

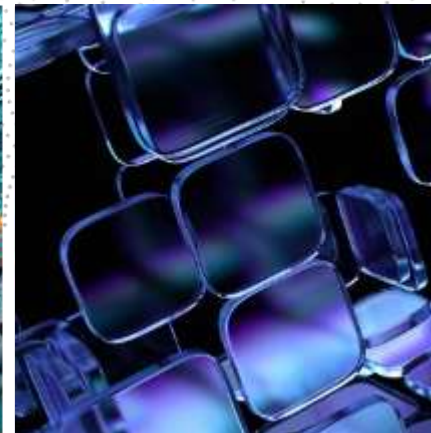
systems

INVESTOR'S BRIEFING

FY 2024

Dated: 10th April 2025

www.systemsltd.com



Agenda

01 Systems Limited -
At a glance

02 Key Stats &
Market Overview

03 Financial
Performance

04 Opportunities &
Delivery Model

05 ESG

06 Q&A

Introducing Systems Limited

Systems Limited is a leading global digital transformation IT consulting and services provider. We pioneer the creation of cutting-edge enterprise solutions, shaping our clients' digital footprint for enduring growth and profitability. Our ardor lies in tailoring scalable, efficient products and services to surmount customer challenges.



Global Accolades



Among top global technology partners four times in a row

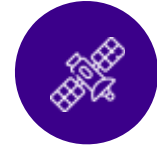


Only Pakistan's IT company to win five times in a row And the Fastest Growing Company in Asia



Most Outstanding Company three times in a row

Industry Focus



Communications



Banking,
Financial
Services



Public Sector



Health



Retail



Industrial

Our Forte



AI



Digital



Data



Cloud

Our Delivery Hubs

- Pakistan
- Egypt

Our Major Markets

- UAE
- KSA
- USA
- Europe

~\$650M

Market Capitalization **

48+

Years in Business

7500+

Employees Globally

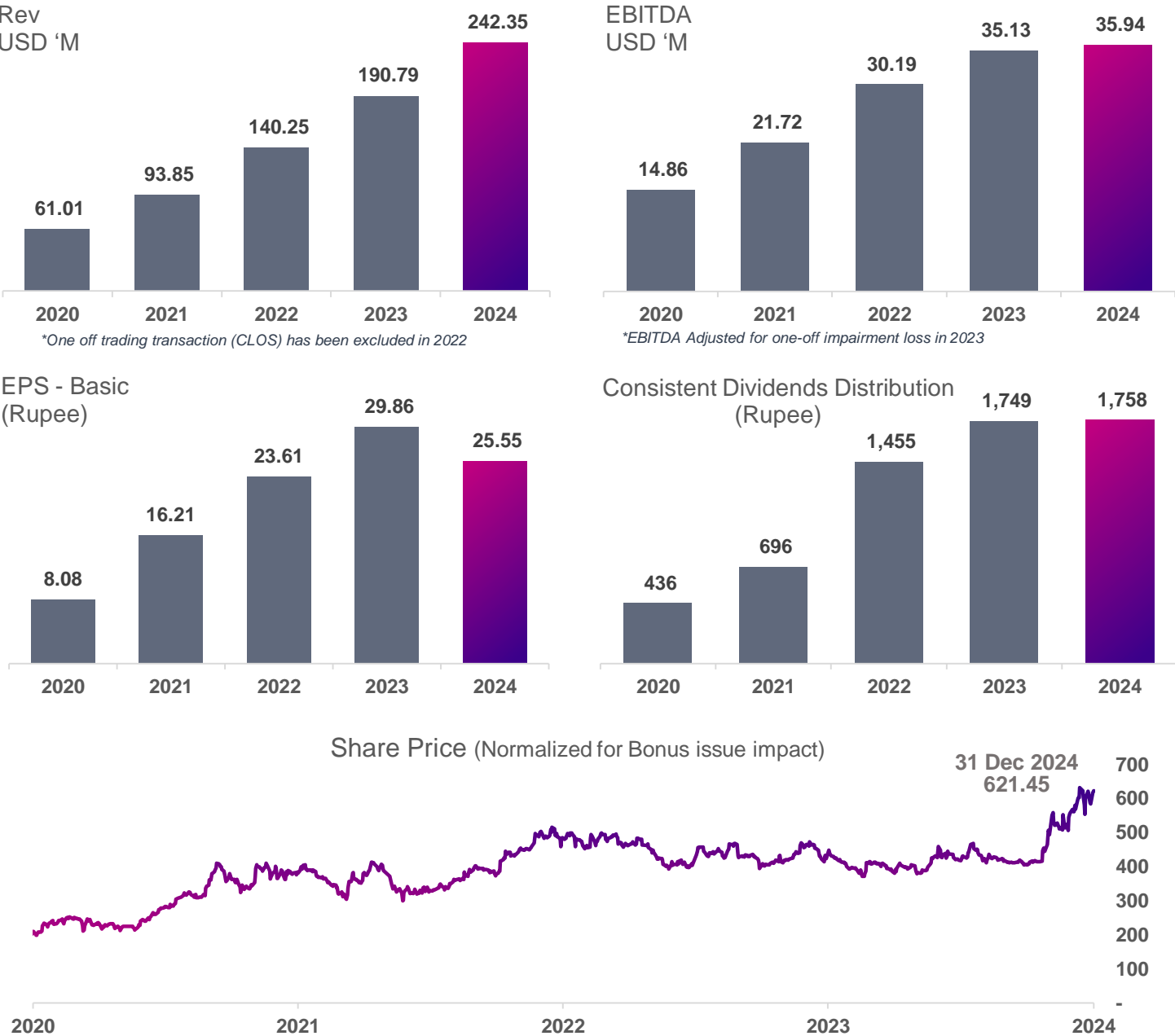
250+

Global Active Clients

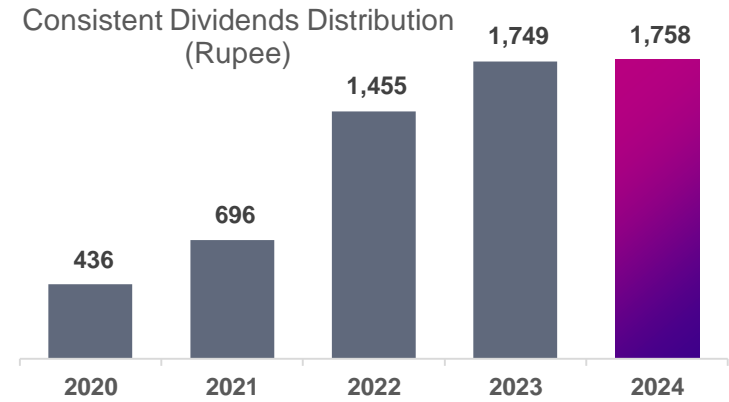
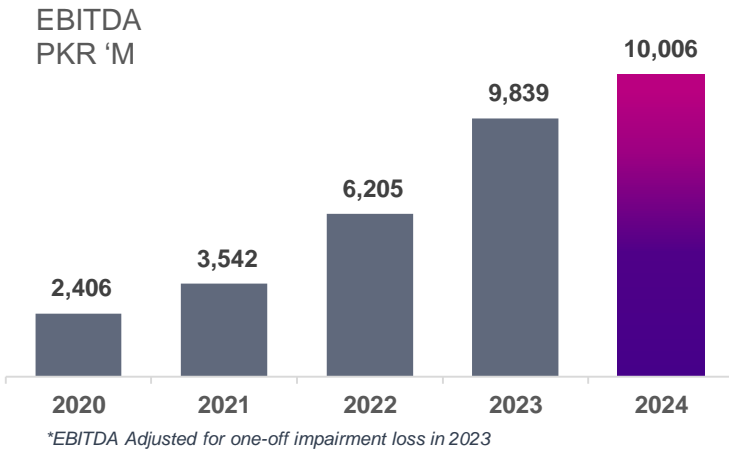
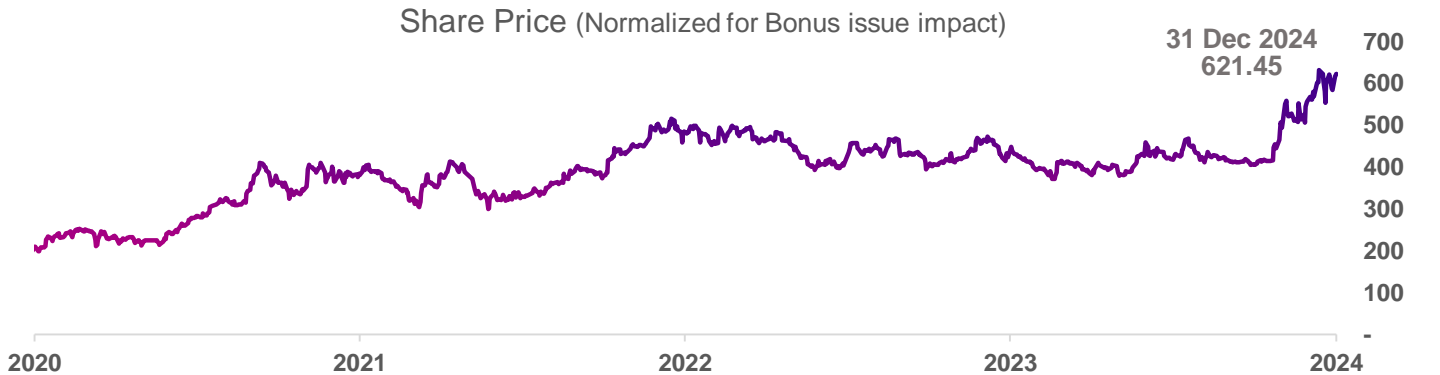
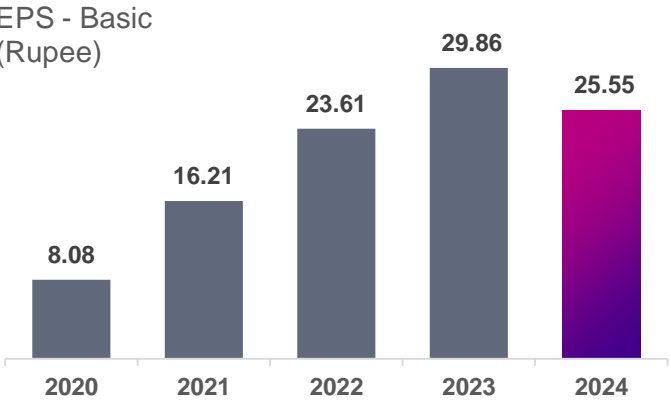
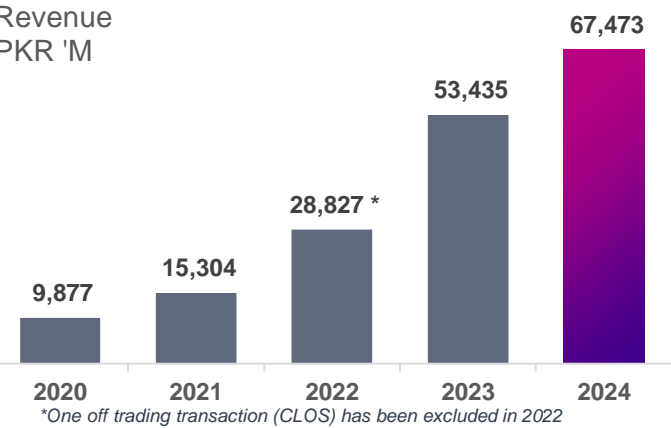
Key Stats & Market Overview



Fact Sheet



Fact Sheet



Awards & Recognitions

Technology Partners

PKR 182B

Market Capitalization**

7500+

Employees Globally

48+

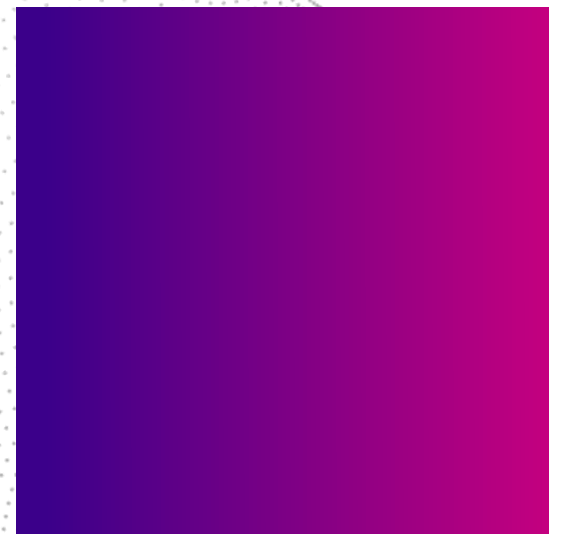
Years in Business

250+

Global Active Clients

** As of 31 Dec 2024

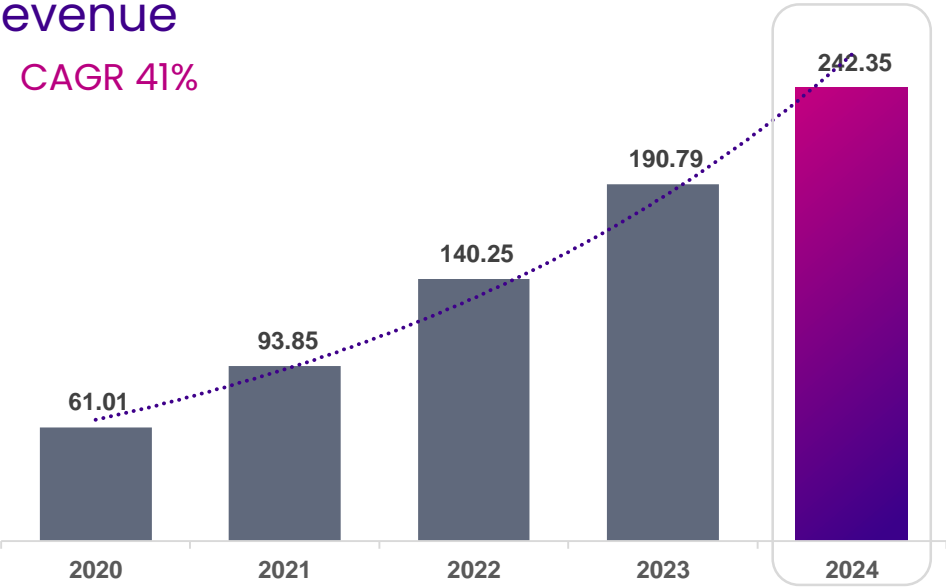
Financial Performance Overview



Strong Performance – FY2024 (USD 'M)

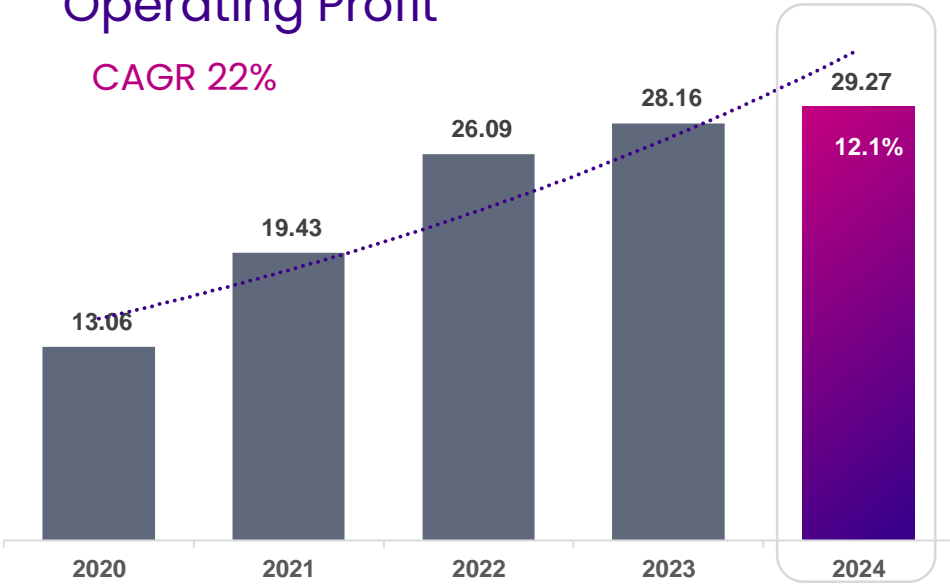
Revenue

CAGR 41%



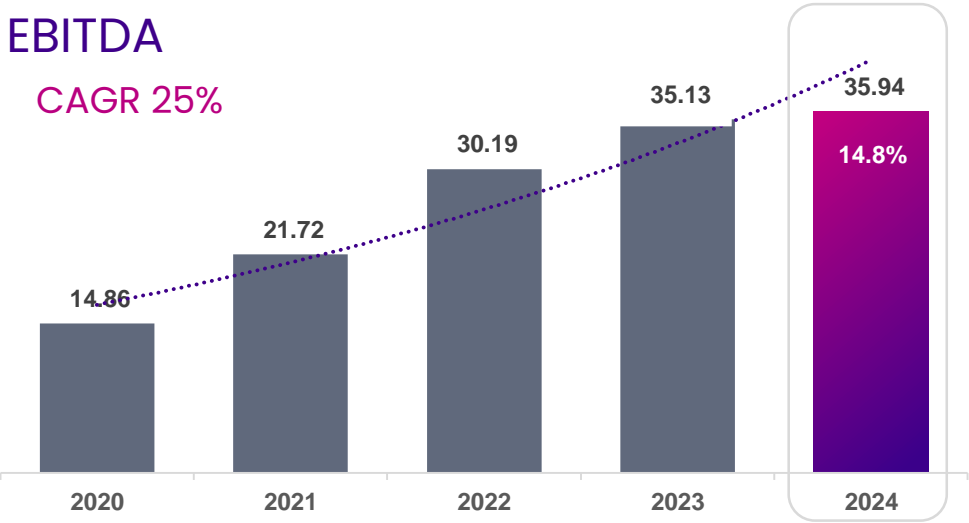
Operating Profit

CAGR 22%



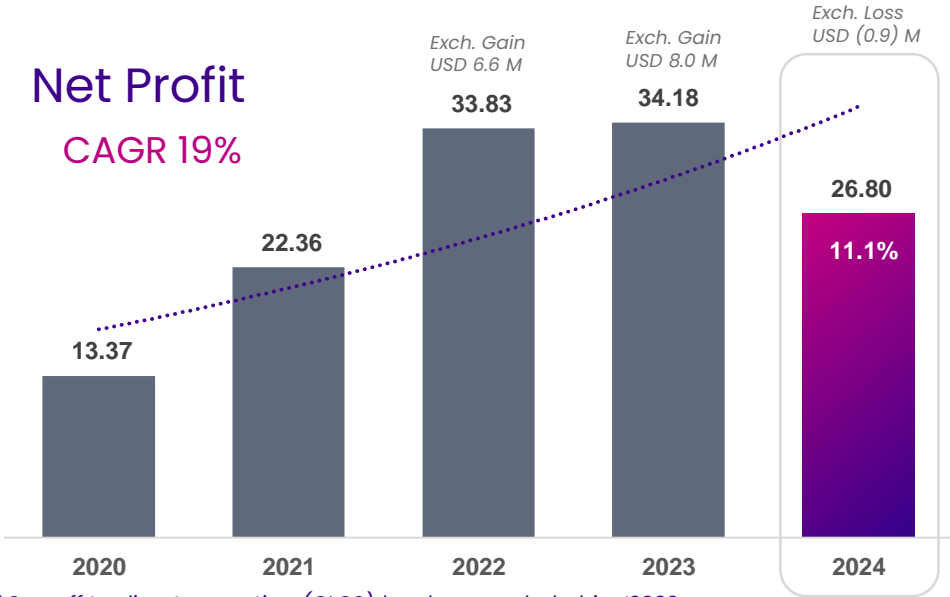
EBITDA

CAGR 25%



Net Profit

CAGR 19%



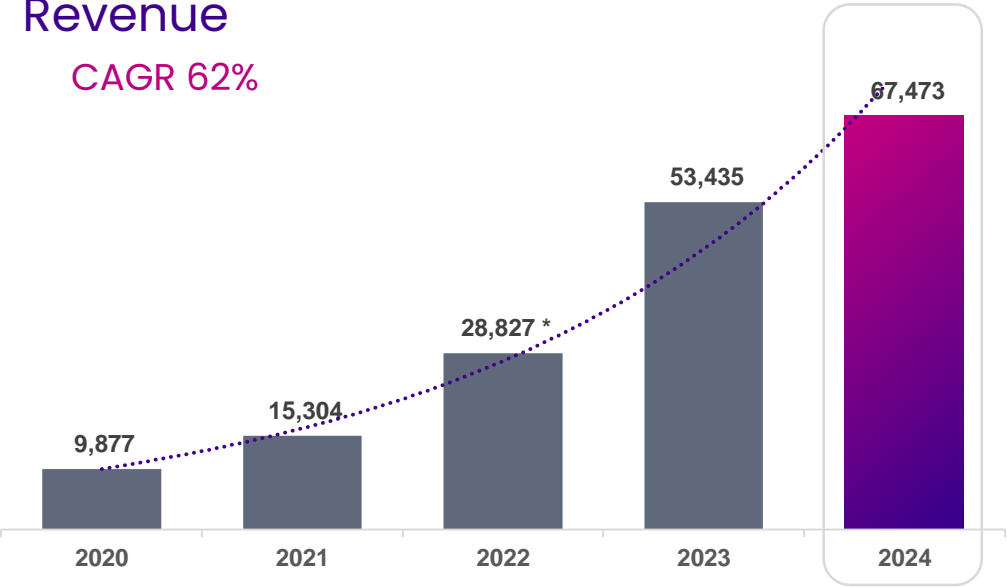
*One off trading transaction (CLOS) has been excluded in '2022.

** FY 2023 OP, NP & EBITDA are adjusted for one off impairment loss.

Strong Performance – FY2024 (PKR 'M)

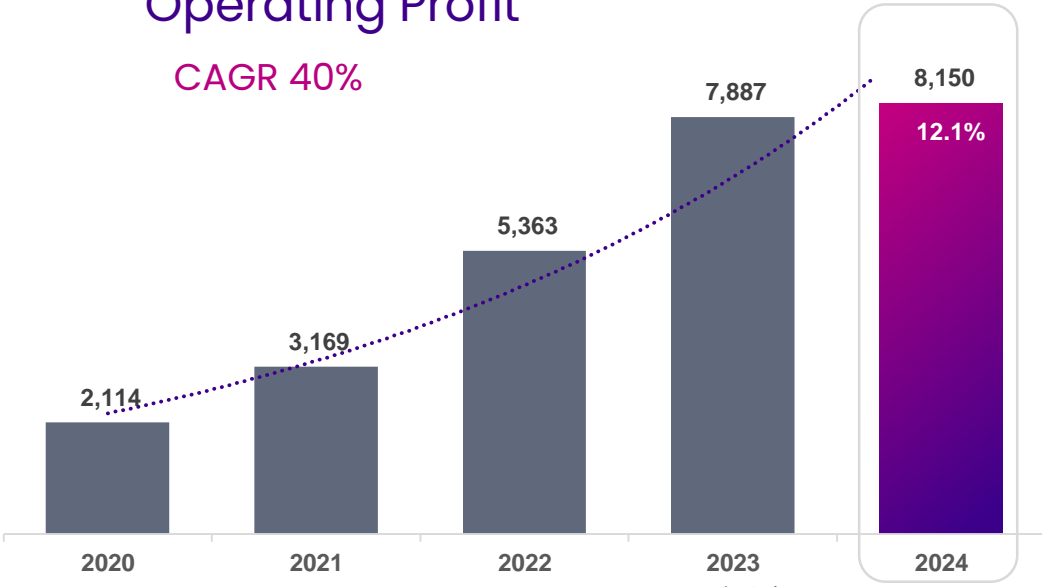
Revenue

CAGR 62%



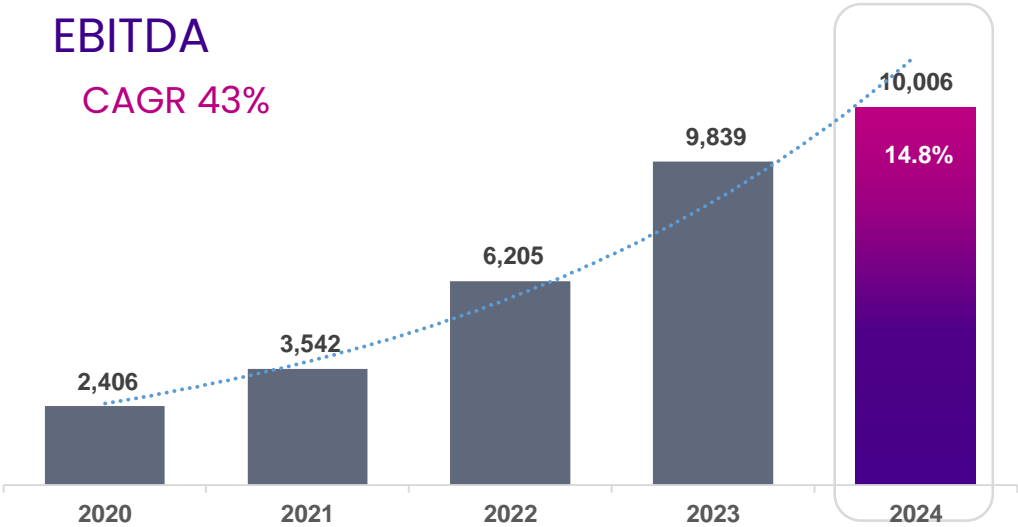
Operating Profit

CAGR 40%



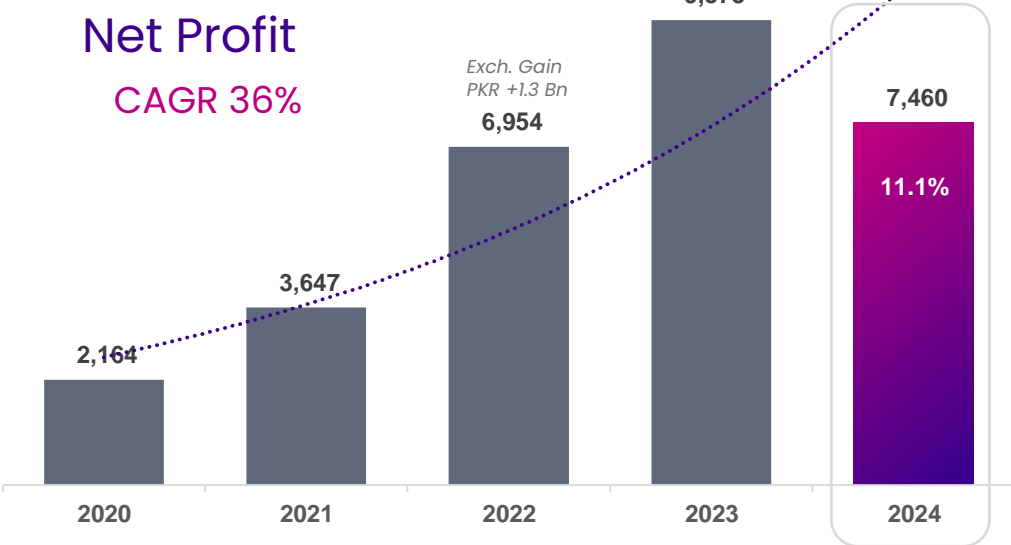
EBITDA

CAGR 43%



Net Profit

CAGR 36%



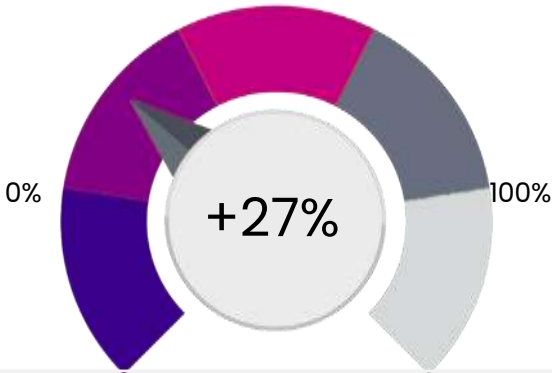
*One off trading transaction (CLOS) has been excluded in '2022.
 ** FY 2023 OP, NP & EBITDA are adjusted for one off impairment loss.

*FY 2023 NP includes Exchange gain of PKR 2.3Bn, NP excluding exchange gain is PKR 7,315 mn

Strong 2024 Performance

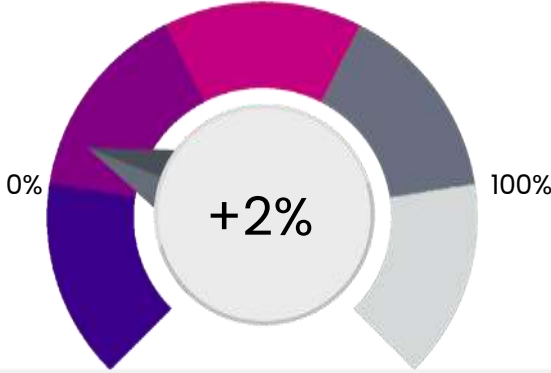
Revenue

FY '24 vs FY '23 Growth (USD)



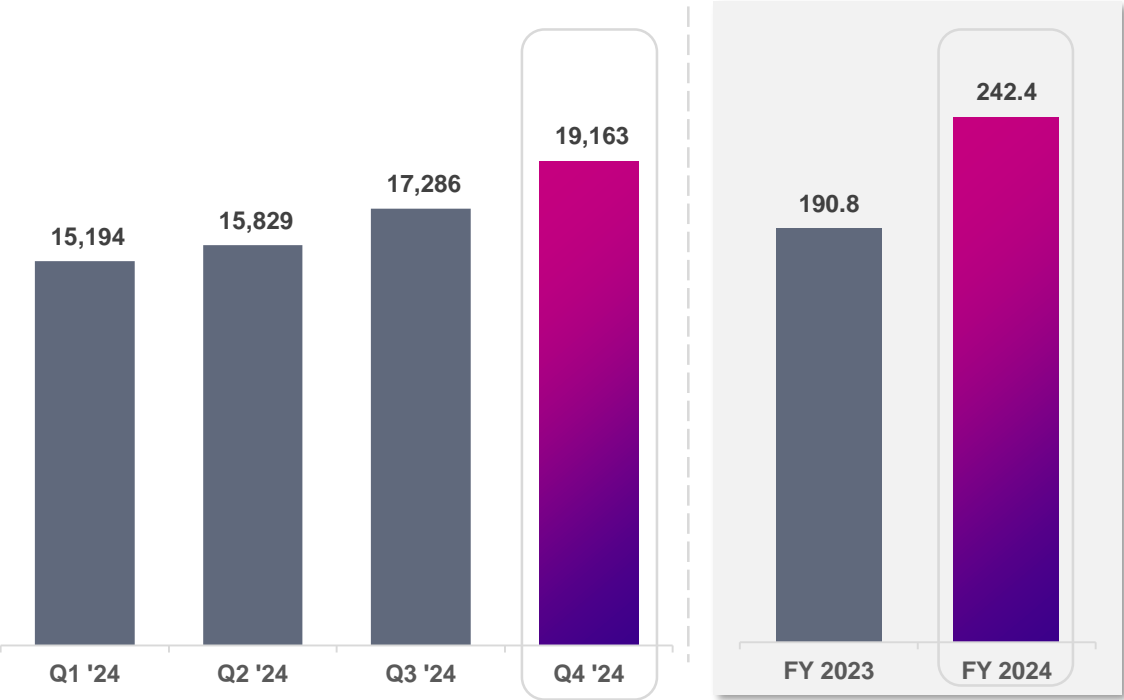
EBITDA

FY '24 vs FY '23 Growth (USD)



PKR 'M

USD 'M

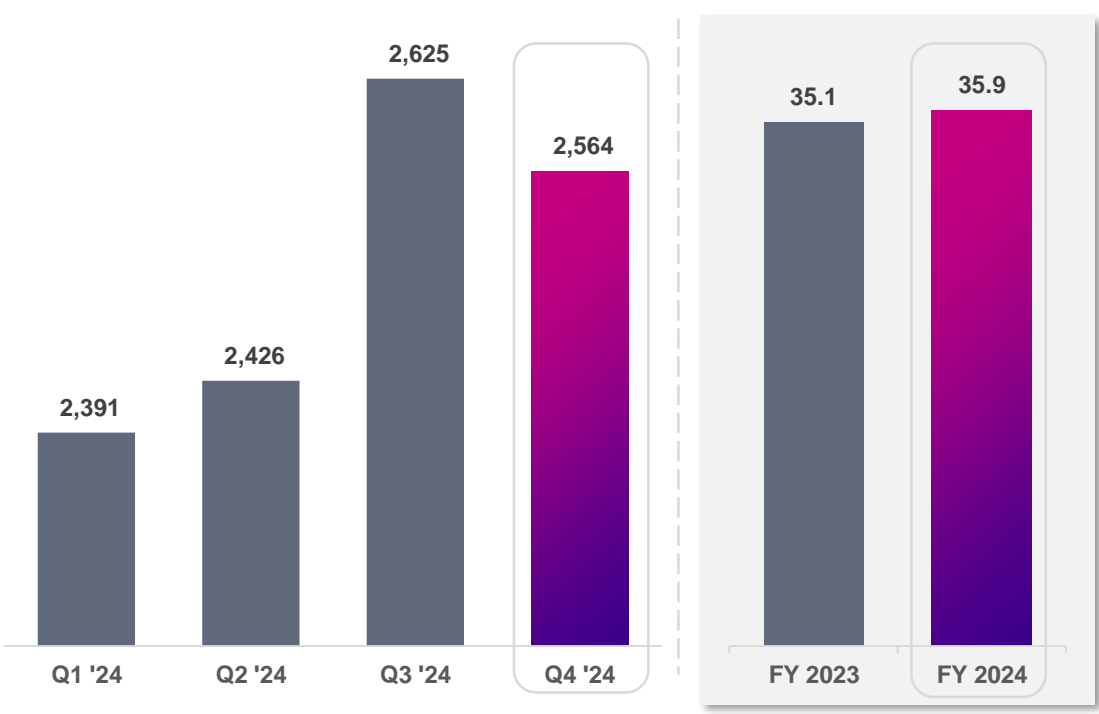


280.07 278.41

Avg USD rate

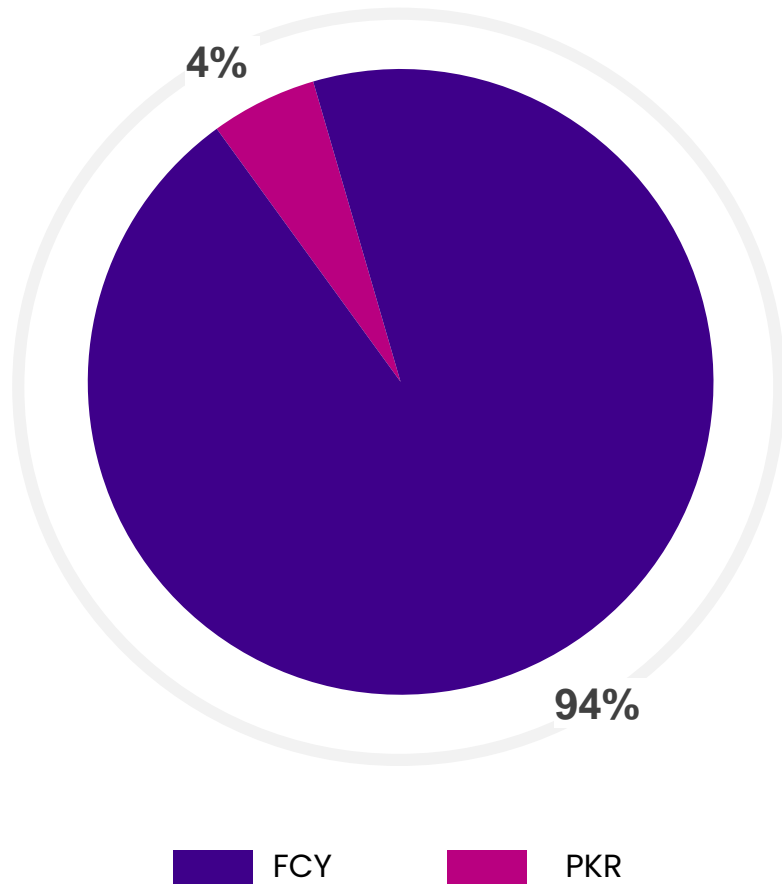
PKR 'M

USD 'M

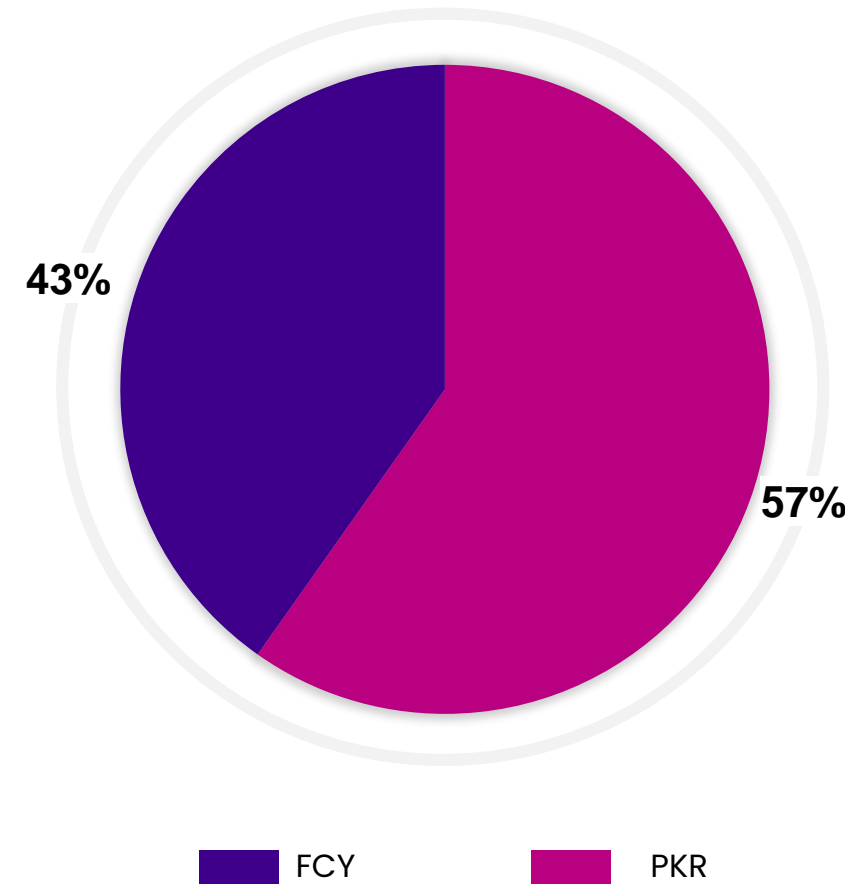


Currency Mix – 2024

By Revenue



By Cost



Opportunities and Delivery Model



Market Opportunity

The Cyber-Human Fusion

46% of organizations are planning to invest in human-computer interfaces (HCIs) in the next two years to facilitate seamless human-machine interaction, another crucial element of cyber-human fusion.

Source: International Data Corporation

Generative AI will take over

By 2025, the global market for generative AI is expected to reach \$26.8 billion, driven by its capabilities in content creation, personalized experiences, and automation

Source: McKinsey & Company

A new age of programming

By 2026, the no-code/low-code development market is forecast to reach \$45 billion, empowering developers and non-technical professionals to build AI-powered applications without extensive coding.

Source: Gartner

Sustainable tech is here to stay

They estimate that the global market for green data centers will reach \$64.1 billion by 2028, growing at a CAGR of 13.4%.

Source: Deloitte

Investment Highlights / Value Propositions

Digital, data & AI, & cloud



We elevate possibilities and unlock new growth horizons through innovation, digital, data, AI, and cloud capabilities.

Emerging technologies



We amplify human possibilities through generative AI and deliver business and technical solutions leveraging Metaverse, AI/ML, AR/VR, etc.

Growth



Our innovative solutions and strategic prowess propel you towards unparalleled success, ensuring both rapid financial ascent and commanding market leadership.

Global presence



Leveraging our core engineering strength to accelerate digital transformation and empower enterprises, we operate in 16+ countries.

Domain expertise



We possess a formidable array of accelerators and business solutions meticulously designed to harness the full potential of our core engineering.

Recurring revenue



Through our unwavering commitment to delivering value, we have cultivated enduring relationships with our customers.

Employee ownership



At the heart of our success is a solid foundation of employee ownership as our employees are vested stakeholders, driving our collective vision with unparalleled dedication.

Insight-driven



We are insights-driven, user-centric, systematically tested, and have a financially impactful delivery model that delivers projects with immediate, substantial, and sustainable impact on customers' bottom line.

Consulting

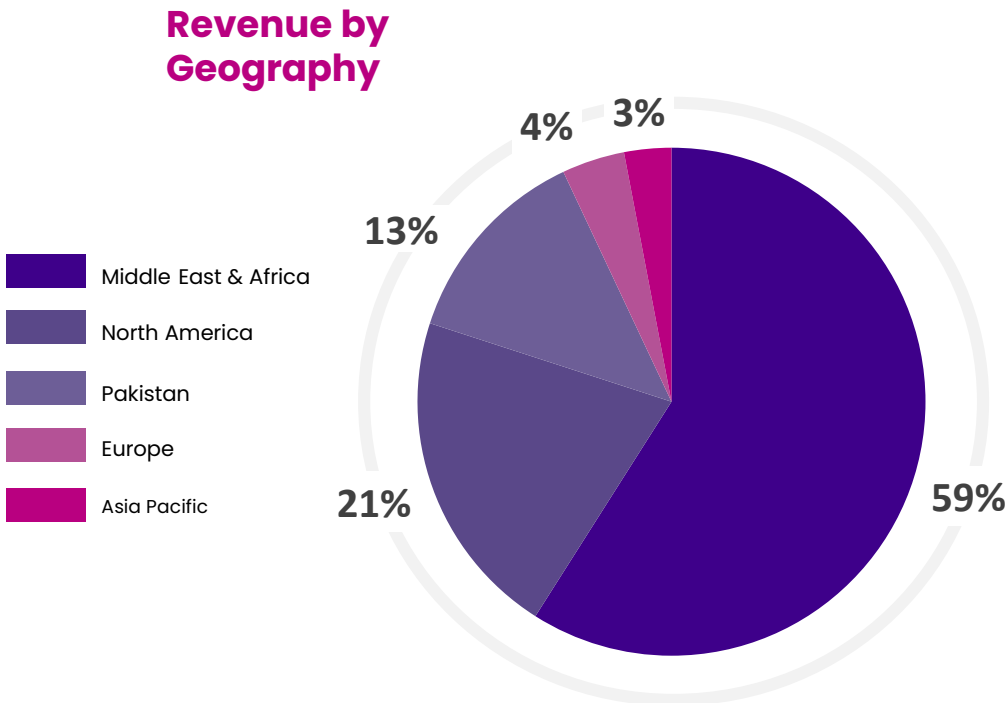


With a keen eye on market dynamics and a wealth of strategic insights, our consultants guide you towards greater levels of achievement, ensuring your business thrives in today's dynamic landscape.

Global Delivery Model

Our talent pool is characterized by its **global diversity** and **inclusivity**.

We take great pride in our workforce, recognizing them as our greatest asset. This fuels our commitment to nurturing a collective of highly educated IT professionals that is not only diverse and inclusive but also continually expanding.



MEA	KSA	APAC	PK
UAE	Saudi Arabia	Australia	Lahore
Egypt	Bahrain	Singapore	Karachi
Qatar		Malaysia	Islamabad
South Africa			Faisalabad
Kenya			Multan
Bahrain			

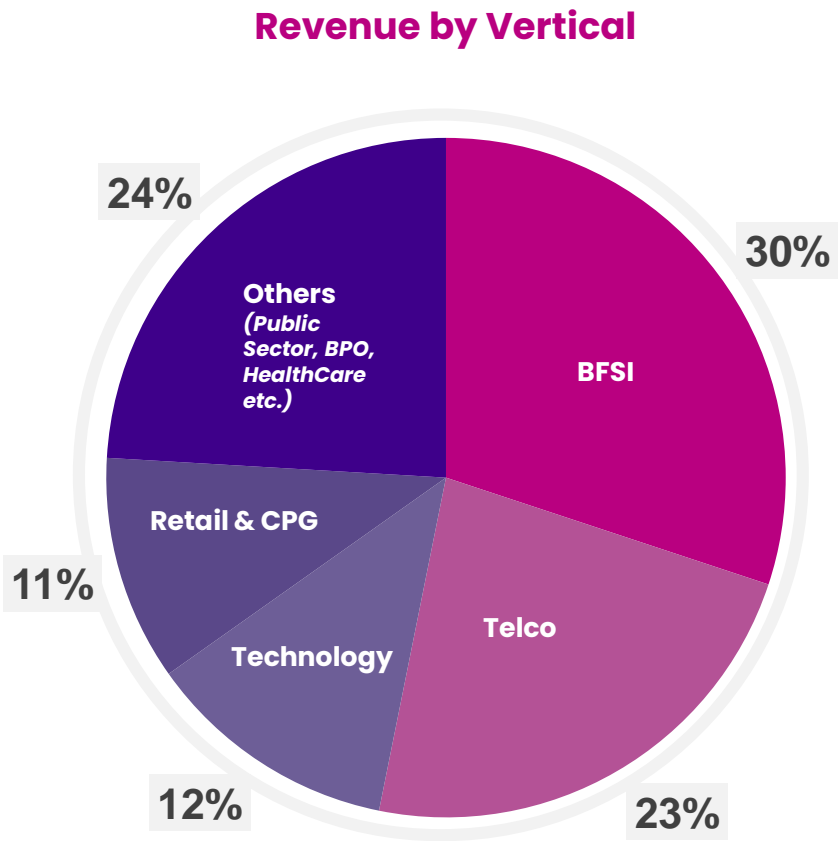
Total PS Headcount Dispersion (%)

	2020	2021	2022	2023	2024
Pakistan	93.02	93.12	90.36	86.28	81.62
Qatar	0.41	0.43	1.07	1.40	1.46
UAE	6.56	6.45	7.69	9.82	12.02
Egypt	-	-	0.55	2.13	3.19
Saudi Arabia	-	-	0.30	0.34	1.39
APAC	-	-	0.03	0.04	0.33

Target Market & Customers

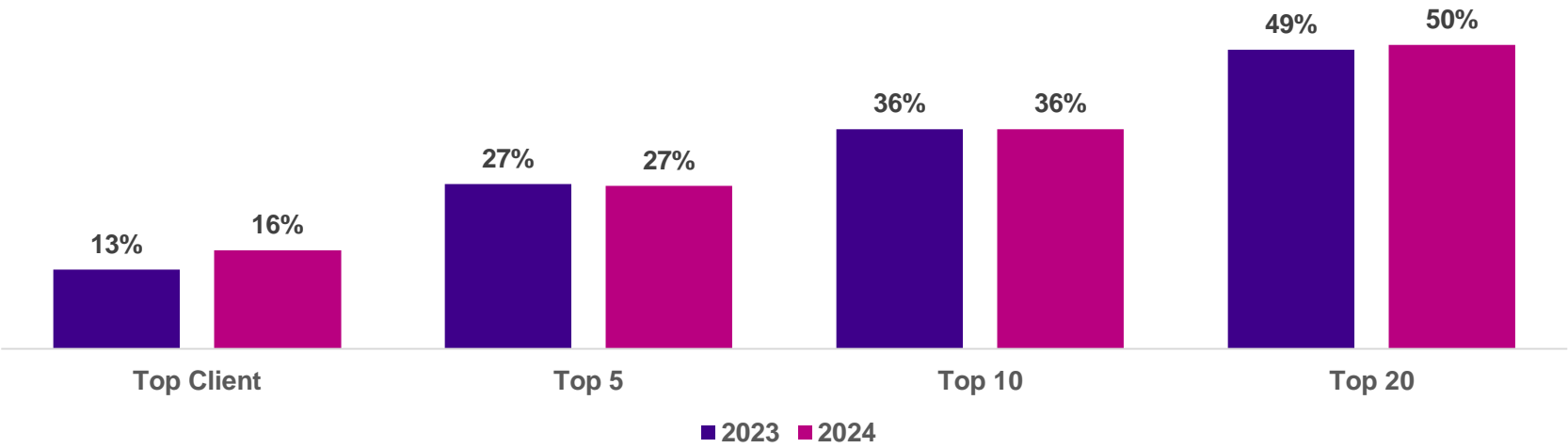
We have a strong customer base in most of the industry verticals which not only minimizes our concentration risk but also gives us the competitive advantage by developing resources with cross industry knowledge.

Vertical	Customer Split *
BFSI	70
Technology	41
Retail & CPG	36
Public Sector	32
Telco	16
Manufacturing	12
Health Care / Pharma	9
Others	34



* Count based on customers with revenue >\$100K

Client Contribution to Revenue



Active Clients*

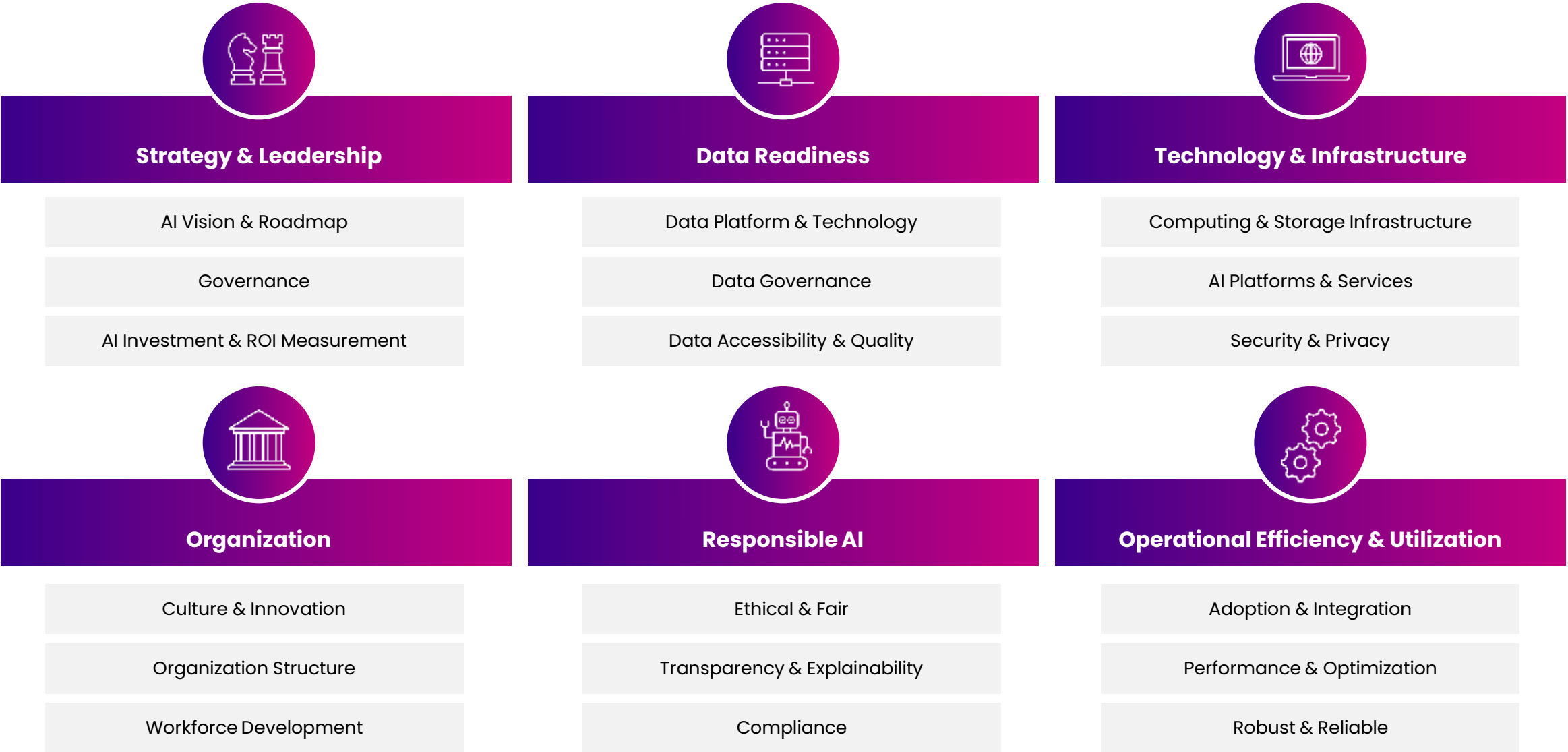


*Revenue above \$100k

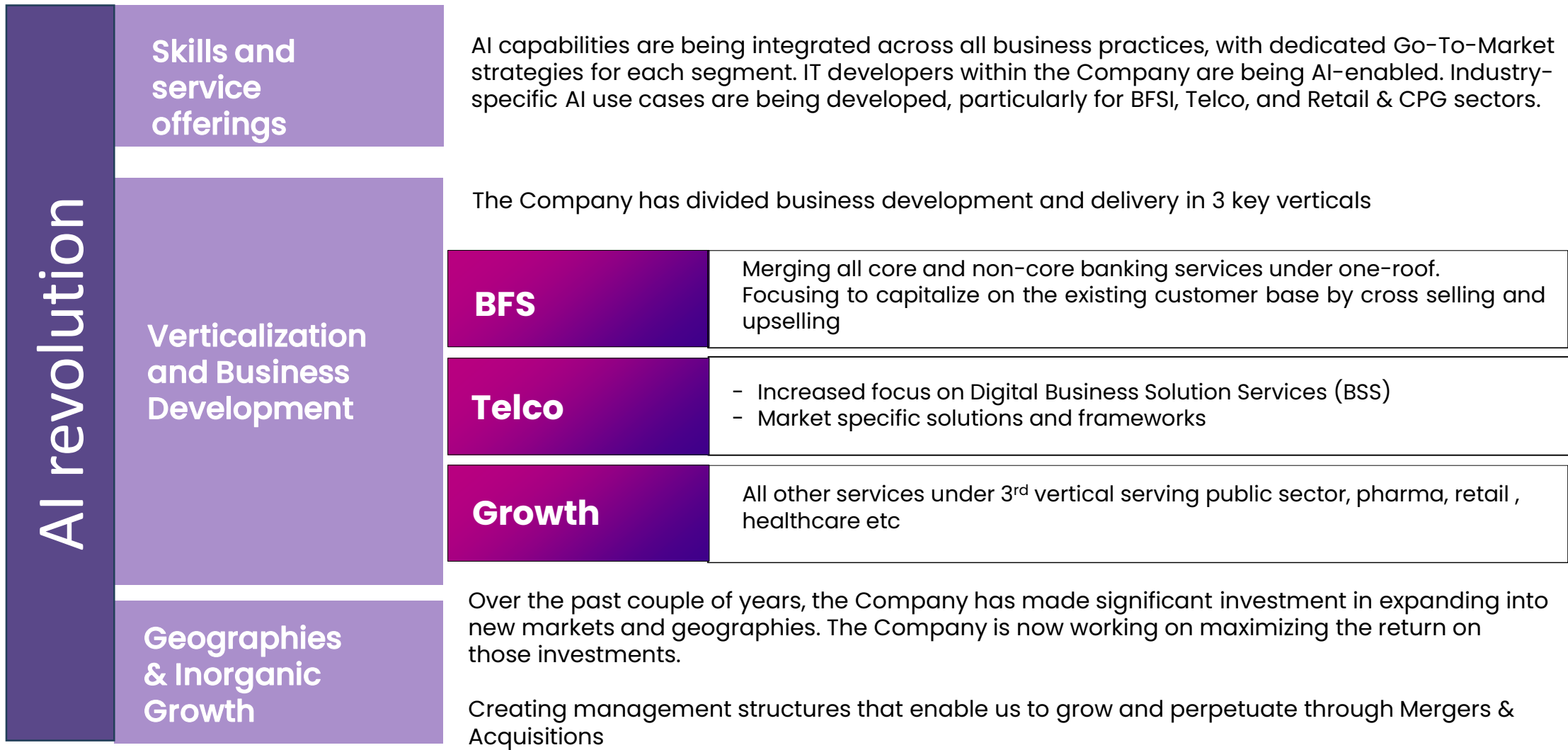
Client Metrics

	2023	2024
\$25m+ clients	-	1
\$10-25m clients	1	1
\$5-10m clients	3	3
\$3-5m clients	4	11
\$1-3m clients	30	32
\$0.5-1m clients	43	44

AI Maturity–Core Areas



Pillars of our strategic plan



Investment Priorities

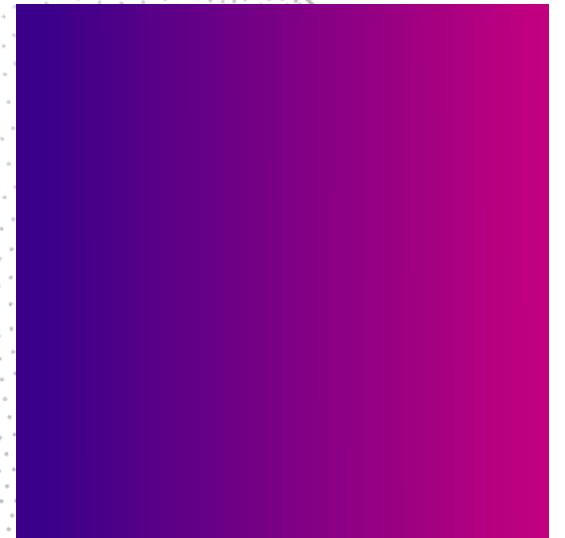
Continued Profit Improvement, Healthy Cash Flow

- Strong cash flow generation allows attractive dividend payout, and flexibility for investment opportunities.
- Systems Limited has a history of investing its cash flow for the future growth. The current healthy cash flow position provides the company with an opportunity to re-imagine and re-think everything to touch new heights.
- The Company is also focusing on inorganic growth through acquisition with the focus of increasing export revenue. Evaluating businesses aligned with strategy, structure and culture of the company



- **Investment in AI & GenAI led revolution**
- **Investment in upskilling talent**
- **Mergers & Acquisitions**
- **Strengthening current geographies**
- **New service offerings**

Environment, Social & Governance (ESG)



Be Kind with the Environment

Key Indicators:

- Reduced electricity costs by moving data centres to cloud
- Controlled e-waste by donating laptops and computers
- Policy to reduce printing and use digital media as much as possible
- Reduced carbon emissions by installation of Solar Energy System
- Raising employee awareness to control water wastage and electricity

Governance

Key Indicators:

- Independent Board & its committees promoting GRC
- Responsible tax practices
- Code of Conduct/ Business Ethics
- Related party transactions
- Cybersecurity and Data privacy

Be Kind to Employees

Key Indicators:

- Creating decent work space and sustainable income for 7,000+ employees
- Work from home policy to provide flexibility
- Spending huge amount on trainings & certifications
- Wellness programs and HSE awareness

Ensure Sustainable Financial Growth

Key Indicators:

- 26% increase in revenue
- 4% increase in operating profit
- 20% increase in EPS (*excluding exchange gain / (loss) impact*)
- 19% Return on Equity
- Consistent dividend pay-out ratio
- Continuous development in products and services

Giving Back to the Society

Key Indicators:

- Initiated IT Mustakbil Program
- Setup schools for underprivileged children
- Donations to Hospitals
- Donation of laptops and computers to schools and universities
- Created Dost fund to provide financial support in case of any emergency

systems

Q&A



Thank you

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