

LCK/CS/2020-21/

July 16, 2021

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

Director / HOD
Surveillance, Supervision and
Enforcement Department
Securities & Exchange
Commission of Pakistan,
7th Floor, NIC Building,
63-Jinnah Avenue, Blue Area
Islamabad

The London Stock Exchange
10 Paternoster
Square, EC4M 7LS
London, United Kingdom

Dear Sir(s)

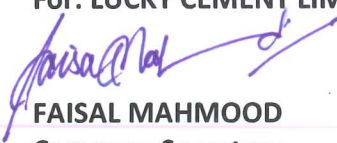
MATERIAL INFORMATION

In accordance with Sections 96 and 131 of the Securities Act, 2015 (the "Act") and pursuant to Regulation 5.6.1 of the PSX Regulations (the "Regulations"), Lucky Cement Limited would like to inform regarding the following:

Lucky Motor Corporation Limited (LMC), (a subsidiary of Lucky Cement Limited), which is currently engaged in the business of manufacturing, assembly, marketing, distribution and sales of Kia and Peugeot branded vehicles, parts and accessories thereof, in Pakistan, has recently entered into an agreement with Samsung Gulf Electronics Co., FZE ("Samsung") for producing Samsung branded Mobile Devices in Pakistan. In pursuance of this transaction, LMC has also initiated the process of seeking necessary regulatory approvals to carry on the said business and in this endeavor, has filed an application with Pakistan Telecommunication Authority (PTA) for securing the license. The production facility for producing Samsung Mobile Devices will be located at LMC's existing plant facility producing vehicles at Bin Qasim Industrial Park, Special Economic Zone, Port Qasim - Karachi. The production facility is anticipated to be completed by end of December 2021. That further information on the amount contemplated to be invested in the production facility and the capacity thereof shall be discussed between the Parties (Samsung and LMC) in due course of time.

You may please inform the TREC holders accordingly.

Yours truly,
For: LUCKY CEMENT LIMITED


FAISAL MAHMOOD
Company Secretary

Lucky Cement Limited

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URL: www.lucky-cement.com