



Half – Yearly Report December 31,

2023

OUR VISION

Our vision is to be a state-of-the-art supplier of Information Technology (I.T.) I.T. enabled services and allied products in the local and International market and ambitions to be service-oriented and quality products Company, and explore other services for the customers, shareholders and employees.

To achieve this goal, we will be driven by an obsession even if we are better than make ourselves be the best not focusing on the destination but make a continuous onward journey.

Quality services means a sustained, dedicated and commitment to meet and exceed stakeholder expectations. As we will to go the "Mile & Miles" to delight our customers with services and products that exceed their expectations.

OUR MISSION

The Company's aims to become one of the leading I.T. related services and I.T products in the market for clients through commitment to providing products and services that best suits need of our customers. We will manage our affairs through modern technology, collective wisdom and institutionalized leadership and as result achieves zero defects in everything we do.

We aimed doing good business, with good clients with high integrity. We will not compromise on our principles and we would like to be known as a responsible corporate citizen, aware of our obligation to the Government, religion, and the society we serve at our best.



Company Information

Chairman (Non – Executive)

Syed Aamir Hussain

Independent Directors

Mr. Asad Mujtaba Naqvi Mrs. Fabzia Ahsen

Non – Executive Directors

Mr. Jamal Nasir Khan Syed Imran Haider Jaffery Ms. Naueen Ahmed

Chief Executive Officer & Director

Mr. Waseem Ahmad

Chief Financial Officer

Mr. Subhan Ali Bhatti

Company Secretary

Mr. Muhammad Farhan Saeed

Board Audit Committee

Mr. Asad Mujtaba Naqvi – Chairman Syed Aamir Hussain – Member Mr. Jamal Nasir Khan – Member

Human Resource & Remuneration Committee

Mr. Asad Mujtaba Naqvi – Chairman Mr. Waseem Ahmad – Member Mrs. Fabzia Ahsen – Member

Legal Advisor

Bhagwan Das Advocate High Court

Registrar and Share Transfer Office

F.D. Registrar Services (PVT) Ltd 17th Floor, Saima Trade Tower-A, I.I. Chundrigar Road Karachi-74000.

External Auditors

S. M. Suhail & Co.

Registered Office

4th Floor, World Trade Center, 10-Khayaban-e-Roomi, Clifton, Karachi Pakistan

Phone: (+92-21) 38330000 | (+92-21) 38553750

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Website

www.hiclpk.com

Bank

Habib Metropolitan Bank Limited Al – Baraka Bank (Pakistan) Limited

Directors Report

The Board of Directors of **Hallmark Company Limited** are pleased to present the Financial Statements and review of your Company's performance for the period ended 31 December 2023.

Intimation of Change of Substantial Shareholders

Telecard Limited acquired 62.84% of the issued paid up share capital of Hallmark Company Limited from Supernet Infrastructure Solutions (Private) Limited through *inter se* transfer which was successfully concluded on 01 December 2023. Consequently, Hallmark Company Limited emerged as a direct subsidiary of Telecard Limited.

Financial Performance

The Company has reported a top-line revenue of PKR. 38 million as opposed to a revenue of PKR. 1.8 million. The Gross Profit (G.P) stood at PKR. 19 million as against a G.P of PKR. 1.3 million during the corresponding financial period attributable to enhanced top line revenue.

Further, an increase in administrative and distribution cost was also reported in line with the Company's enhanced operations. The profit after tax stood at PKR. 3 million against a loss of PKR. (1.3) million for the corresponding period translating into an increased Earning Per Share (EPS) of PKR. 6.46 in comparison to loss per share of PKR. (2.70) in the comparative period.

The Directors, Chief Executive Officer, Company Secretary and Chief Financial Officer of the Company are still not receiving any remuneration from the Company with their consent allowing the Company to save significant costs.

Future Outlook - Challenges and Way Forward

Looking ahead, our future outlook is filled with hope and determination. As envisaged earlier, the Company is gearing-up to explore multiple avenues in Technology and other Sectors synchronized with the prevailing market demands to establish and reinforce our position as a forward-looking player in the market.

Acknowledgement

We feel that we are at an exciting juncture of our growth and are confident that concerted efforts by all stakeholders will yield positive results in months to come. We would, at this point-in-time, like to thank our shareholders for their support and our management team and employees at all levels for their steadfast loyalty, professionalism and service.

On behalf of the Board

Waseem Ahmad Chief Executive Officer **Syed Aamir Hussain**Chairman / Director

Date: February 26, 2024, at Karachi





INDEPENDENT AUDITOR'S REVIEW REPORT TO THE MEMBERS OF HALLMARK COMPANY LIMITED ON THE CONDENSED INTERIM FINANCIAL STATEMENTS AS OF DECEMBER 31, 2023

Introduction

We have reviewed the accompanying condensed interim statement of financial position of Hallmark Company Limited ("the Company") as at December 31, 2023, and the related condensed interim statement of profit or loss and other comprehensive income, condensed interim statement of changes in equity, condensed interim statement of cash flows, and notes to the financial statements for the half year then ended (here-in-after referred to as the "condensed interim financial statements"). Management of the entity is responsible for the preparation and presentation of these condensed interim financial statements in accordance with accounting and reporting standards as applicable in Pakistan for interim financial reporting. Our responsibility is to express a conclusion on these condensed interim financial statements based on our review.

The figures of the condensed interim financial statements for the quarter ended December 31, 2023 and December 31, 2022, have not been reviewed and we do not express a conclusion thereon as we are required to review only cumulative figures for the half year ended December 31, 2023.

Scope of Review

We conducted our review in accordance with International Standard on Review Engagements 2410, "Review of Interim Financial Statements Performed by the Independent Auditor of the Entity". A review of condensed interim financial statements consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with International Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the accompanying condensed interim financial statements are not prepared, in all material respects, in accordance with the accounting and reporting standards as applicable in Pakistan for interim financial reporting.

The engagement partner on this engagement resulting in this independent auditors' review report is Syed Imran Haider, FCA.

S.M. Suhail & Co.

Chartered Accountants

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Karachi

Our Ref: SMS-A-05712024 Date: February 27, 2024

UDIN: RR202310109ns5TFP0rw

Chartered Accountants

Karachi Lahore

Islamabad

•UAE

Canada

Australia

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CONDENSED INTERIM STATEMENT OF FINANCIAL POSITION (UN-AUDITED) AS AT DECEMBER 31, 2023

,		(Un-Audited) 31-Dec-23	(Audited) 30-Jun-23
ASSETS	Note	Rupees	Rupees
Non-Current Assets			
Property and equipment	5	478,312	523,310
Intangible assets	6	975,000	1,065,000
Deferred tax asset	7 _	24,628	23,565
		1,477,940	1,611,875
Current Assets	_		
Trade debts	8	37,501,431	-
Cash and bank balances	9	150,174	93,867
		37,651,605	93,867
TOTAL ASSETS	- -	39,129,545	1,705,742
EQUITY AND LIABILITIES			
Share Capital And Reserves Authorized Share Capital			
	. 10/-	1,250,000,000	10,000,000
Issued, subscribed and paid-up capital	<i>10</i>	5,000,000	5,000,000
Accumulated (loss)		(1,296,654)	(4,379,771)
	_	3,703,346	620,229
Current Liabilities	_		
Trade payables		10,395,662	-
Accrued and other liabilities	11	7,262,683	985,000
Payable to related party		17,368,140	-
Unclaimed dividend	12	23,150	23,150
Provision for taxation		376,564	77,363
		35,426,199	1,085,513
TOTAL EQUITY AND LIABILITIES	_	39,129,545	1,705,742
Contingencies and commitments	13	-	-

The annexed notes from 1 to 22 form an integral part of these condensed interim financial statements.

Chief Executive

Director

CONDENSED INTERIM STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

		HALF YEAR ENDED		QUARTER ENDED	
	Note	31-Dec-23	31-Dec-22	31-Dec-23	31-Dec-22
		Rupees	Rupees	Rupees	Rupees
Revenue from contracts with customers	14	37,656,431	1,806,250	37,656,431	-
Cost of services	15	(18,217,402)	(537,294)	(18,217,402)	-
Gross profit		19,439,029	1,268,956	19,439,029	-
Administrative expenses	16	(11,410,089)	(1,777,344)	(11,025,370)	(993,721)
Selling expenses	17	(4,066,322)	(624,732)	(4,066,322)	(162,952)
Other Expenses		(358,096)	(202,000)	(358,096)	-
Bank charges		(345)	-	(345)	-
		(15,834,852)	(2,604,075)	(15,450,133)	(1,156,673)
Profit / (loss) before taxation	-	3,604,177	(1,335,119)	3,988,896	(1,156,673)
Taxation	_	(376,564)	(12,949)		
Profit / (loss) after taxation	=	3,227,613	(1,348,069)	3,988,896	(1,156,673)
Other comprehensive income					
Exchange (loss)/ gain		(144,496)	798,001	-	=
Total comprehensive income /(loss) for the	ne period	3,083,117	(550,068)	3,988,896	(1,156,673)
Earning/ (loss) per share	18	6.46	(2.70)	7.98	(2.31)

The annexed notes from 1 to 22 form an integral part of these condensed interim financial statements.

Chief Executive

Director

CONDENSED INTERIM STATEMENT OF CHANGES IN EQUITY FOR THE HALF YEAR ENDED DECEMBER 31, 2023

	Capital and Revenue Reserves reserves		Total
	Issued subscribed and paid up capital	and paid up - Accumulated	
		(Rupees)	
Balance as at June 30, 2022 (Audited)	5,000,000	(1,539,900)	3,460,100
Loss after taxation	-	(1,348,069)	(1,348,069)
Other comprehensive income	-	798,001	798,001
Balance as at December 30, 2022 (Unaudited)	5,000,000	(2,089,968)	2,910,032
Loss after taxation	-	(2,289,803)	(2,289,803)
Other comprehensive income	-	-	-
Balance as at June 30, 2023 (Audited)	5,000,000	(4,379,771)	620,229
Profit after taxation	-	3,227,613	3,227,613
Other comprehensive loss	-	(144,496)	(144,496)
Balance as at December 31, 2023 (Un-Audited)	5,000,000	(1,296,654)	3,703,346

The annexed notes from 1 to 22 form an integral part of these condensed interim financial statements.

Chief Executive

Director

CONDENSED INTERIM STATEMENT OF CASH FLOWS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

	(Un-Audited)	(Un-Audited)
	31-Dec-23 Rupees	31-Dec-22 Rupees
CASH FLOWS FROM OPERATING ACTIVITIES	Kupces	Rupces
Profit / (Loss) before taxation	3,604,177	(1,335,119)
Adjustments for:	-,,	(=,===,
Depreciation	44,998	58,965
Amortization	90,000	90,000
Exchange gain - Recognized	(144,496)	798,001
Operating Profit /(Loss) Before Working Capital Changes	3,594,679	(388,153)
Changes in working capital		
(Increase)/ decrease in current assets:		
Trade debts	(37,501,431)	(2,604,251)
Deferred tax asset	(1,064)	
Increase / (decrease) in current liabilities:		-
Trade creditor	10,395,662	
Payable to related party	17,368,140	-
Other payable	6,277,683	
Total Changes In Working Capital	133,668	(3,931,347)
Taxes paid	(77,362)	
Net Cash Inflow / (Outflow) From Operating Activities	56,307	(3,931,347)
CASH FLOWS FROM INVESTING ACTIVITIES		
Net Cash Inflow From Investing Activities		-
CASH FLOWS FROM FINANCING ACTIVITIES		
Subscription money received		3,800,000
Net Cash Inflow / Outflow From Financing Activities		3,800,000
Net increase/ (decrease) in cash and cash equivalents	56,307	(131,347)
Cash and cash equivalents at the beginning of year	93,867	175,931
Cash and cash equivalents at the end of year	150,174	44,585

The annexed notes from 1 to 22 form an integral part of these condensed interim financial statements.

Chief Executive

Director

NOTES TO THE CONDENSED INTERIM FINANCIAL STATEMENTS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

1 CORPORATE INFORMATION, OPERATIONS AND LEGAL STATUS

The Hallmark Company Limited (HCL) was incorporated as a Public Limited Company on 31 October, 1981 under the repealed Companies Act, 1913, now the Companies Act, 2017, and subsequently obtained registration under the repealed Insurance Act, 1938, as an insurer. In November 2016 get revoked the Insurance License, consequently, the principal activity was changed to trading of computer and allied I.T. equipment. Currently, the Company mainly engaged in I.T. Enabled export services.

1.1 Geographical Location And Address Of Business Units - Address 4th Floor, Tower B, World Trade Centre, Khayaban-e-Roomi, Block 5, Clifton Karachi. Purpose Registered office

1.2 Significant Events

On December 01, 2023, Telecard Limited have acquired 314,220 shares of the Company at the rate of Rs. 47.17 per share as per Share Purchase Agreement dated November 23, 2023.

On January 16, 2024, the authorized share capital of the Company is hereby increased from PKR 1,250,000,000/- divided into 125,000,000 Ordinary shares of PKR 10/- each to PKR 1,500,000,000/- divided into 150,000,000 Ordinary shares of PKR 10/- each, the compliance will be completed in due curse of time.

On January 16, 2024, the Company has made an equity investment in its associated company, Supernet Limited, by acquiring up to 100,216,722 shares constituting 81.18% of the issued and paid up share capital of Supernet Limited from Telecard Limited, for an amount up to the sum of PKR. 1,308,830,390/-, the compliance will be completed in due curse of time.

2 BASIS OF PREPARATION

2.1 Statement Of Compliance

These financial statements have been prepared in accordance with the approved accounting and reporting standards as applicable in Pakistan. Those standards comprise of International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017 (the Act) and provisions and directives issued under the Act. Where the provisions and directives issued under the Act differ with the requirement of IFRS standard, the provisions and directives issued under the Companies Act, 2017 have been followed.

2.2 Basis of Measurement

These financial statements have been prepared under historical cost convention and, on an accrual basis of accounting, except for cash flow information reported in statement of cash flows.

2.3 Functional and Presentation Currency

These financial statements are prepared and presented in Pakistani Rupees, which is also the functional currency of the Company.

3 CRITICAL ACCOUNTING ESTIMATES AND JUDGMENTS

The preparation of these condensed interim financial statements are in conformity with approved accounting standards which requires the management to make judgments, estimates and assumptions that affect the application of accounting policies and reported amounts of assets and liabilities, income and expense. Actual results may differ from these estimates. In preparing these condensed interim financial statement, the significant judgments made by management in applying the Company's accounting policies and the key sources of estimation uncertainty were the same as those that applied to the financial statements as at and for the year ended on June 30, 2023.

4 SIGNIFICANT ACCOUNTING POLICIES

The principal accounting policies applied in the preparation of these financial statements are set out below. These accounting policies have been consistently applied to all the years presented, unless otherwise stated.

NOTES TO THE CONDENSED INTERIM FINANCIAL STATEMENTS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

5 PROPERTY AND EQUIPMENT

Description	Furniture and fixtures	Office equipment	Generator	Computer and allied equipment	Total
Depreciation rate	(10%	10%	Rupees 10%	30%)
FOR THE HALF YEAR 30 DECEMBER 2023 COST	-575	-070	2070	2070	
Balance at beginning of the year	2,807,243	-	-	499,640	3,306,883
Additions during the year Disposal during the year	<u>-</u>	-	<u>-</u>	-	-
Balance as at the year end	2,807,243		<u>-</u>	499,640	3,306,883
DEPRECIATION				,.	.,,
Accumulated depreciation at beginning of				244 247	2 702 572
the year Charge for the year	2,472,256 16,749	-	-	311,317 28,248	2,783,573 44,998
Reversal of Accumulated depreciation	10,749	_	-	20,240	44,556
Balance as at the year end	2,489,005	_	-	339,565	2,828,571
CARRYING VALUE 30 DEC 2023 (Un-Audited)	318,238	-	-	160,075	478,312
Depreciation rate	10%	10%	10%	30%	
FOR THE YEAR 30 JUNE 2023 COST					
Balance at beginning of the year	2,807,243	-	-	499,640	3,306,883
Additions during the year	-	-	-	-	-
Disposal during the year	2,807,243	-	-	499,640	3,306,883
Balance as at the year end DEPRECIATION	2,807,243	-	-	499,040	3,300,003
Accumulated depreciation at beginning of the					
year	2,435,035	-	-	230,607	2,665,642
Charge for the year	37,221	-	-	80,710	117,931
Reversal of Accumulated depreciation Balance as at the year end	2 472 256	-	-	211 217	2 702 572
Balance as at the year end	2,472,256	-	-	311,317	2,783,573

NOTES TO THE CONDENSED INTERIM FINANCIAL STATEMENTS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

		(Un-Audited) 31-Dec-23 Rupees	(Audited) 30-Jun-23 <i>Rupees</i>
6	INTANGIBLE ASSETS		
	ERP Single user license		
	COST		
	Balance at beginning of the year	1,800,000	1,800,000
	Additions during the year	-	-
	Disposal during the year Balance as at the year end	1,800,000	1,800,000
	AMORTIZATION	1,800,000	1,000,000
	Accumulated amortization at beginning of the year	735,000	555,000
	Charge for the period / year	90,000	180,000
	Balance as at the year end	825,000	735,000
	CARRYING VALUE	975,000	1,065,000
6.1	The amortization expense is being charged over 10 years at straight lin	e basis.	
7	DEFERRED TAX (ASSETS)/ LIABILITY		
	Relating to deductible temporary difference		
	On accelerated depreciation	33,166	34,229
	On accelerated amortization	1,800	1,800
	Carried forward tax loss	(59,594)	(59,594)
		(24,628)	(23,565)
8	TRADE DEBTS		
	Trade Debts	37,501,431	
		37,501,431	
9	CASH AND BANK BALANCES		
	Cash in hand	126,603	69,951
	Cash at bank - Current	23,571	23,916
		150,174	93,867
10	ISSUED, SUBSCRIBED AND PAID-UP CAPITAL		
	500,000 (2023: 500,000) Ordinary Shares of Rs. 10/- each - fully paid in cash	5,000,000	5,000,000
	On December 01, 2023, Telecard Limited have acquired 314,220 Ordin per Share Purchase Agreement.	nary shares of Rs. 1	0/- each as
11	ACCRUED AND OTHER LIABILITIES		
	Audit fee payable	189,000	460,000
	Salaries payable	1,352,488	300,000
	Legal and professional charges payable	1,141,315	225,000
	Other payable	4,579,880	-
		7,262,683	985,000
12	UNCLAIMED DIVIDEND		
	For the year ended 31-12-1998	5,150	5,150
	For the year ended 31-12-1995	18,000	18,000
		23,150	23,150
			23,130

NOTES TO THE CONDENSED INTERIM FINANCIAL STATEMENTS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

13 CONTINGENCIES AND COMMITMENTS

There was no contingency or commitment at the half year end (31-Dec-2023: Nil)

		HALF YEAR ENDED		QUARTER	ENDED
		(Un-Audited)			(Un-Audited)
		31-Dec-23	31-Dec-22	31-Dec-23	31-Dec-22
		Rupees	Rupees	Rupees	Rupees
14	REVENUE FROM CONTRAC	T WITH CUSTOMER	RS		
	Rendering of services	37,656,431	1,806,250	37,656,431	1,806,250
		37,656,431	1,806,250	37,656,431	1,806,250
15	COST OF SERVICES				
	I.T. developer charges	15,989,117	450,249	15,989,117	450,249
	Travel and transportation	826,539	28,920	826,539	28,920
	Business development charge	1,350,890	40,814	1,350,890	40,814
	Printing and stationery	50,856	17,310	50,856	17,310
		18,217,402	537,294	18,217,402	537,294
16	ADMINISTRATIVE EXPENS	SES			
	Salaries	753,452	678,786	753,452	397,386
	Printing and stationery	25,750	24,000	25,750	6,600
	Advertisement	50,513	45,910	50,513	7,460
	Rent and utilities	159,384	144,895	159,384	72,795
	Repair and maintenance	70,000	36,000	70,000	-
	Travelling and conveyance	182,575	79,380	182,575	10,630
	Entertainment	35,032	56,767	35,032	6,367
	Legal and professional charges	9,600,385	172,640	9,283,165	87,000
	Security expenses	209,000	190,000	209,000	95,000
	Depreciation	44,998	58,965	22,499	29,483
	Auditor's remuneration	189,000	200,000	189,000	200,000
	Amortization	90,000	90,000	45,000	45,000
	;	11,410,089	1,777,344	11,025,370	957,721
17	SELLING EXPENSE				
	Salaries	2,299,036	316,214	2,299,036	78,614
	Printing and stationery	59,655	16,000	59,655	4,400
	Advertisement	1,050,860	41,790	1,050,860	6,790
	Rent and utilities	82,560	52,160	82,560	26,205
	Travelling and conveyance	250,552	64,365	250,552	8,620
	Business development	257,659	74,203	257,659	8,323
	Security expenses	66,000	60,000	66,000	30,000
		4,066,322	624,732	4,066,322	162,952

NOTES TO THE CONDENSED INTERIM FINANCIAL STATEMENTS (UN-AUDITED) FOR THE HALF YEAR ENDED DECEMBER 31, 2023

HALF YEAF	R ENDED	QUARTER ENDED		
(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	
31-Dec-23	31-Dec-22	31-Dec-23	31-Dec-22	
Rupees	Rupees	Rupees	Rupees	

18 EARNING/(LOSS) PER SHARE

Profit/ (Loss) after taxation	3,227,613	(1,348,069)	3,988,896	(1,156,673)
Weighted average number of Ordinary Shares	500,000	500,000	500,000	500,000
Basic Earning/ (loss) per share	6.46	(2.70)	7.98	(2.31)

Diluted earnings per share has not been presented as the Company does not have any convertible instruments in issue as at December 31, 2023 and December 31, 2022, which could have any effect on the earnings per share.

19 REMUNERATION OF CHIEF EXECUTIVE, DIRECTORS AND OTHER EXECUTIVES

As the Company is in a phase of business development and striving hard to improve, the Directors and Chief Executive have decided that the remuneration shall neither be paid nor to be charged in the financial statements. Further, there is no employee of the Company who meets the criteria of the executives, as defined in the Companies Act, 2017, thus no remuneration is payable by the Company.

20 TRANSACTIONS WITH RELATED PARTIES

Parties are considered to be related if one party has the ability to control the other party or exercise significant influence over the other party in making financial or operational decisions and includes the parent company, subsidiary companies, associated companies, directors, and key management personnel. There is a no other balance with the related party at the end of the half year except disclosed notes.

21 EVENTS AFTER THE REPORTING DATE

After the half-year ended Dec 31, 2023, the Company had increased the authorized share capital and made an equity investment as disclosed in Note 1.2.

22 FINANCIAL RISK MANAGEMENT

The Company's financial risk management objectives and policies are consistent with those disclosed in the financial statements as at and for the year ended June 30, 2023.

22 GENERAL

- 22.1 Figures in the financial statement have been rounded off to the nearest of Rupee.
- 22.2 These condensed interim financial statements were authorized for issue in accordance with a resolution of the Board of Directors on 26 February 2024.

Chief Executive

Director