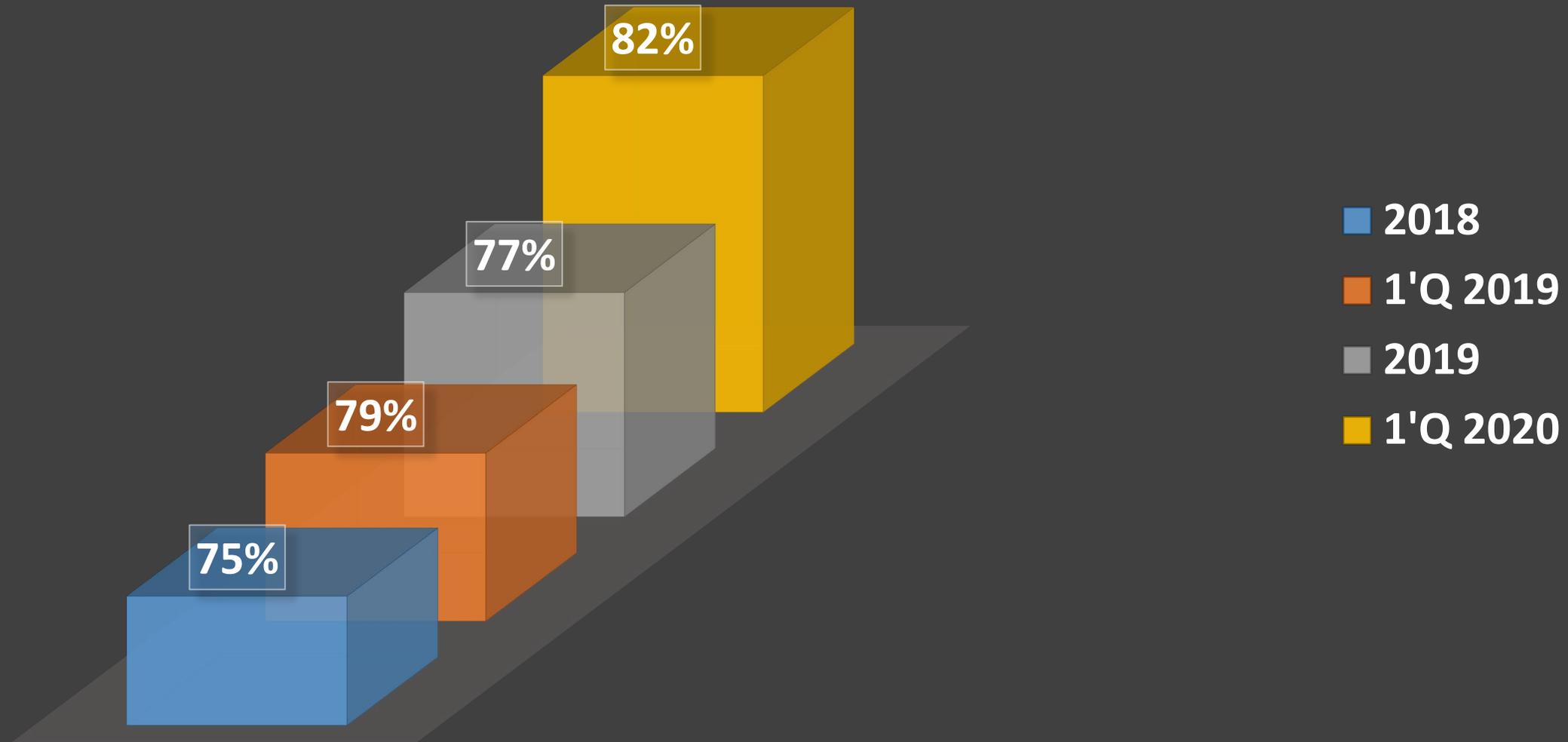
Closing Share Price

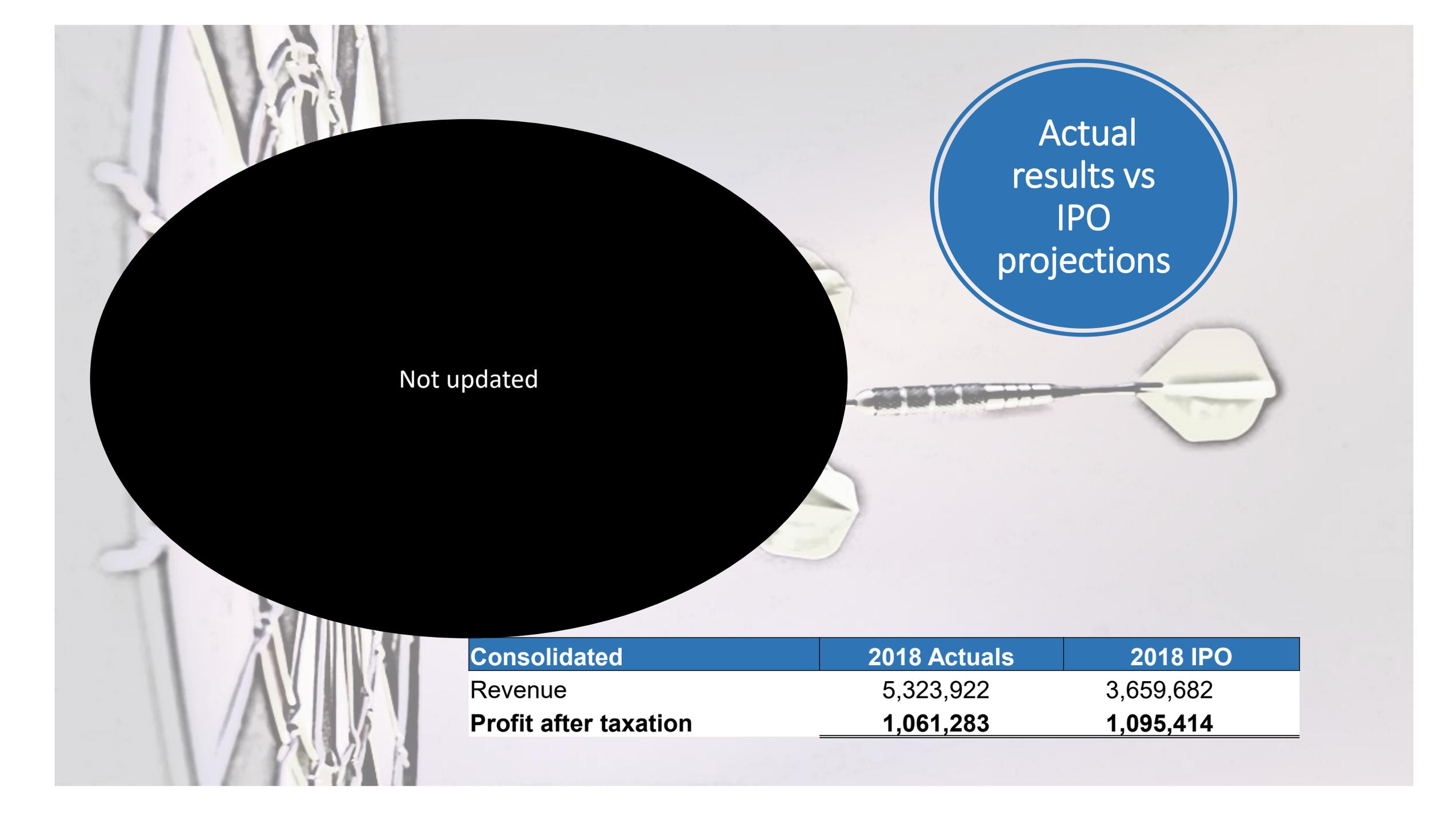


Basic EPS  
CAGR - 20%



# Export Based Revenue





Actual  
results vs  
IPO  
projections

Not updated

Consolidated	2018 Actuals	2018 IPO
Revenue	5,323,922	3,659,682
<b>Profit after taxation</b>	<b>1,061,283</b>	<b>1,095,414</b>

# Revenue by Segment and Service

Revenue by Segment  
FY 2019



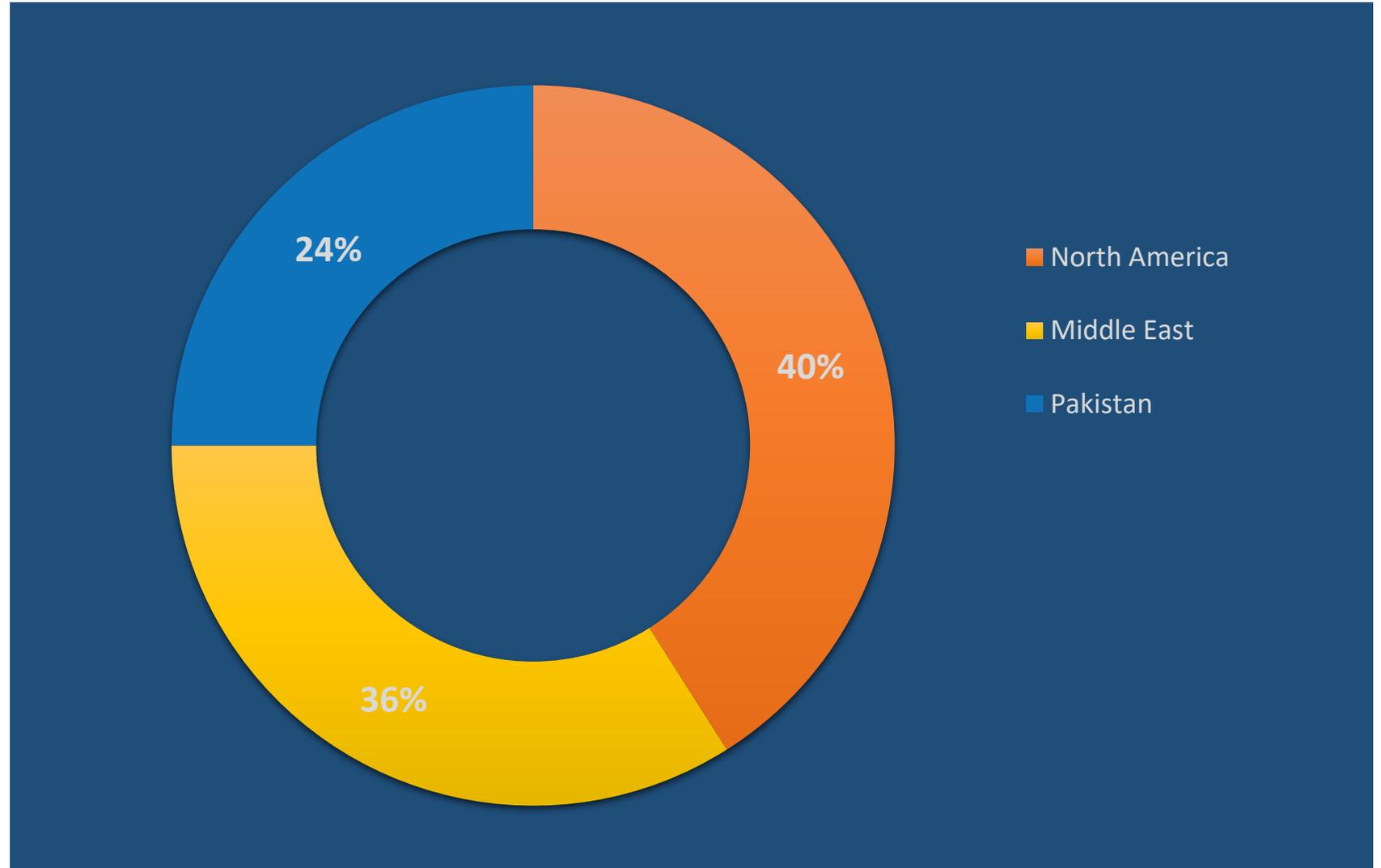
Revenue by Segment  
Q1' 2020



Revenue by Service  
FY 2019



Revenue by Service  
Q1' 2020



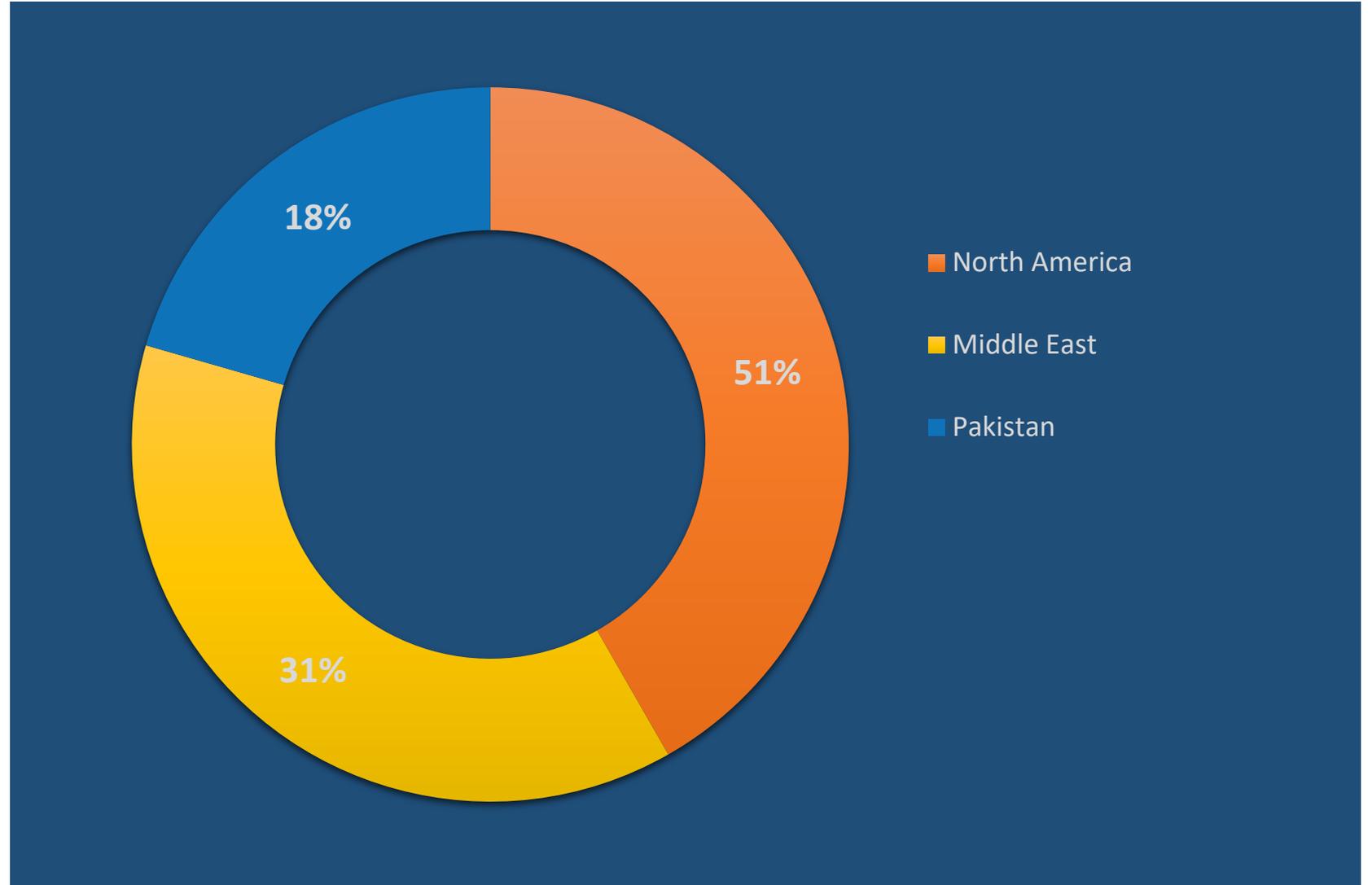
# Revenue by Segment and Service

Revenue by Segment  
FY 2019

Revenue by Segment  
Q1' 2020

Revenue by Service  
FY 2019

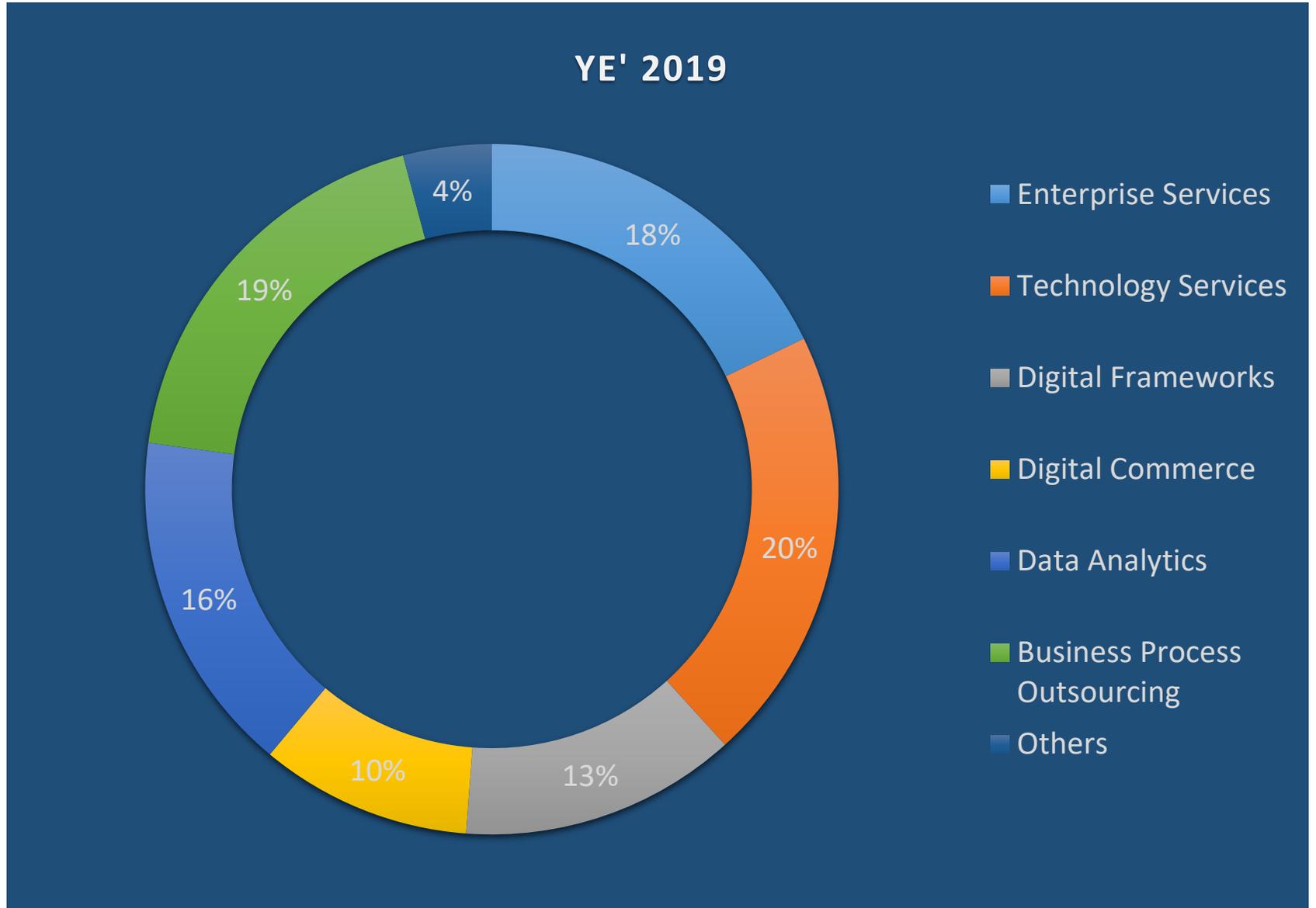
Revenue by Service  
Q1' 2020



# Revenue by Segment and Service

- Revenue by Segment FY 2019
- Revenue by Segment Q1' 2020

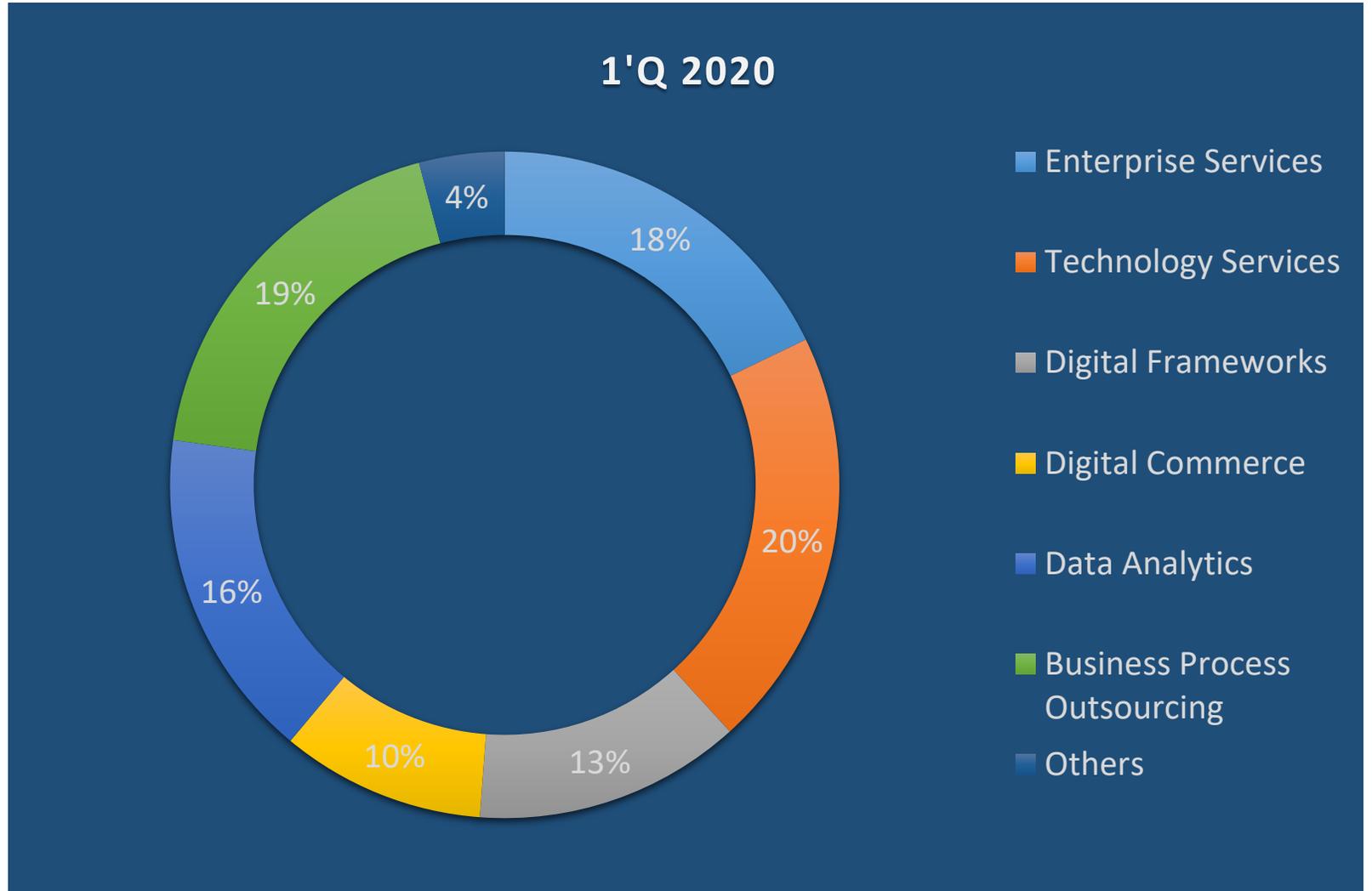
- Revenue by Service FY 2019
- Revenue by Service Q1' 2020



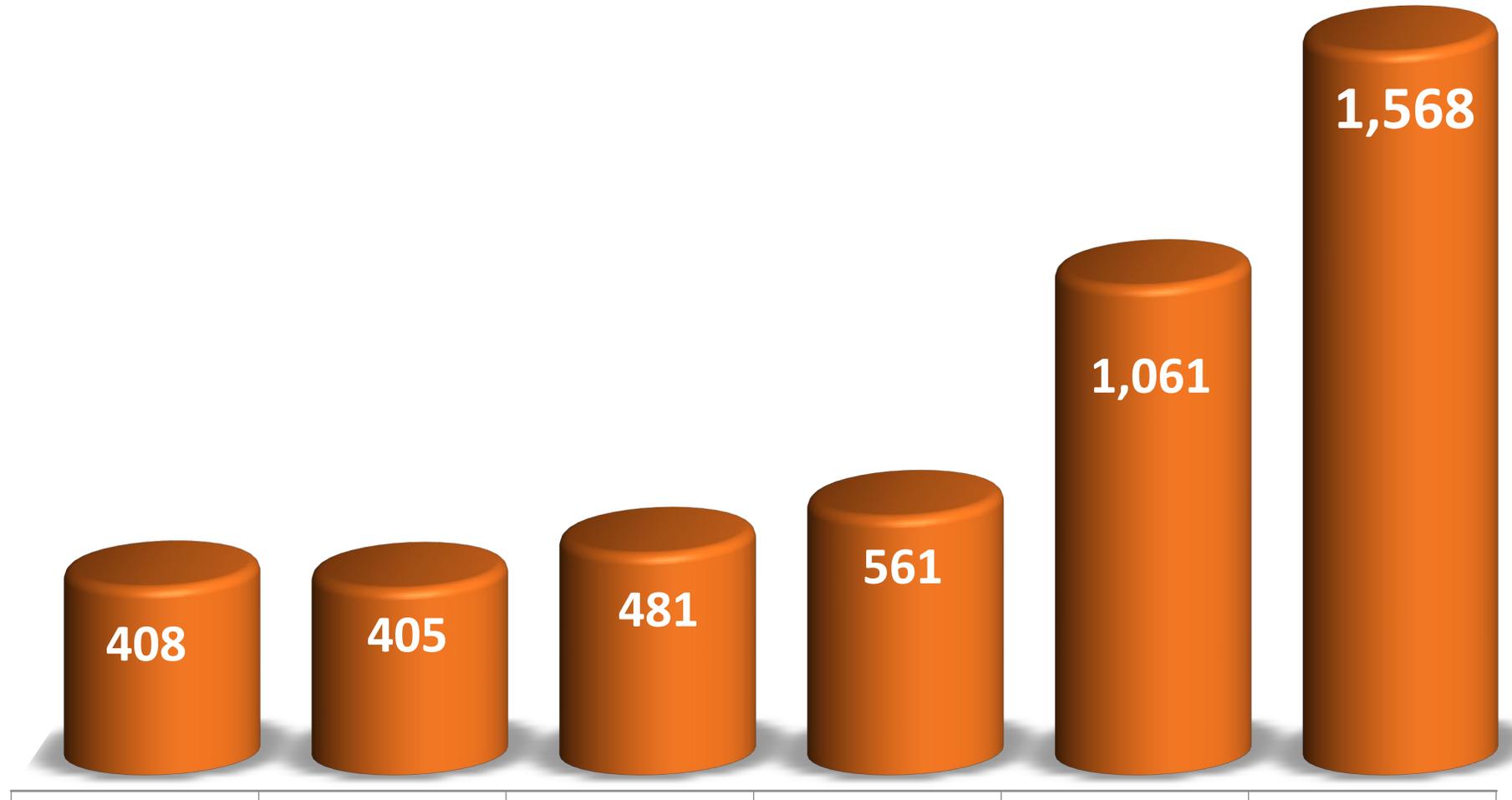
# Revenue by Segment and Service

- Revenue by Segment FY 2019
- Revenue by Segment Q1' 2020
- Revenue by Service FY 2019

**Revenue by Service Q1' 2020**



# Profit – Achieving new targets with CAGR of 31%



■ Profit after tax in PKR<sup>1</sup> million

Revenue and Profit growth for Q1 2020 are 45% and 77% respectively

# Earnings per share

## Basic EPS

CAGR - 20%

EPS for Q1 2020 is 4.12, 62% higher than Q1 2019

4.47



2014

4.14



2015

4.64



2016

4.24



2017

9.01

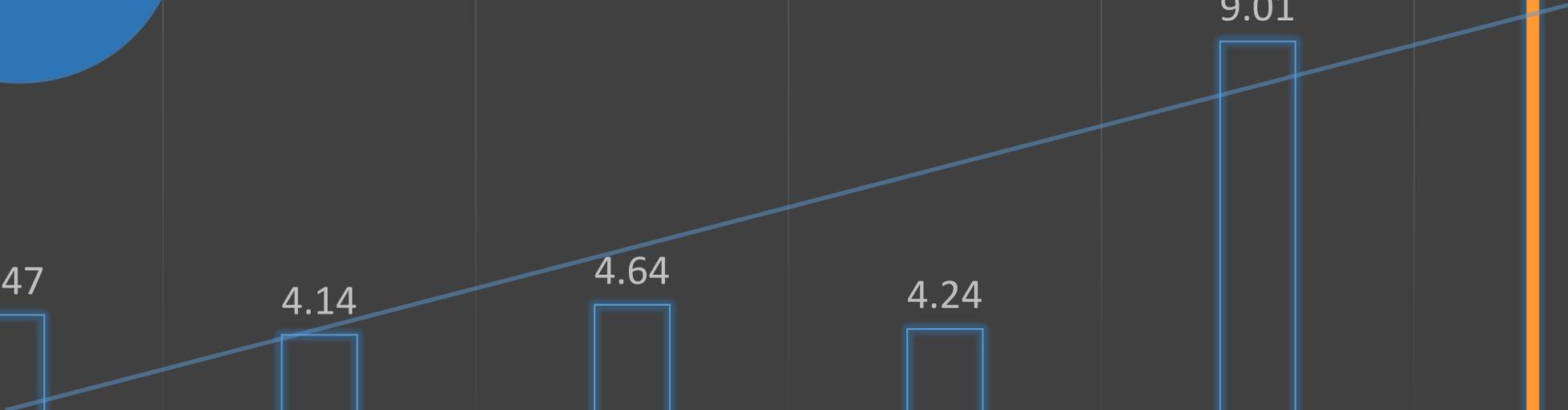


2018

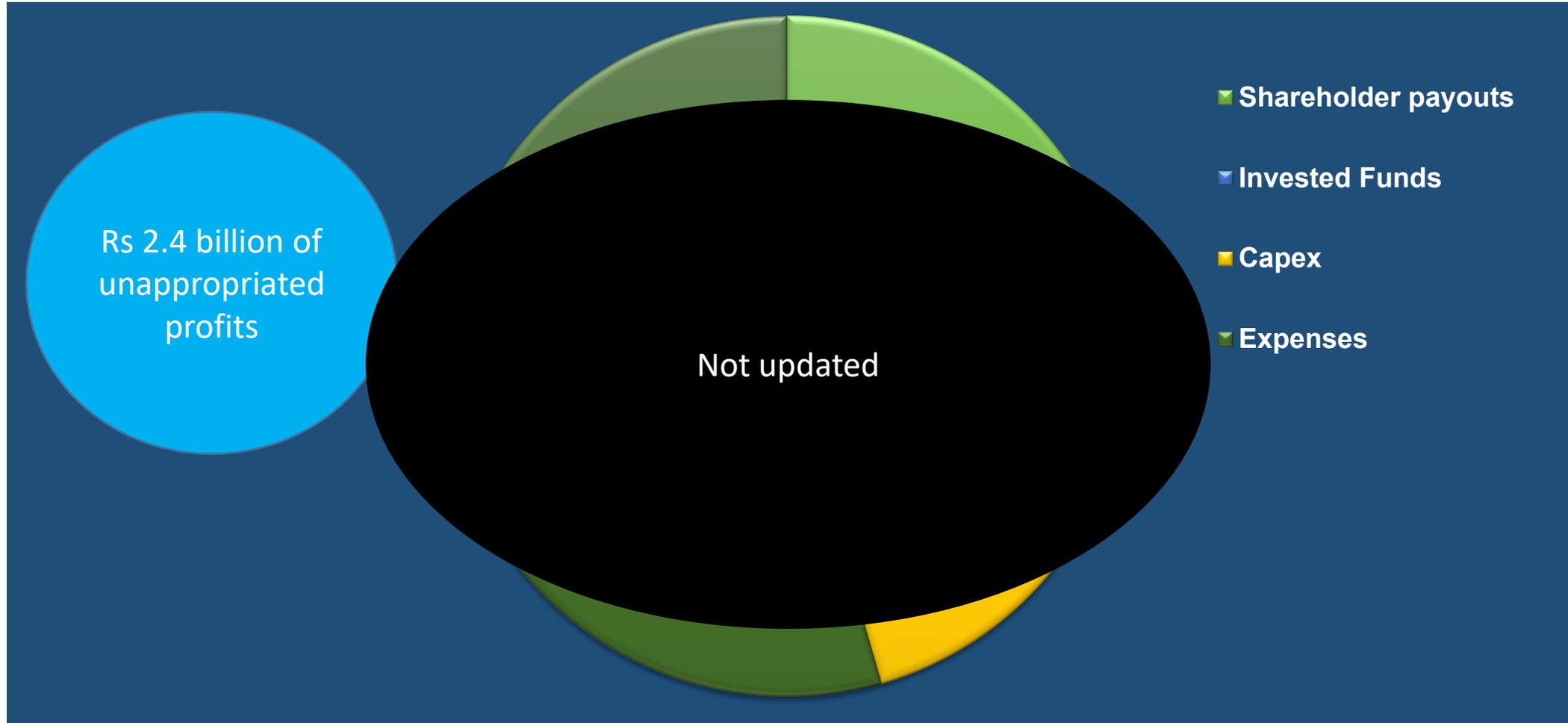
11.05



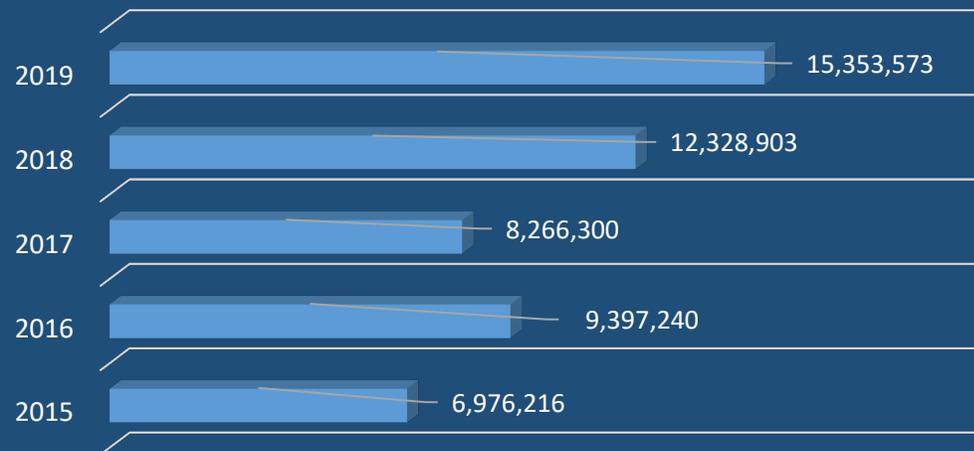
2019



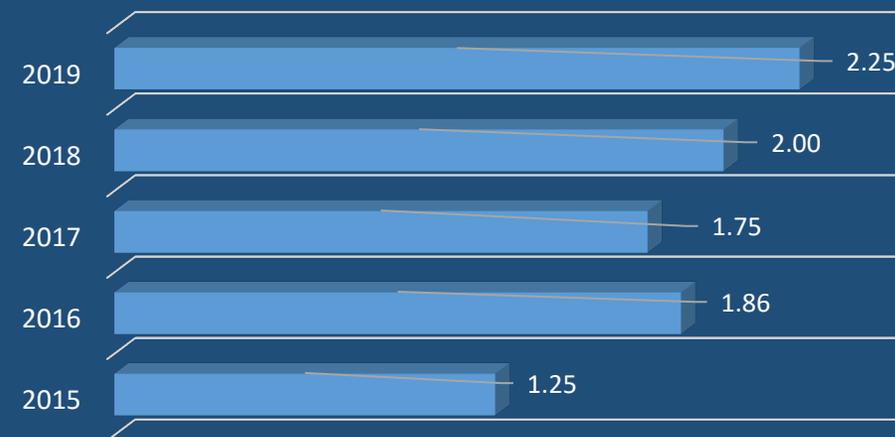
# Cash usage 2018



## Market capitalization



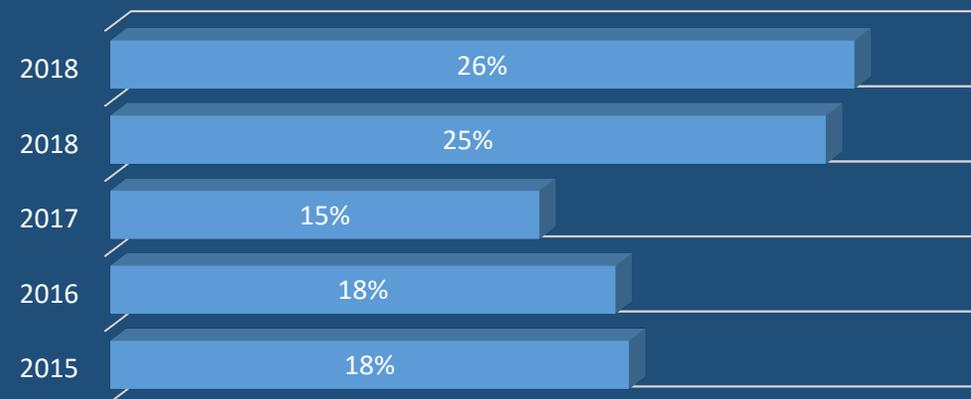
## Dividend per share



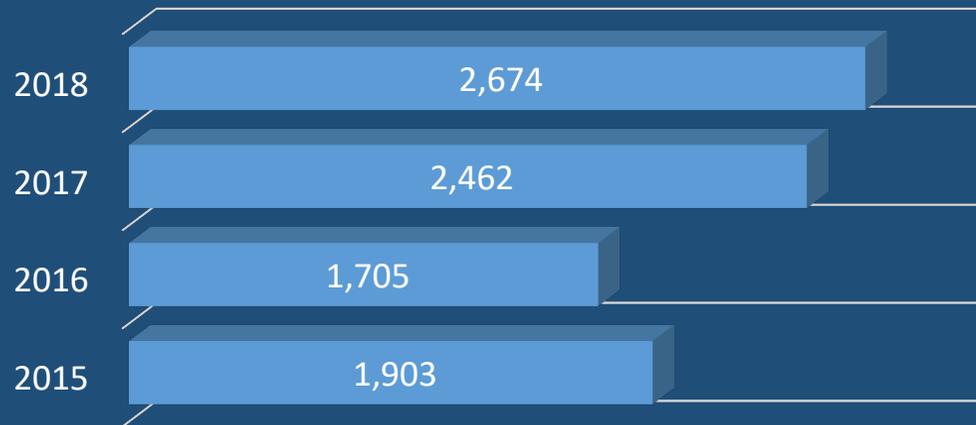
## Shareholder payout (Pkr Mn)



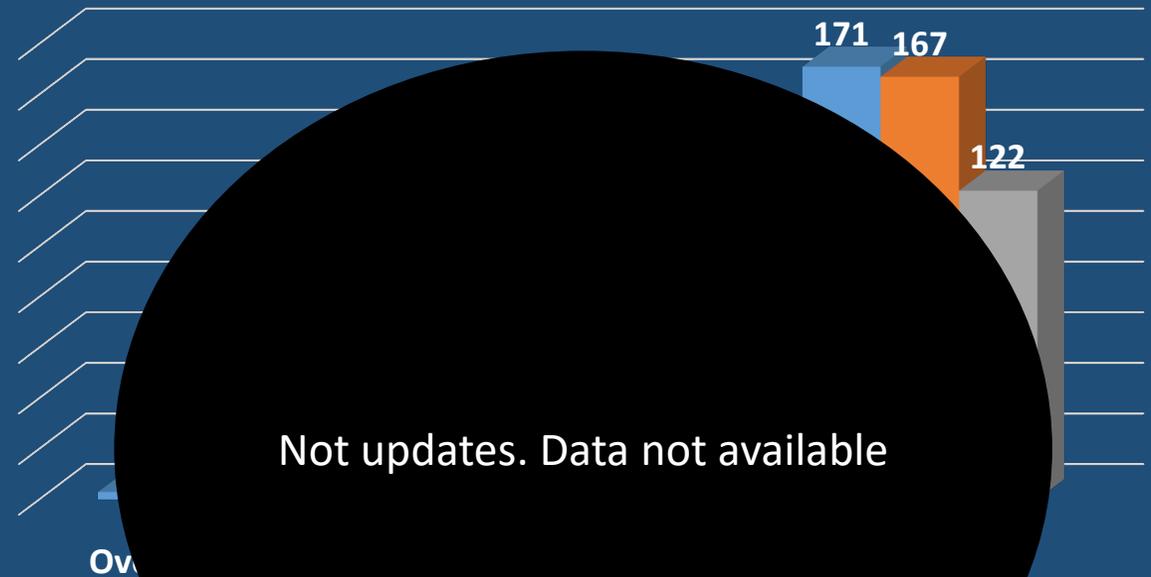
## ROE



## Number of Employees



## Number of clients



\* Includes 450 contractual resources for one off BPO project



# EP Systems – Performance and Prospects

# Problem

Retailers need to Top-up Digital Credits of Numerous Services to satisfy demand of walk-in customers

## ISSUES FACED BY RETAILERS



Dealing with several vendors



Upfront payment to numerous parties



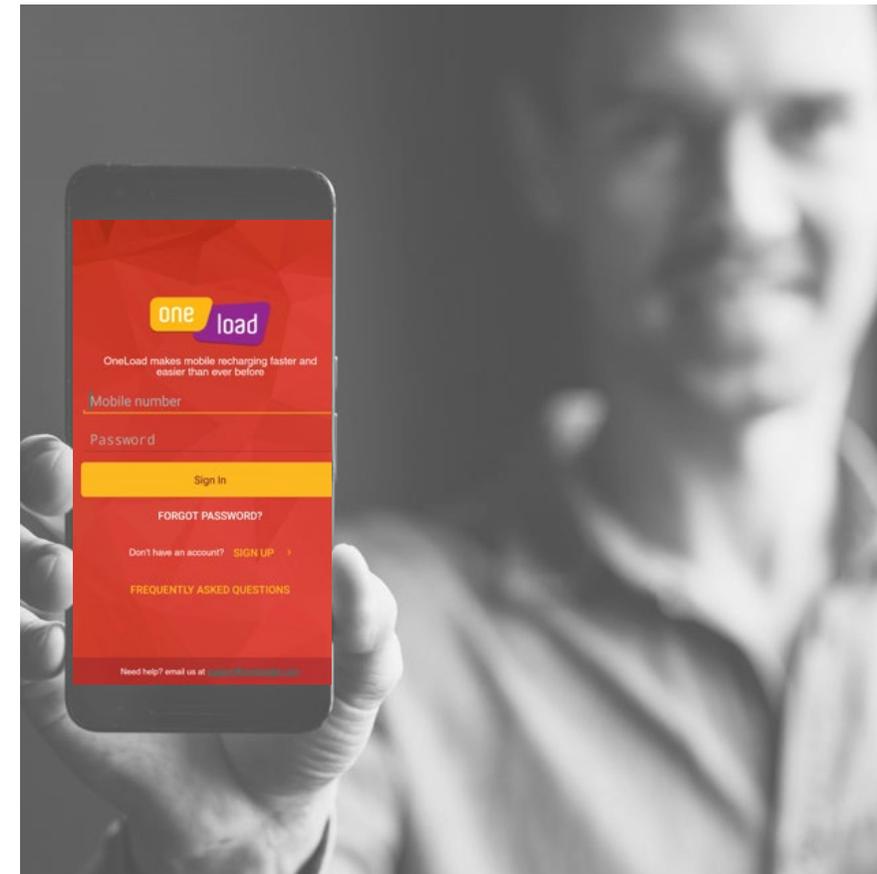
Managing inventory (physical/digital) is a hassle



Issues of card misplacement, expiry and theft



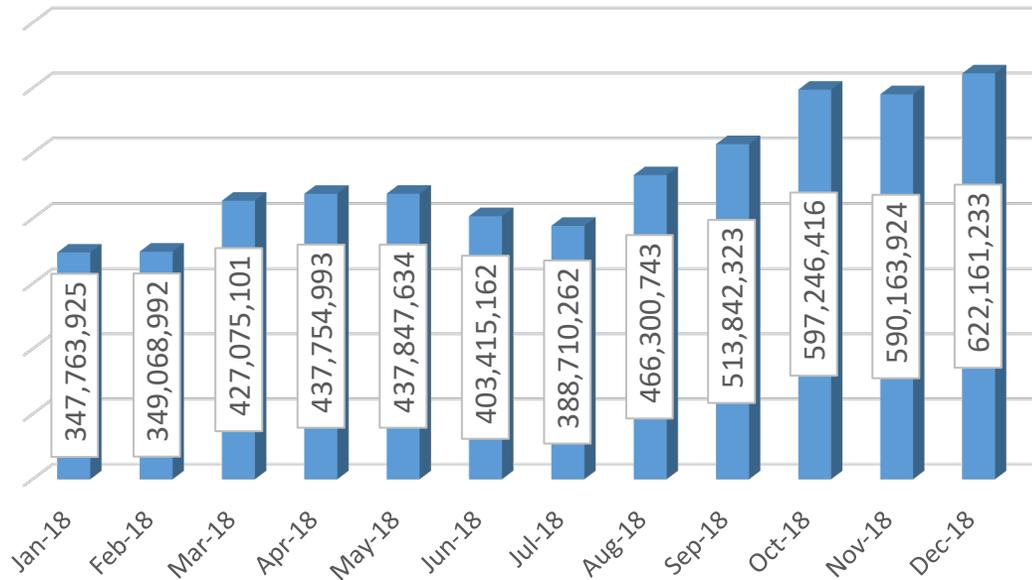
No traceability in sales and commission



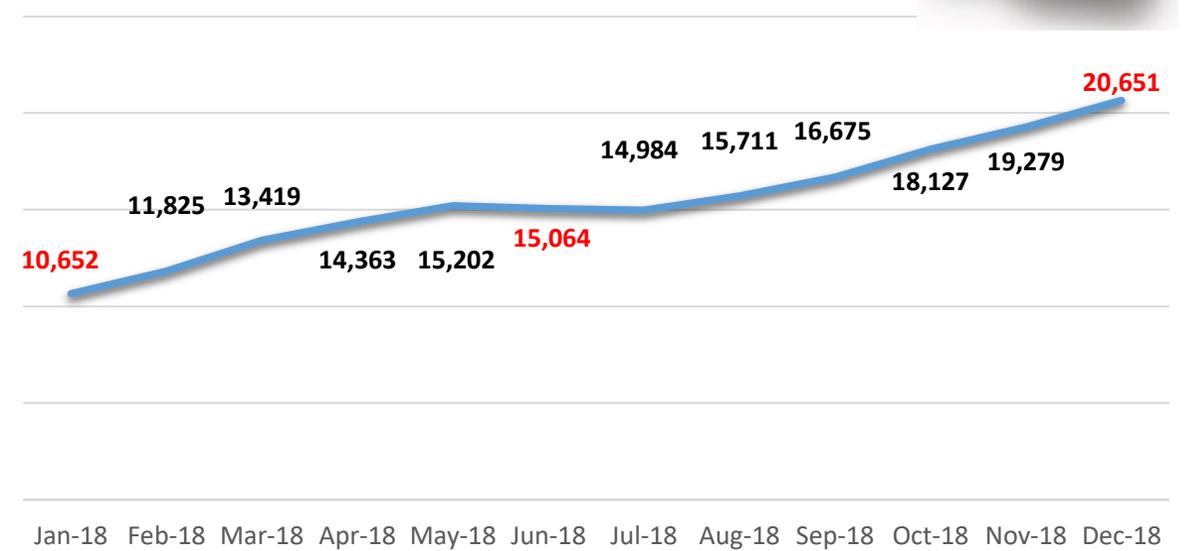
# EP Systems – Key highlights



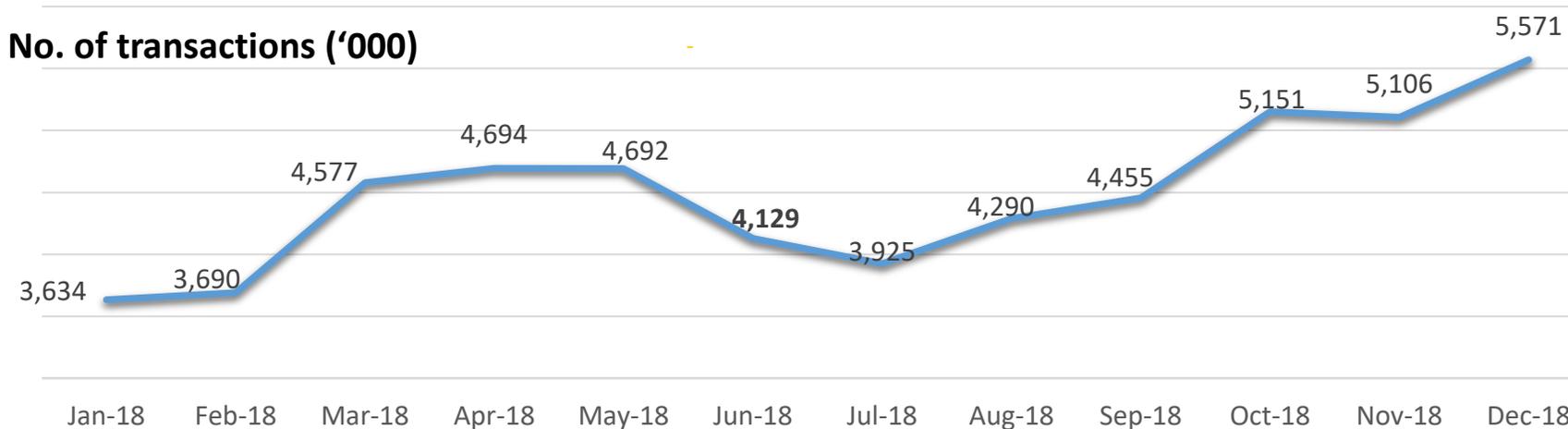
Sales Growth – Throughput 2018 (Rs)



No. of Retailers

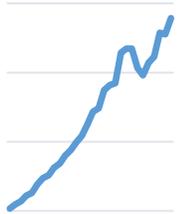


No. of transactions ('000)

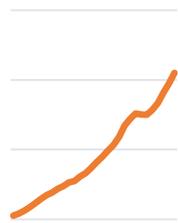


# MILESTONES

July 2016 – January 2019



**100** MILLION+  
Customers served



**25,000+**  
Active Retailers



**7** Billion +  
PKR Gross Merchandise Value annually  
(US \$ 50 million)



# FUTURE ROADMAP

Oneload forecasts exponential growth in the next few years



Grow Retailers by  
20x

Expand across Pakistan



Diversify  
Products

Financial Services  
Merchandise



Reach  
Consumer  
Directly

Consumer Platform



Systems –  
Where we want to be

# Future Outlook

- Continuing the growth momentum in all segments
- Key focus on the North American Market
- Profitable growth and higher margins in the Middle East Market
- Further diversification in the European Market
- EP Systems to enhance B2B services





systems