

corporate briefing annual results 2024

4th september 2024

symmetry at a glance

symmetry group is a digital technology and experiences company



39 clients



173 employees



4 offices

group structure

symmetrygroup
possibilities transformed

99.98%

symmetry digital
(pvt.) limited

99.80%

iris digital
(pvt.) limited



our business divisions

symmetry group provides digital services & solutions that solve today's challenges by leveraging our client's unique potential to create tomorrow's opportunities and deliver real business results. **we focus on 4 core areas:**

interactive

- ◇ digital marketing strategy
- ◇ digital advertising
- ◇ creative & content production
- ◇ design
- ◇ social media marketing
- ◇ performance marketing
- ◇ influencer marketing
- ◇ digital pr
- ◇ search engine marketing

transformation

- ◇ data science
- ◇ web, software & application development
- ◇ iot devices
- ◇ digital strategy
- ◇ technology consulting
- ◇ digital consultancy

commerce






- ◇ digital commerce design
- ◇ back-end system development
- ◇ third party integrations
- ◇ global e-commerce deployment

mobility

- ◇ mobile marketing solutions
- ◇ whatsapp business solution
- ◇ voice & messaging solutions
- ◇ mobility tools development
- ◇ geo-location & tagging solutions
- ◇ mobile messaging integrations



progress on IPs (products)

IP (product)	description	status	completion date (expected)	revenue
survit	customer satisfaction gauge	 100%	N/A	-
mobits	mobile messaging platform	 100%	N/A	1M
influsense	influencer marketing platform	 83%	Q4-24	3M
corral performance	performance marketing platform	 75%	Q1-25	-
carsight	retail shoppers' insights platform	 50%	Q2-25	-



financial overview

total assets

PKR 1,200 million

net revenue

PKR 578 million

liabilities

PKR 307 million

operating profit

PKR 172 million

equity

PKR 914 million

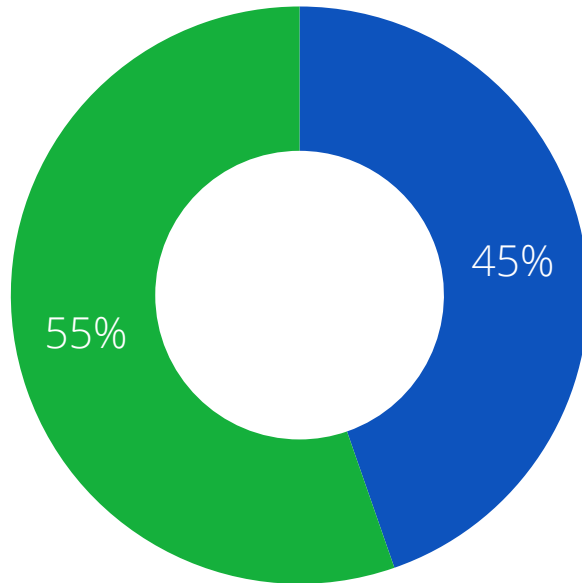
profit after tax

PKR 140 million



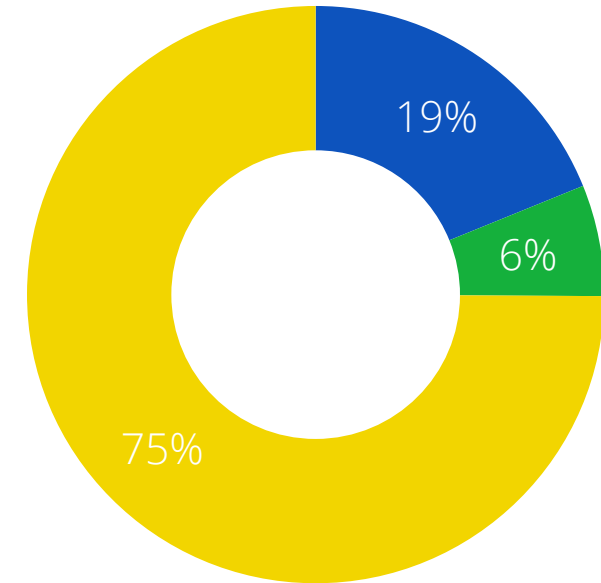
assets & capital

assets composition



- Current Assets
- Non-Current Assets

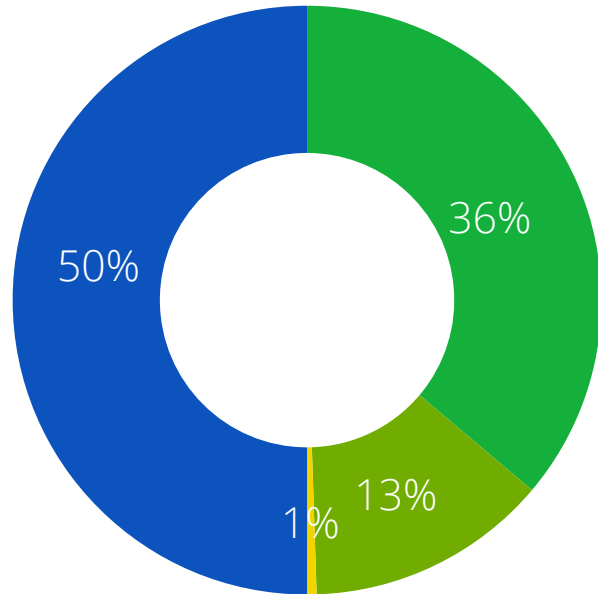
capital structure



- Current Liabilities
- Non-Current Liabilities
- Equity

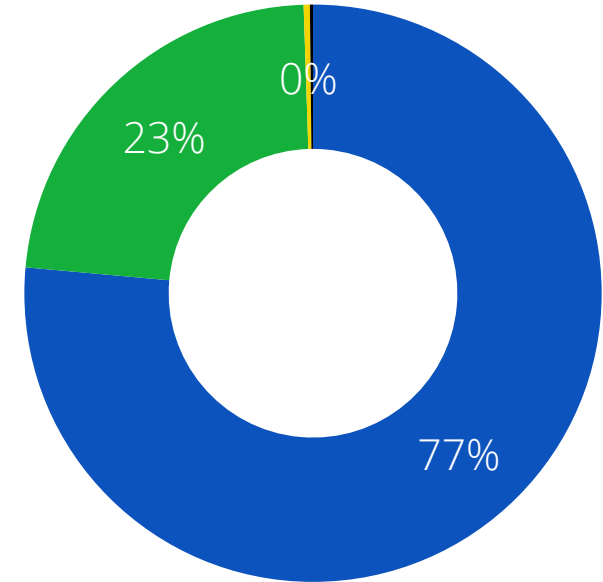
revenue & cost

revenue by geography



- MENA
- North America
- APAC
- Pakistan

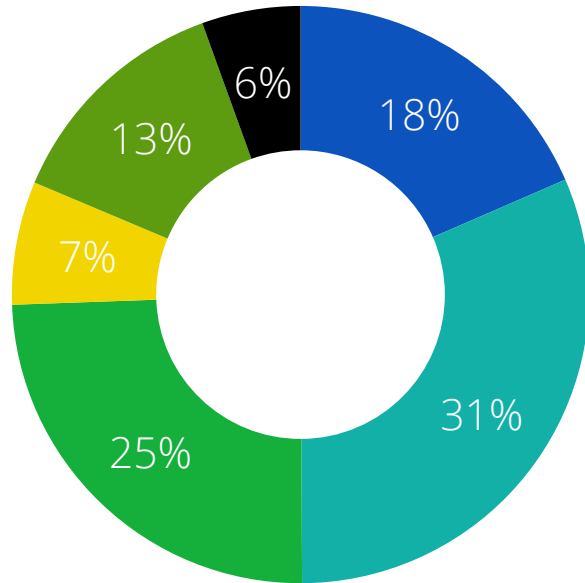
revenue by business



- Transformation
- Interactive
- Commerce
- Mobility

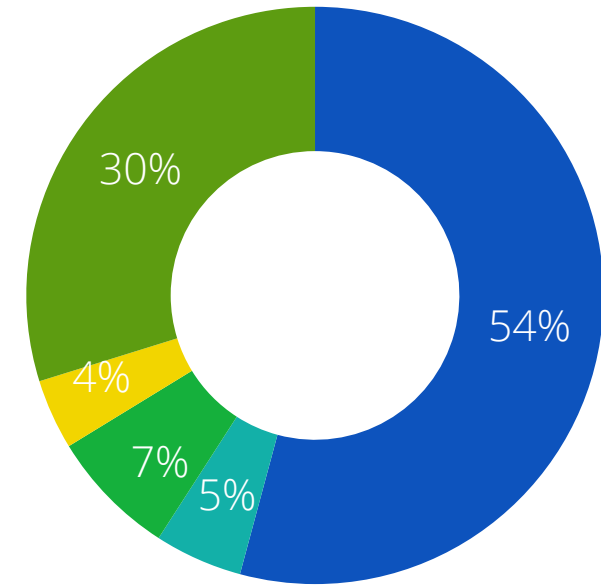
revenue & cost

revenue by industry



- Banks & FIs
- Technology
- Telcos
- FMCG
- Trading
- Others

cost structure

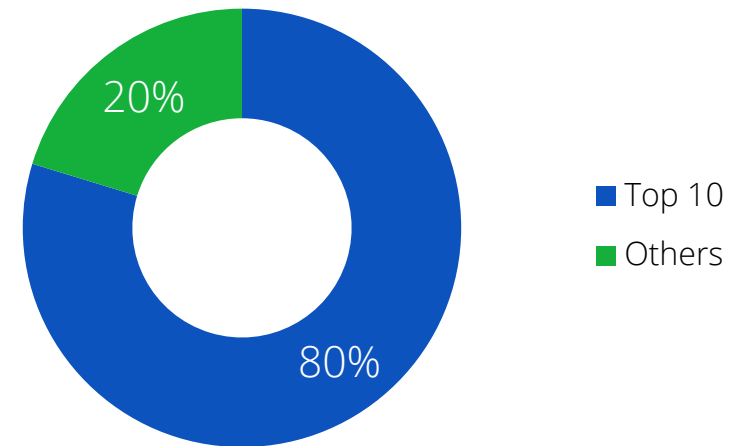


- HR Cost
- Travelling
- IT Cost
- Entertainment
- Other Expenses

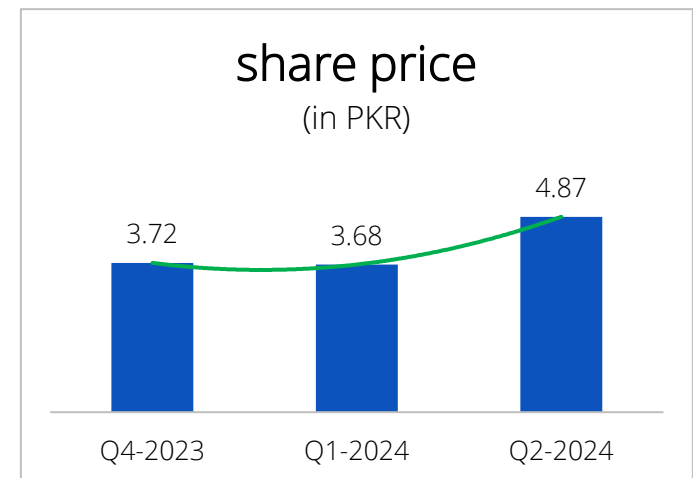
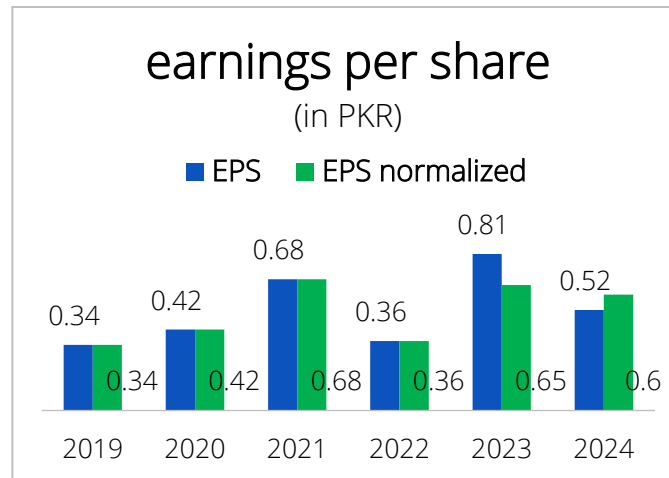
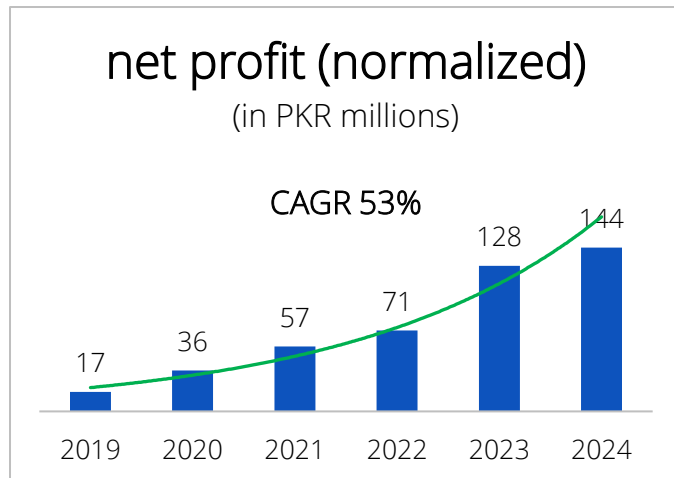
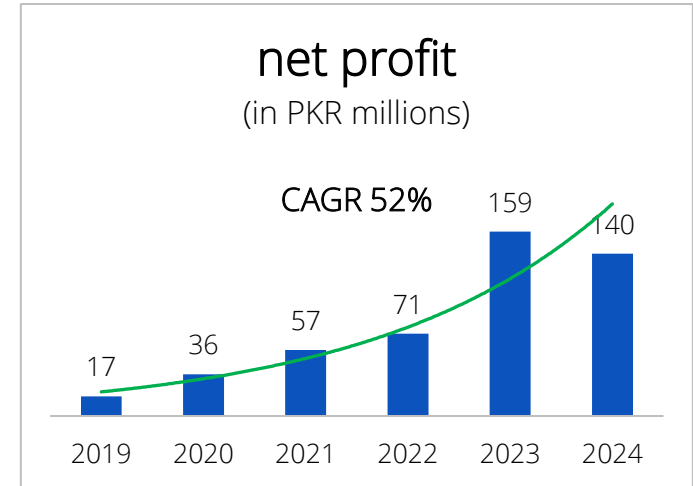
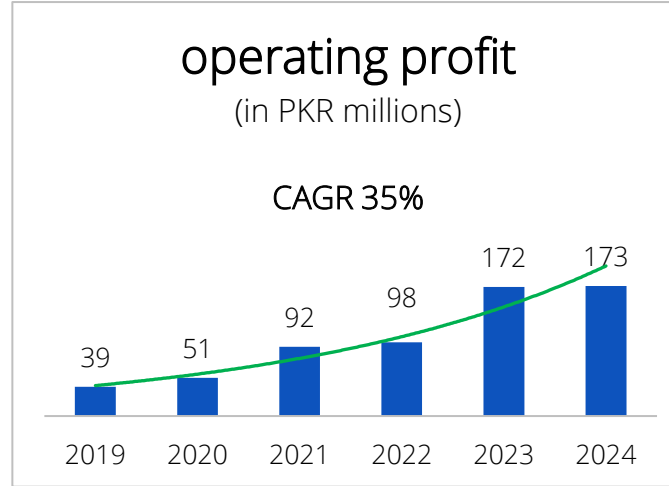
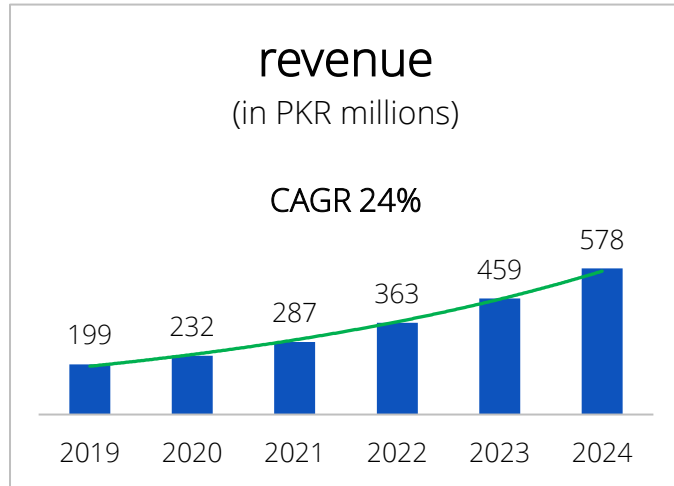
revenue concentration

- ◇ jazz
- ◇ al waha computers
- ◇ humming bird
- ◇ s ventures
- ◇ luminus
- ◇ hbl
- ◇ digicel
- ◇ revolt
- ◇ adverttech solutions
- ◇ p&g

revenue composition



financial performance



growth plan

promote diversity & inclusion within the organization to tap into a wider range of perspectives and talents.

foster a positive & engaging culture that enhances employee satisfaction, retention, and a sense of purpose.

attract industry experts & youth, while investing in ongoing training to build a dynamic team.

invest in cutting-edge technologies to enhance our core offerings & maintain our competitive edge.

explore partnerships, investments, or collaborations with startups to stay at the forefront of innovation.

acquisitions & partnerships to broaden our capabilities, enter new markets & access complementary solutions.



focus on identifying & retaining high-value, profitable customers & segments to maximize revenue.

enhance processes by leveraging new tools & technologies for resource optimization & improved efficiency.

standardize key processes to ensure consistency, reduce time consumption & decrease operational costs.

drive growth through innovation by developing new digital products & services to meet evolving demand.

expand market reach by strategically entering new geographic markets with high-margin solutions & products.

identify & target untapped customer segments. aggressively market & sell to these customer groups.

questions & answers