

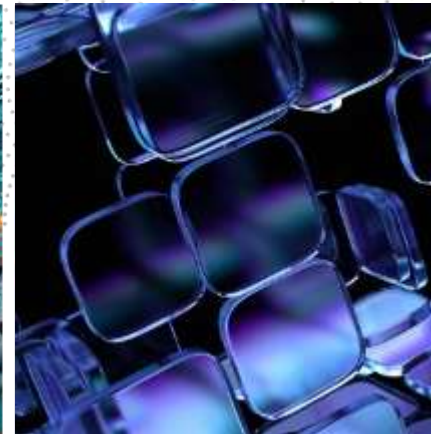
systems

# INVESTOR'S BRIEFING

## HY 2025

Dated: 22<sup>nd</sup> August 2025

[www.systemsltd.com](http://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 global systems integrator specializing in AI-driven transformation, consulting services across AI, data, digital, cloud. Our AI-first approach powers tailored solutions and accelerators across numerous industry verticals, enabling our global clientele to achieve 360-degree value. Being at the forefront of AI innovation, we have expanded our global footprint across 16+ countries through our subsidiaries, including MEA, KSA, and APAC. Our key strategic partnerships with the world's leading technology providers enable us to deliver unmatched AI capabilities, empowering enterprises to drive intelligent decision-making, optimize operations, and achieve long-term, sustainable growth.



## Global Accolades



Among top global technology partners four times in a row

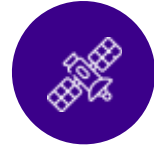


Only Pakistan's IT company to win five times in a row And the Fastest Growing Company in Asia



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

**~\$700M+**

Market Capitalization

**48+**

Years in Business

**7500+**

Employees Globally

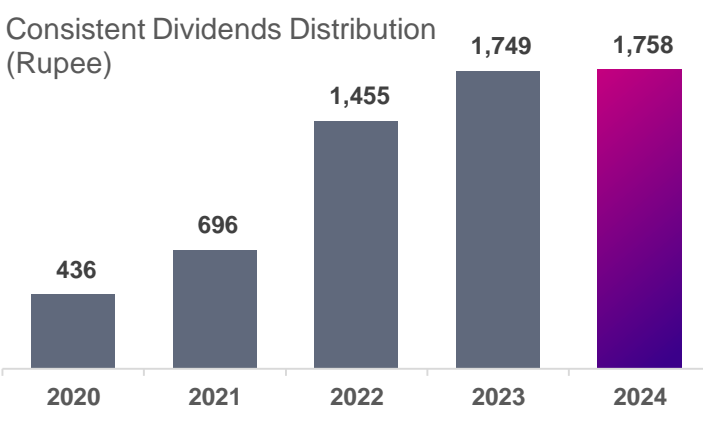
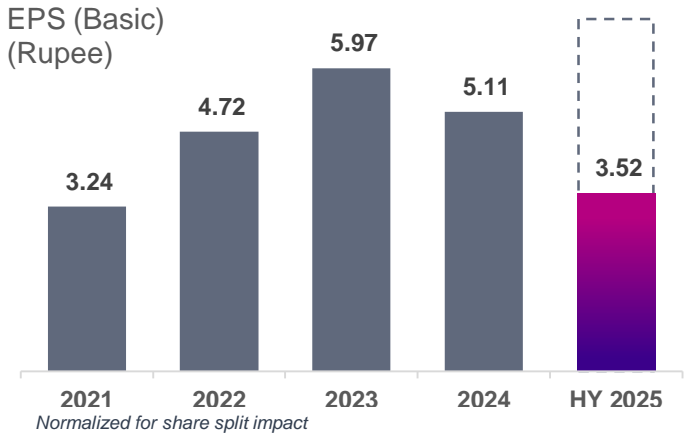
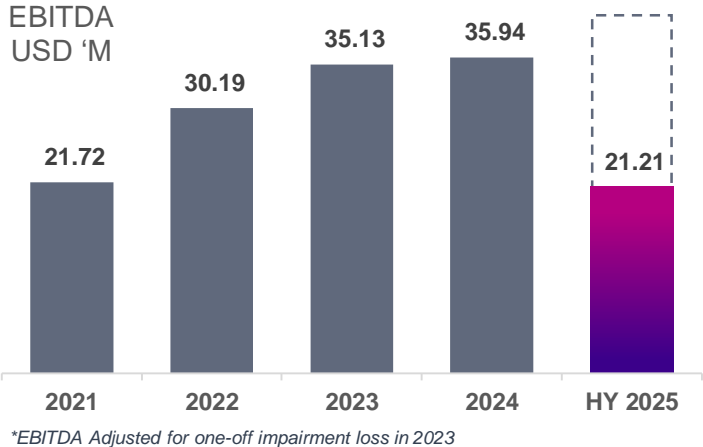
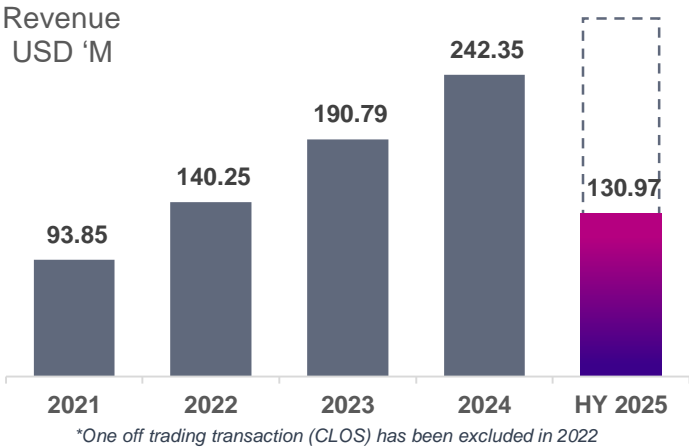
**300+**

Global Active Clients

# Key Stats & Market Overview



# Fact Sheet



## Awards & Recognitions

## Technology Partners

\$700 M+

Market Capitalization

7500+

Employees Globally

48+

Years in Business

250+

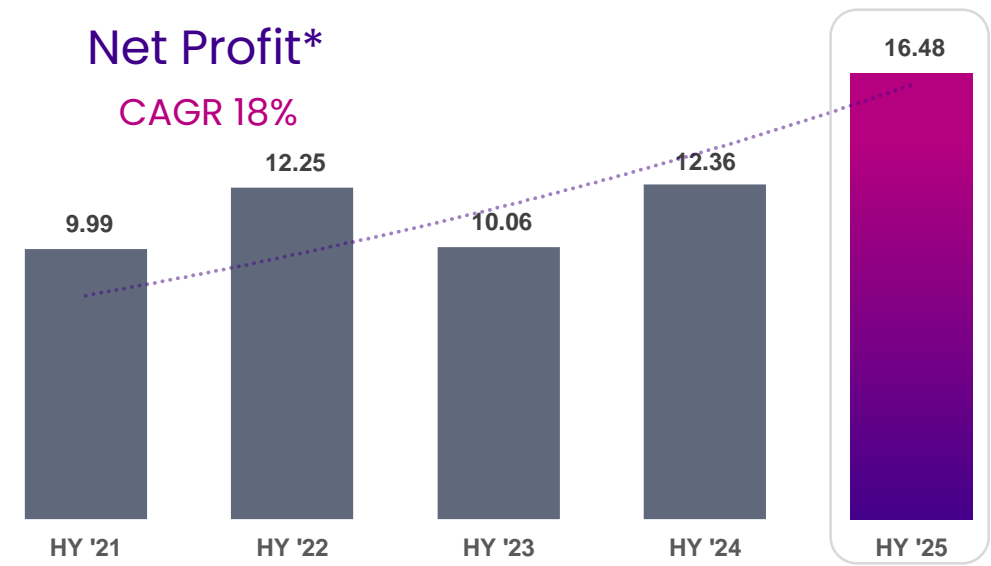
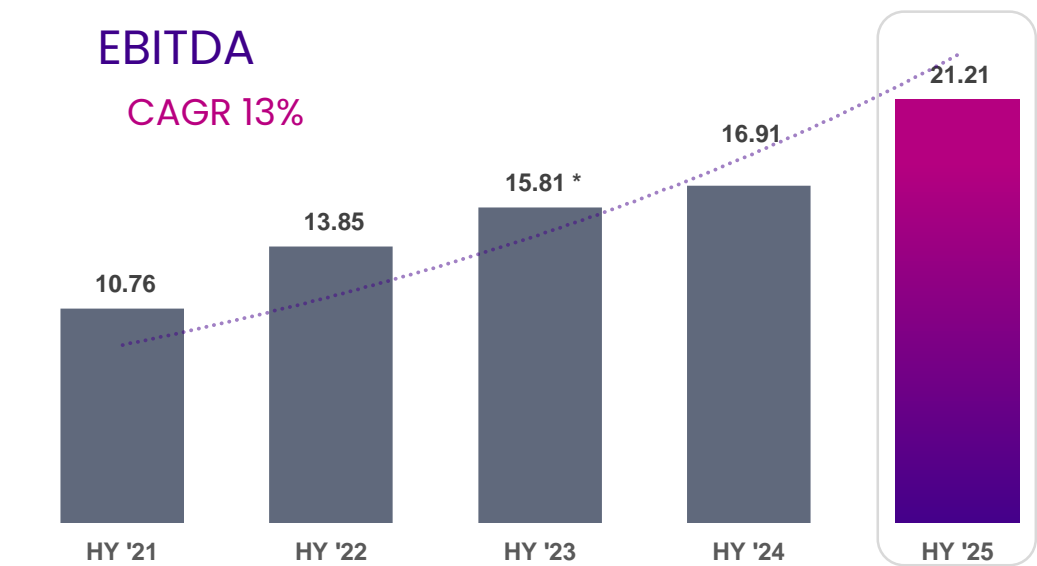
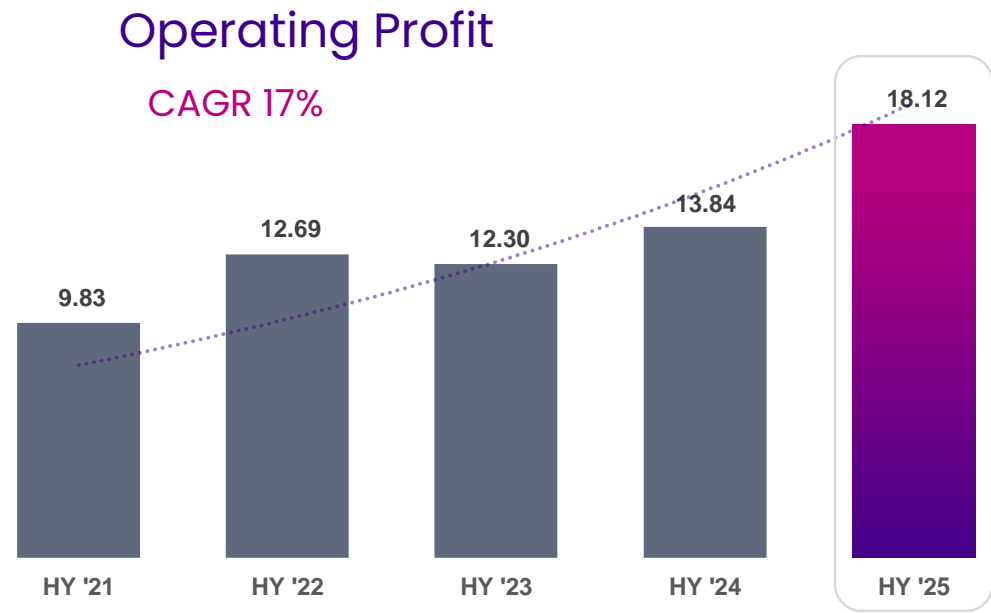
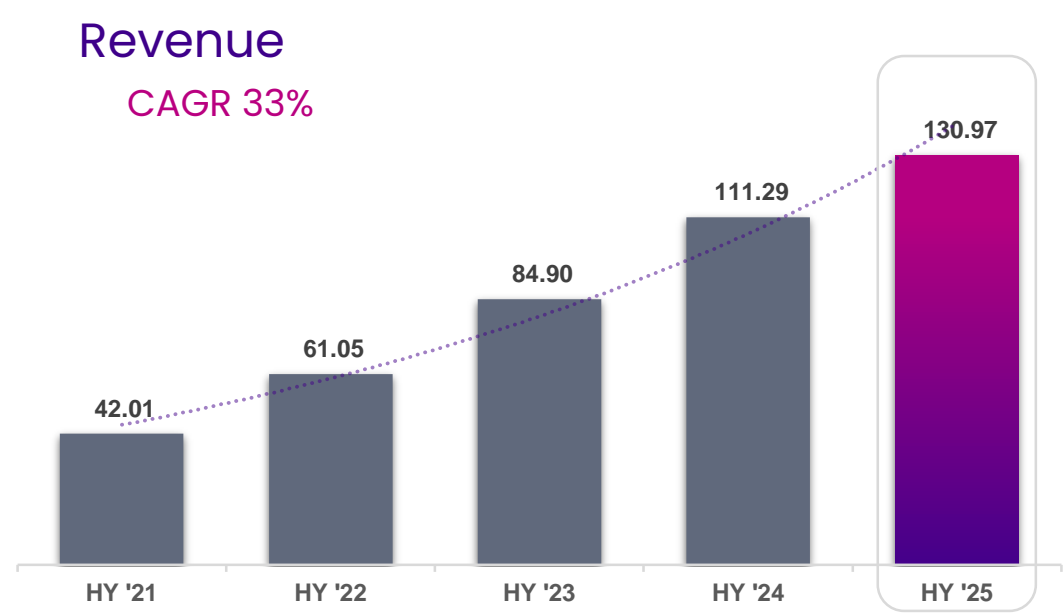
Global Active Clients



# Financial Performance Overview



# Strong Performance – HY’ 2025 (USD ‘M)



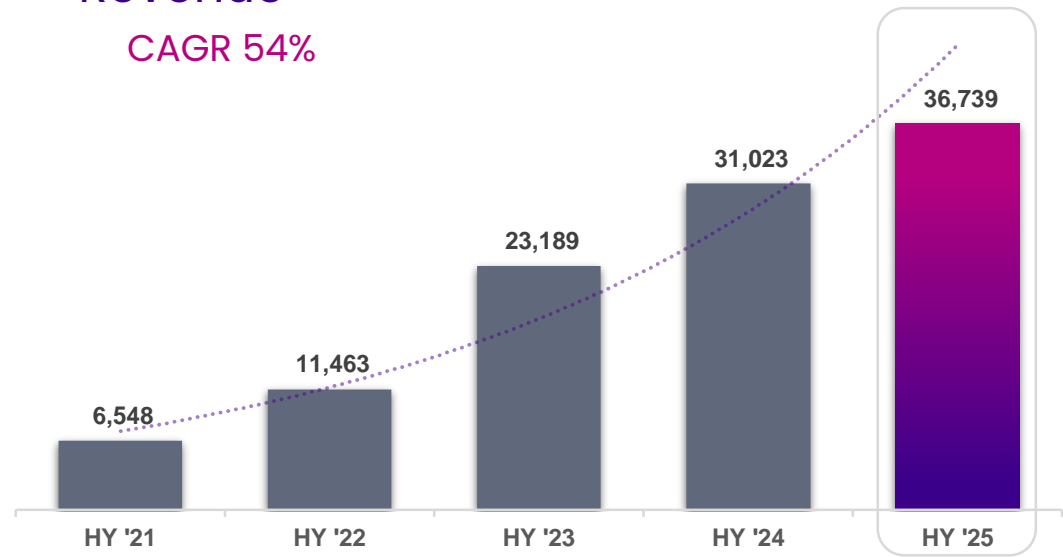
\*One off Impairment loss against Jomo has been excluded from OP, NP & EBITDA in HY’ 23

\*Net profit excludes exchange gain/ (loss) impact

# Strong Performance – HY’ 2025 (PKR ‘M)

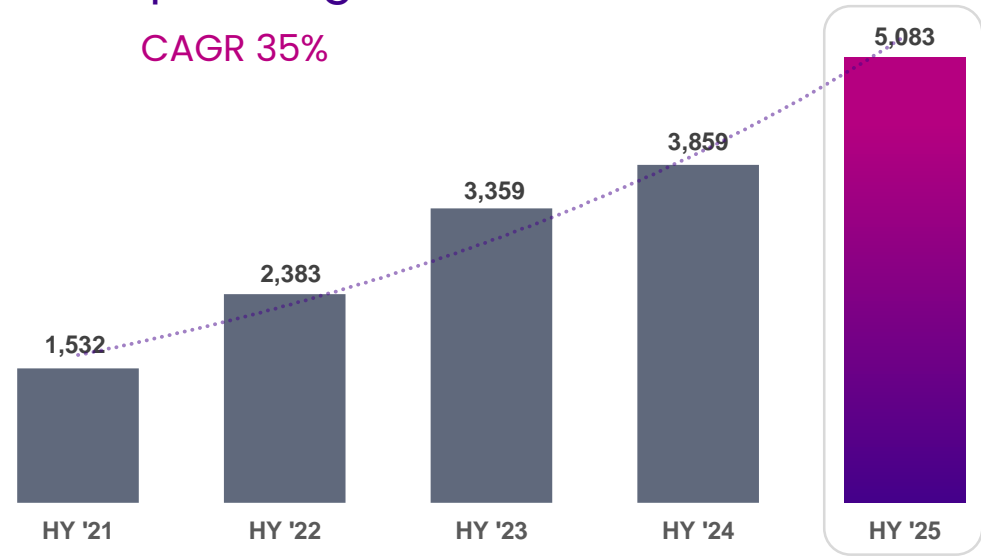
## Revenue

CAGR 54%



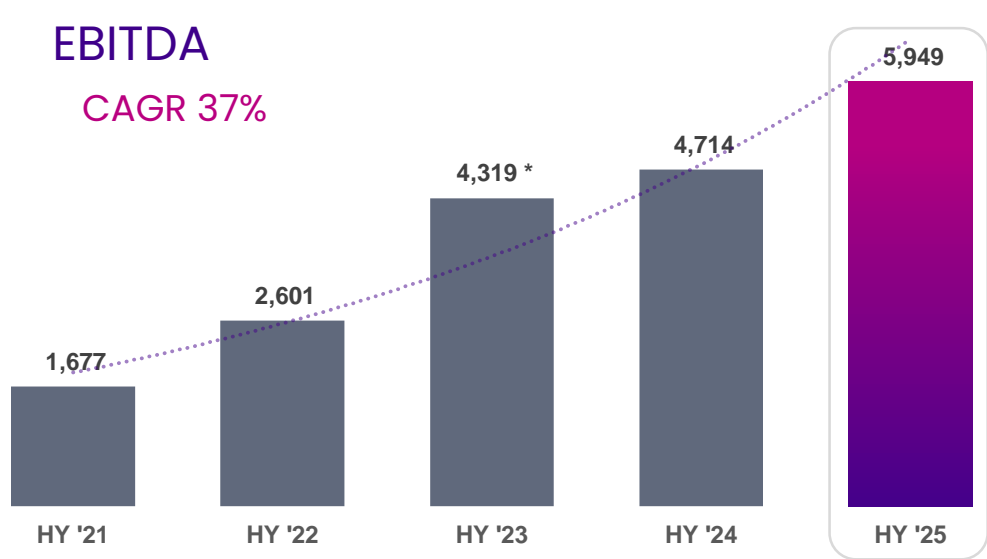
## Operating Profit

CAGR 35%



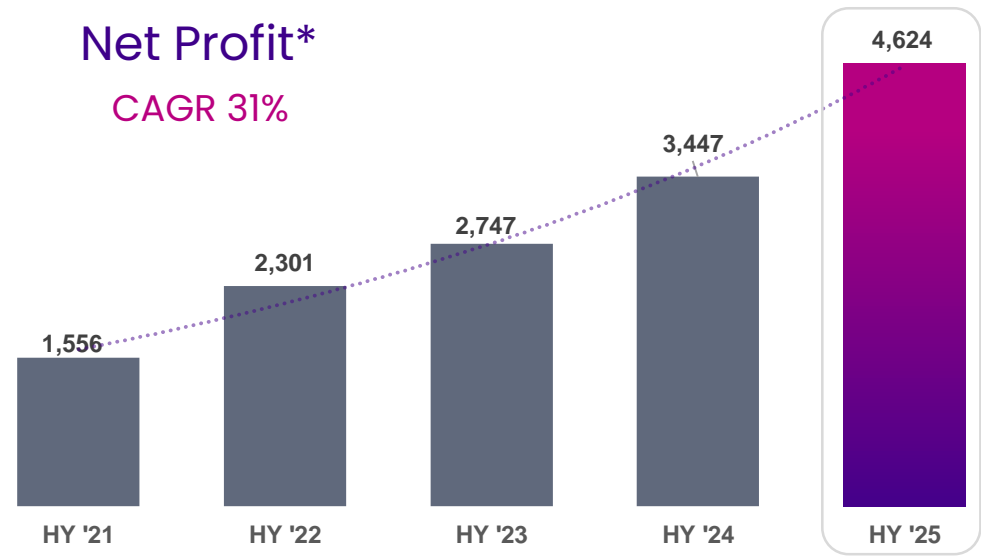
## EBITDA

CAGR 37%



## Net Profit\*

CAGR 31%



*\*One off Impairment loss against Jomo has been excluded from OP, NP & EBITDA in HY’ 23*

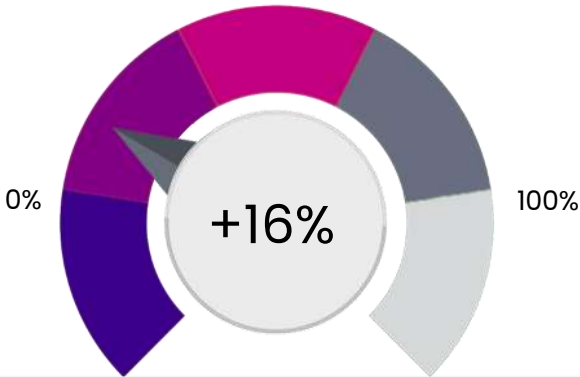
*\*Net profit excludes exchange gain/ (loss) impact*



# Strong Q2' 2025 Performance

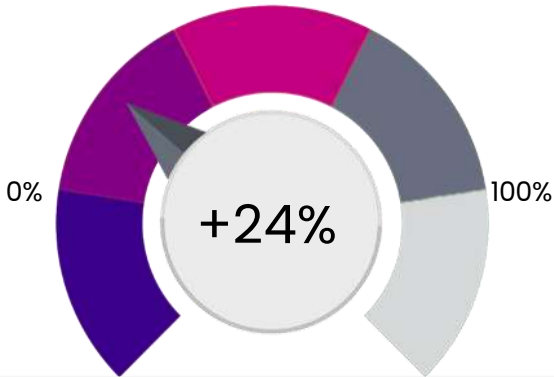
## Revenue

Q2 '25 vs Q2 '24 Growth (USD)



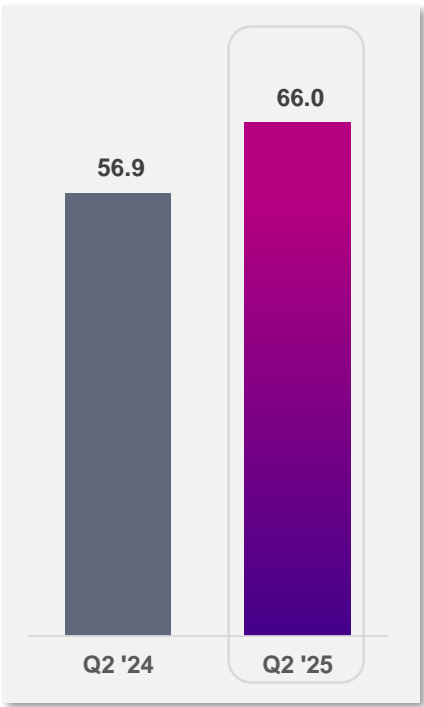
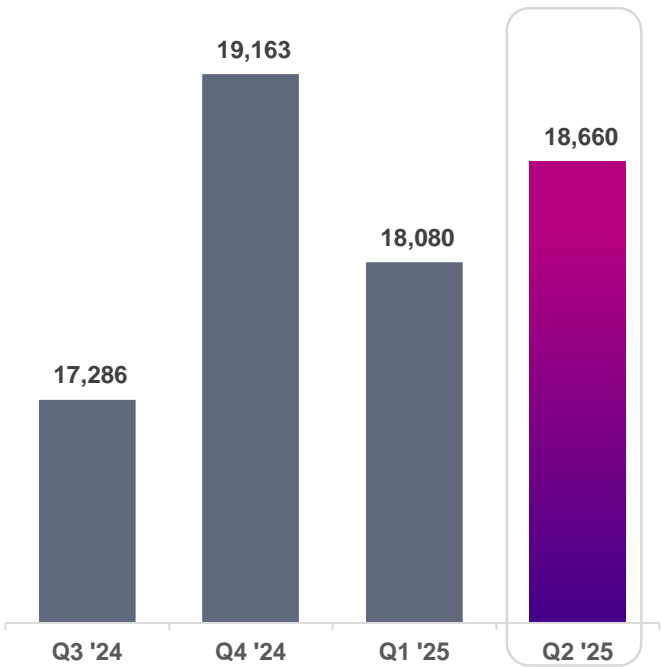
## EBITDA

Q2 '25 vs Q2 '24 Growth (USD)



PKR 'M

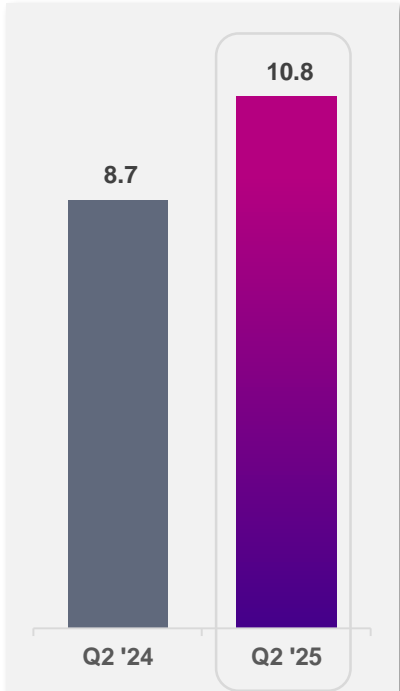
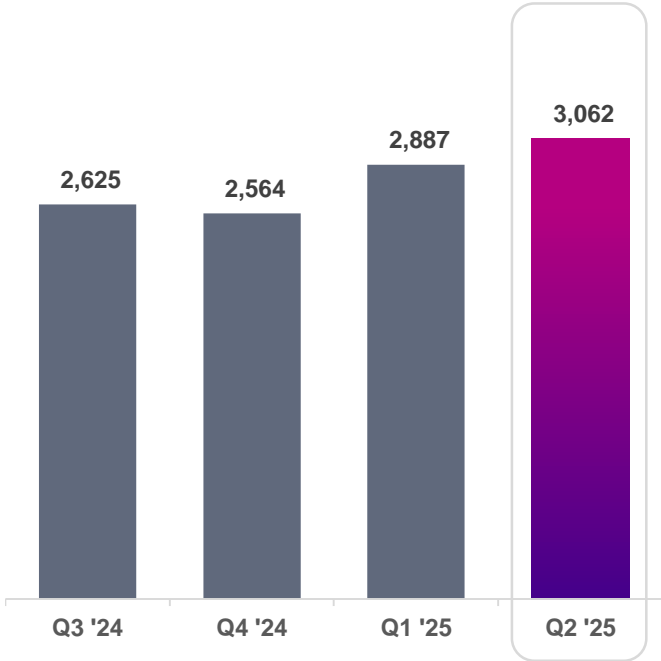
USD 'M



278.03      282.86  
Avg USD rate

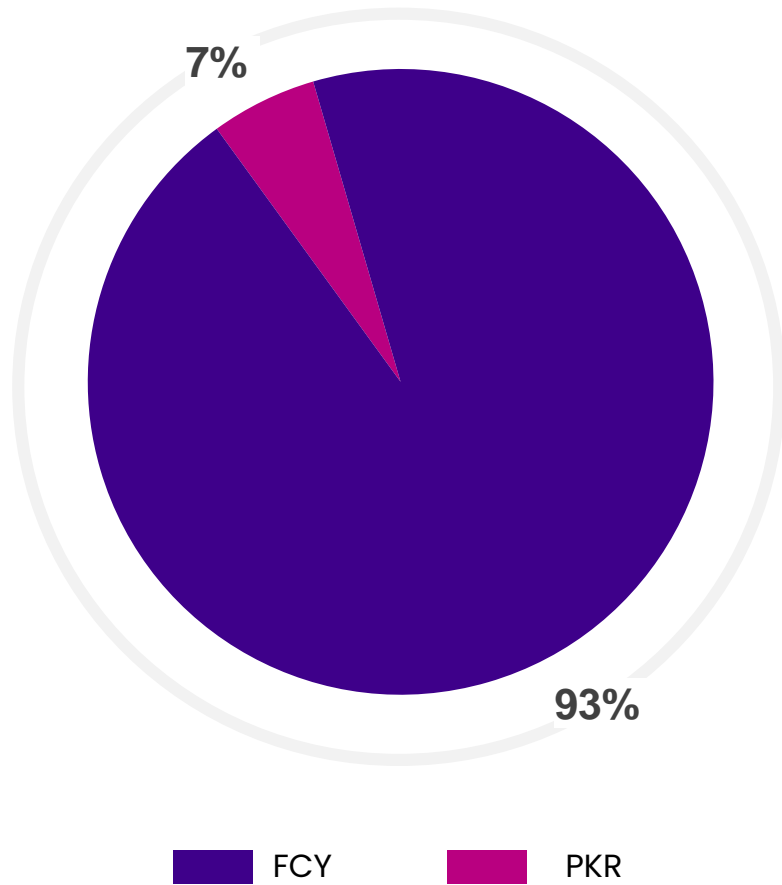
PKR 'M

USD 'M

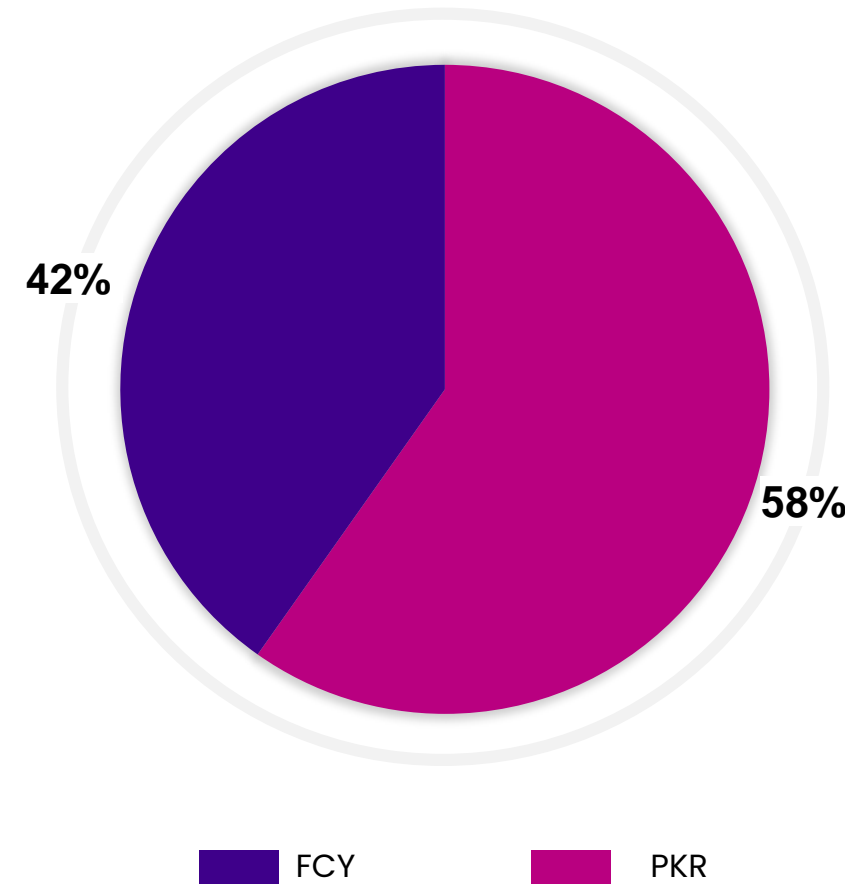


# Currency Mix – HY – 2025

By Revenue



By Cost

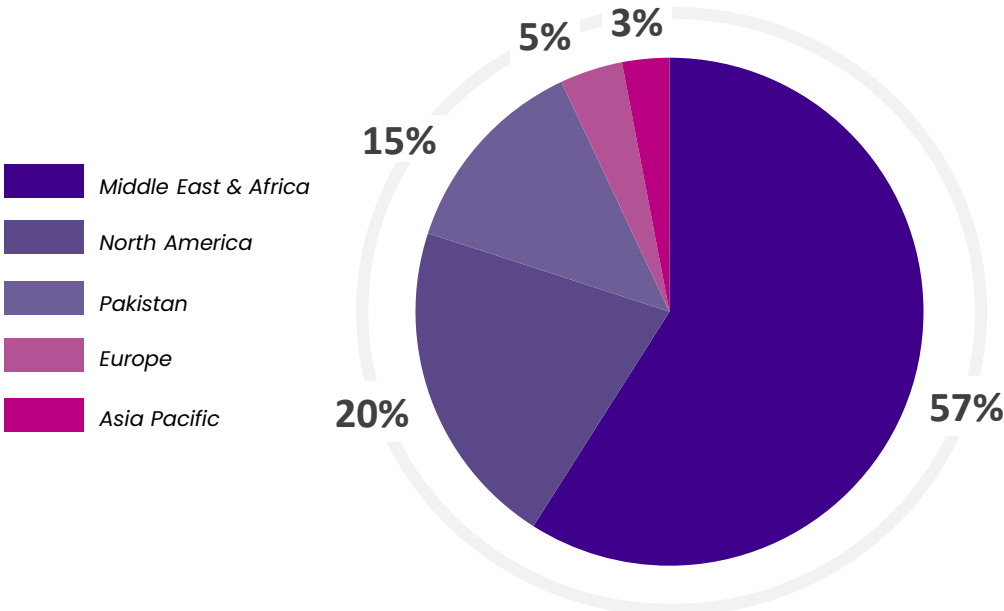


# Global Delivery Model

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.

Revenue by Geography



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 (%)

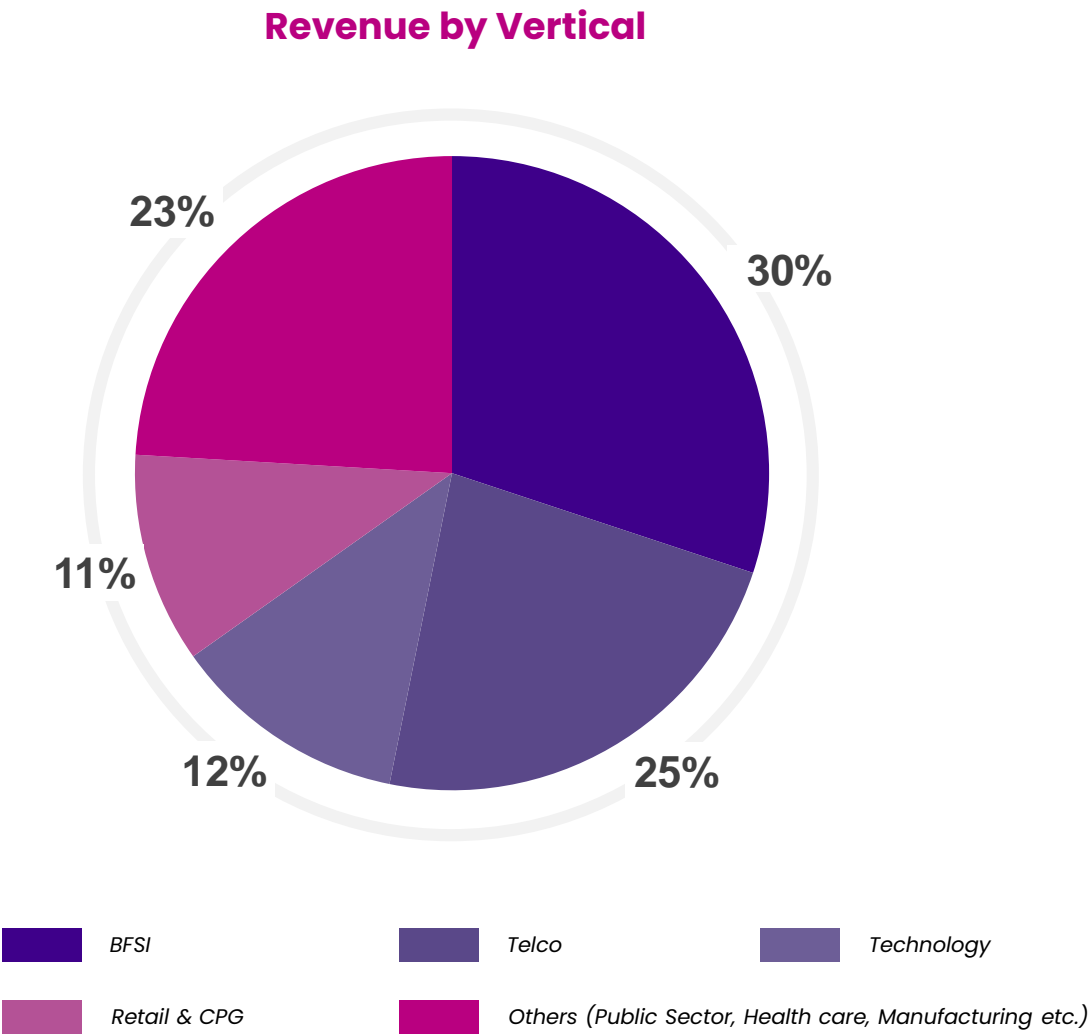
	2021	2022	2023	2024	HY 2025
Pakistan	93.12	90.36	86.28	81.62	83.40
Qatar	0.43	1.07	1.40	1.46	1.63
UAE	6.45	7.69	9.82	12.02	11.18
Egypt	-	0.55	2.13	3.19	2.52
Saudi Arabia	-	0.30	0.34	1.39	1.05
APAC	-	0.03	0.04	0.33	0.21

# Target Market & Customers

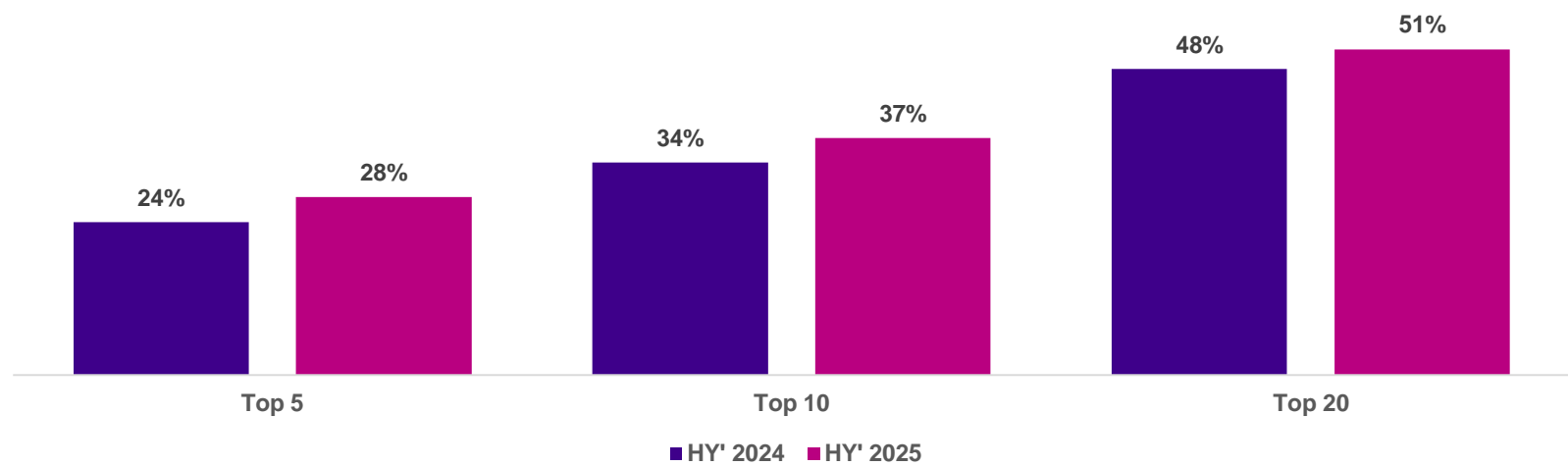
We have a strong customer base in most of the industry verticals which not only minimizes our concentration risk but also gives us the competitive advantage by developing resources with cross industry knowledge.

Vertical	Customer Split *
BFSI	65
Technology	26
Retail & CPG	26
Public Sector	25
Telco	12
Health Care / Pharma	7
Manufacturing	6
Others	14

\* Count based on customers with HY '25revenue >\$100K



## Client Contribution to Revenue



## Active Clients\*

	HY' 2024	HY' 2025
Active Clients	167	181

\*HY Revenue above \$100k

## Client Metrics\*\*

	FY' 2024	FY' 2025
\$25m+ clients	1	1
\$10-25m clients	1	1
\$5-10m clients	3	9
\$1-5m clients	43	43
\$0.5-1m clients	44	40

\*\* on rolling 12 months basis

# 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*

## Rapid Growth

AI adoption has surged globally, with 72% of organizations using AI in at least one business function as of early 2024.

*Source: McKinsey & Company*

## Enhanced productivity

AI is expected to add \$4.4 trillion in productivity growth potential from corporate use cases.

*Source: McKinsey & Company*

## Workflow redesign

Organizations are beginning to redesign workflows to generate future value from AI, which includes automating up to 70% of business activities.

*Source: McKinsey & Company*

## Economic impact

AI technologies are projected to contribute significantly to the global economy, with the market size expected to grow from \$244 billion in 2025 to over \$800 billion by 2030.

*Source: Statista*

# Global Shared Services powered by Business and AI Transformation

## BPO Shared Services at Scale:

Unlocking operational efficiency and agility through centralized, high-performance service hubs.

## Labor Arbitrage & Technology Integration

Driving productivity gains and significant cost optimization through smart workforce alignment and automation.

## AI-Powered Replatforming

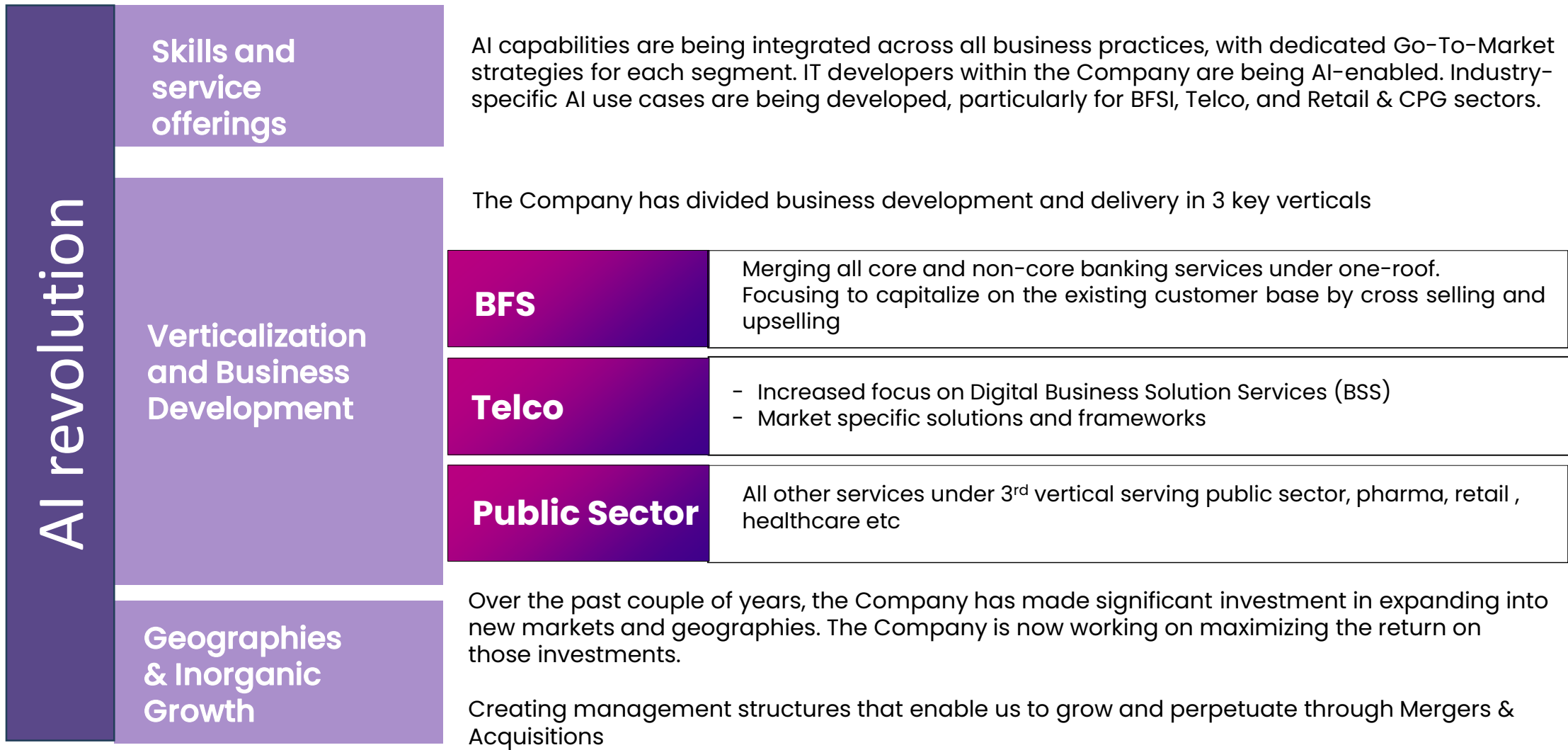
- Harnessing AI and next-gen tech to transform core Business Processes
- Accelerate decision-making
- Future-proofing operations.

## Business Impact Across Functions

Delivering measurable value in:

- Marketing & Customer Experience
- Commercial Finance
- Corporate Finance

# Pillars of our strategic plan



# Investment Priorities

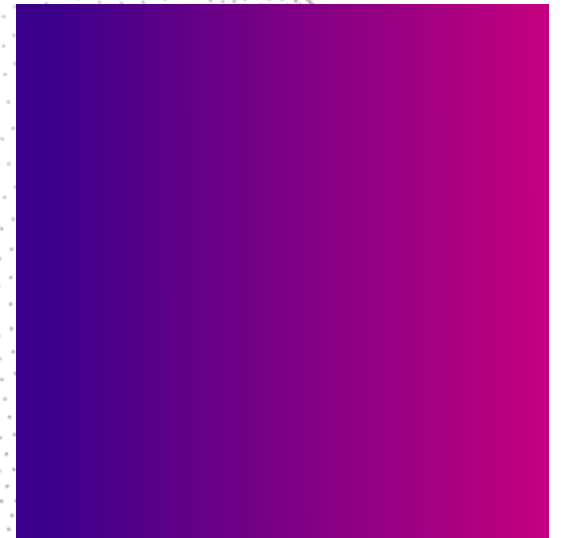
## Continued Profit Improvement, Healthy Cash Flow

- 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:

- 18% increase in revenue
- 32% increase in operating profit
- 33% increase in EPS (*excluding exchange gain / (loss) impact*)
- 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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