

02 November 2020

AVN/PSX/02092020

The General Manager,  
Pakistan Stock Exchange Limited,  
Stock Exchange Building,  
Stock Exchange Road,  
Karachi.

Subject: **Material Information.**

Dear Sir,

In accordance with Sec 96 of Securities Act 2015 and clause 5.6.1(a) of code of corporate governance contained in the PSX Rule Book, rule we hereby convey the following information:

Avanceon FZE, a subsidiary of Avanceon Limited has been recognized as a System Integrator with capability to engineer, develop and install solutions featuring **Emerson's Industrial Automation and Control** portfolio of Products.

This contract execution gives a pathway for positive impact on group's business and value for its shareholders.

The complete press release is attached.

Regards,



Ahsan Khalil | Company Secretary

For Immediate Release

Date: November 02, 2020

## **Emerson Recognizes Avanceon as a System Integrator for its Industrial Automation and Control Portfolio of Products.**

**Middle East Region** – Avanceon FZE, a subsidiary of Avanceon Limited has been recognized as a System Integrator with capability to engineer, develop and install solutions featuring Emerson's Industrial Automation and Control portfolio of Products.

Emerson is widely recognized as a global technology leader specializing in Automation and Commercial & Residential Solutions.

Emerson's next generation of control solutions optimize industrial processes securely and reliably to help improve performance of operations. Emerson's programmable automation control systems offer a single, scalable solution to deliver safe, secure communication between real-time deterministic controls and non-deterministic applications to analyze and optimize operations, maximizing productivity and minimizing downtime.

Avanceon's experience and expertise within the automation space will play a critical role in bringing state of the art solutions to the Oil & Gas, Power Generation, Water & Wastewater and Food & Beverage industries.

Vice President Operations for Middle East Region Sarmad Mahmood Qureshi commented on the occasion,

*'Emerson's recognition of Avanceon's System Integration capabilities is another step forward for us. Avanceon has its own particular strengths and unique positioning, on the other hand Emerson is an Automation Manufacturing leader and that is a combination our clients would love to see and experience'*

As part of the contract, Emerson will include Intelligent Platform Training for Avanceon for the duration of the agreement. The terms of the agreement will conclude in 2021 with possibility of further renewals.

For more information about the System Integrator agreement, contact us at [sales@avanceon.ae](mailto:sales@avanceon.ae) and [marketing@avanceon.ae](mailto:marketing@avanceon.ae)

---End of News Release---

### **ABOUT EMERSON**

Emerson is a global software technology and engineering leader providing innovative solutions for customers in industrial, commercial and residential markets. Emerson's Automation Solutions business helps process, hybrid and discrete manufacturers maximize production, protect personnel and the environment while optimizing their energy and operating costs.

For more information on Emerson's System Integrators program, please visit <http://www.emerson.com/System-Integrator-Industrial-Automation-Controls>

**About Avanceon - (PSX: AVN)** - Avanceon is an industrial automation consultation and system integration entity in Pakistan, Qatar, UAE, KSA and United States. The company follows an ethical, proactive and sustainable approach to business. As a leading innovator within the automation industry, Avanceon provides state of the art automation solutions on three continents. Established in 1984, Avanceon is committed to providing engineering excellence to its clients and partners. Providing end to end solutions, which include Design, Supply, Engineering, Installation, Testing, Commissioning and Maintenance, Avanceon's executive management has extensive experience and insight within the automation and system integration industry.

Find out more about Avanceon at [www.avanceon.ae](http://www.avanceon.ae)



# Avanceon FZE

is authorized as a  
**System Integrator**

with recognized capability to engineer, develop and install solutions  
featuring Emerson's Industrial Automation & Control portfolio of products.



Industrial  
Automation & Control  
System Integrator

A handwritten signature in black ink, appearing to read "Derek Thomas".

Derek Thomas

Vice President, Strategy and Marketing,  
Machine Automation Solutions  
Emerson Automation Solutions

A handwritten signature in black ink, appearing to read "David Kraft".

David Kraft

Vice President, Sales,  
Machine Automation Solutions  
Emerson Automation Solutions

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