

META/PSX/2022-04

September 28, 2022

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

SUBJECT: CORPORATE BRIEFING SESSION

Dear Sir,

We are pleased to inform that, the Corporate Briefing Session of the Company has been conducted successfully on September 27, 2022 through video link at the scheduled time.

We are attaching herewith a copy of the presentation for information and record. Please disseminate the above information to PSX TREC Holders.

For and on behalf of
MetaTech Health Limited
(Formerly Hashimi Can Company Limited)

Sincerely,


Muhammad Usman
Company Secretary



Enclosed: As Above



Corporate Briefing

September 27, 2022

MetaTech Health Limited (the Company or META) was incorporated in Pakistan as a public Limited company and its shares are quoted on Pakistan Stock Exchange (PSX). Its registered office is situated at Office No. 508, 5th Floor, LSE Building, Aiwan-e-Iqbal , Lahore.

On December 01, 2021, the SECP finally set aside its Impugned Order of June 25, 2012, because the Company had made good on the defaults of holding the past years AGMs and had also published its financial statements.

The SECP in its restoration order directed the directors of the Company to expedite the revival of the Company and the Company aims to revive itself through another line of business.

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FINANCIAL HIGHLIGHTS

| | 2022 | 2021 | 2020 | 2019 | 2018 |
|--------------------------------|------------|--------------|-------------|-------------|------------|
| Sale | - | - | | | |
| Net Profit/ Loss | 341,981 | (25,888,967) | 135,538,963 | (4,521,937) | (684,501) |
| Earning/ Loss Per share | 0.21 | (15.85) | 82.97 | (2.77) | (0.42) |
| Shares Outstanding | 16,335,000 | 16,335,000 | 16,335,000 | 16,335,000 | 16,335,000 |

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MetaTech

HEALTH LIMITED

Formerly Hashimi Can Company

CORPORATE ACTIONS UNDERTAKEN

- ∞ The Company approved the Revival Business Plan for the **activation of its listing status** at PSX with the involvement of Modaraba Al-Mali.
- ∞ The Name of the Company has been changed from “Hashimi Can Company Limited” to “**MetaTech Health Limited**”
- ∞ The Company's Authorized Capital has been increased from Rs. 50 million to Rs. **600 million**.
- ∞ The Principal Business of the Company under Object Clause of the Memorandum of Association has been changed to focus on Technology enabled healthcare business by focusing on the trading/manufacturing/export of **advanced/hi-tech healthcare** and dental/oral and personal hygiene/aesthetic products.
- ∞ The Registered Office of the Company has been relocated to the province of **Punjab**.
- ∞ The **approved changes/amendments** in the Articles of Association of the Company have been implemented.
- ∞ As per the “**Revival Business Plan**”, the past receivable/assets of the Company have been written off to clean the books of accounts.

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BUSINESS SCOPE AND KEY ACTIVITIES

- ∞ META is targeting to reposition itself in the “HealthCare Technology Business” by focusing on two distinct segments:
 - ∞ An investment of **PKR 300Mn** for the acquisition of **33% equity stake** in Ensmile (Private) Limited, a company specializing in the production and export of invisible dental aligners.
 - ∞ Managing dedicated dental treatment through the Meta-Operated “**Ensmile Studios**” in Pakistan



Ensmile is coined on technological innovation based on 3-D printing and resultant braces are convenient, affordable, precise and fast. Ensmile is already exporting almost 100% of its production to some global markets. An investment in Ensmile shall enable HACC to earn returns based on foreign exchange. Target market of Ensmile is export market that includes but not limited to Germany, Portugal, UK, Singapore, UAE, Turkey etc. It is fast growing coming with potential of exponential growth.

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SALES STRATEGY

- ∞ Germany and the United Arab Emirates are mainly Export market;
- ∞ Ensmile will handle the Export Market;
- ∞ Meta-Operated “Ensmile Studios” will handle the Local Market;
- ∞ Current Business Model: **90%** Export and **10 %** Local;
- ∞ Target Local Sales upto **30%**.

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FUND RAISING PLAN

- ∞ Right share offering of about **PKR 410** Mn planned to be completed by Dec 2022.
- ∞ Out of the above amount, **PKR 300Mn** shall be invested in Ensmile, while PKR 100Mn shall be earmarked for the Ensmile Studios business in Pakistan.
- ∞ Its expected that the bulk of the subscription for the right shares shall come from LSE Ventures (**PKR 100Mn**) and Modaraba Al-Mali (**PKR 200Mn**).
- ∞ The Company has already advanced **PKR 100Mn** to Ensmile as per the Company's term sheet.
- ∞ The funds for the first **3-4 Ensmile Studios** shall be initially generated internally.

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Road map for Ensmile Studios

ROAD MAP DEFINED

INITIATION



PLANNING



EXECUTION



CONTROL



CLOSURE



Ensmile studios



To Build a dental
aesthetic studio chain



Build team to execute



Project planning



Location lock



Renovations
start



Operational
deadlines



Monitoring progress
thrice a week



Remove problems



Budget tracking



Reassign team
to bring results



Project reports

EXECUTION PLAN

- ∞ Execution Design is ready.
- ∞ 3/5 Studios KLI (Karachi, Lahore, Islamabad)
 - ∞ Lahore relocation (Gulberg)
 - ∞ Lahore one more studio (DHA)/ Galleria mall/ Mall one
 - ∞ Karachi – Defense / Bahria Town / Bahadurabad – 50/60 days till completion
- ∞ Lock the deal till 30th sept
- ∞ Once the three cities are ready – 25~35-days
- ∞ Team In place – 1-2 weeks
- ∞ Shooting / TVC / Jingle.
- ∞ Designing and lock design of each studio with architect

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MARKETING STRATEGY

DIGITAL MARKETING

- ∞ IG
- ∞ FB
- ∞ Google AdWords
- ∞ TikTok

CONVENTIONAL MARKETING

- ∞ TVC's - ATL
- ∞ Billboards - ATL
- ∞ Jingles- ATL
- ∞ Brochures / Flyers
- ∞ Mall Activities
- ∞ Conferences
- ∞ Sponsorships
- ∞ Collaborations – Influencers.

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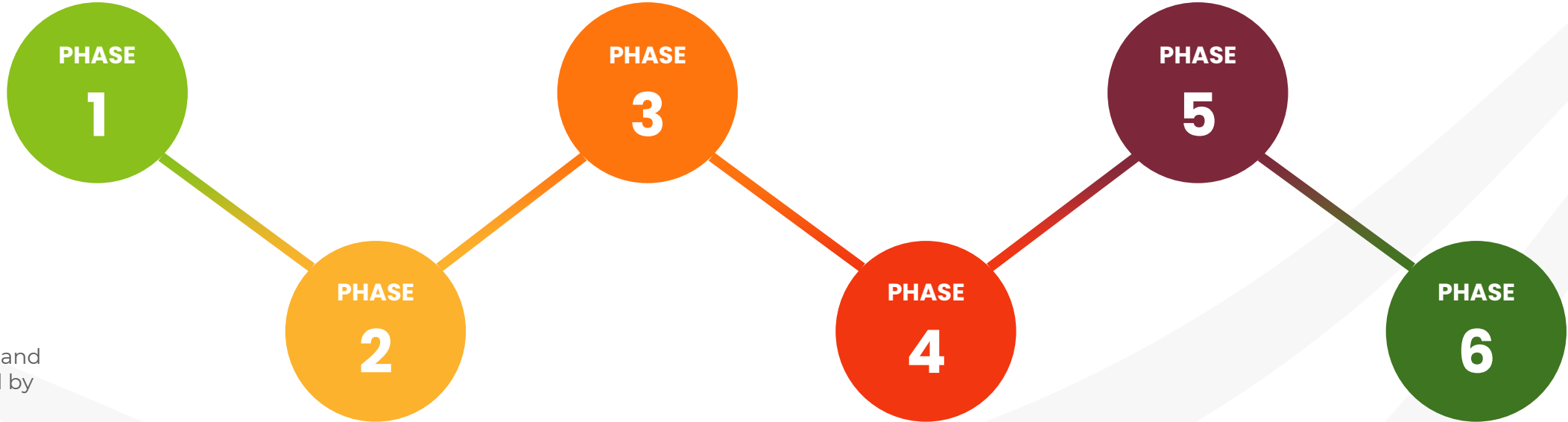
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PROJECT MANAGEMENT PHASES

**INITIATION
PHASE**

**DESIGNING
PHASE**

**IMPLEMENTATION
PHASE**



**DEFINITION
PHASE**

**DEVELOPMENT
PHASE**

**CLOSING &
FOLLOW-UP PHASE**

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