

18th December 2024

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

Subject: Material Information

Dear Sir,

In accordance with Section 96 of Securities Act 2015 and clause 5.6.1(a) of Code of Corporate Governance contained in the PSX Rule Book, we hereby convey the following information:

Symmetry Group is excited to share that it has been awarded a Contract for Digital Services by Unilever Pakistan Limited for its brand, Glow & Lovely. This contract will bring in additional revenue for the Company and will also provide space to the Company for building a new revenue stream on its Influencer Marketing Platform, Influxense.ai (a product / IP developed inhouse utilizing the funds raised in the IPO last year).

Unilever Pakistan Limited is Pakistan's largest FMCG company which is subsidiary of British multinational, Unilever which is one of the world's largest consumer goods companies, in business for over 100 years and reach in more than 190 countries.

Symmetry Group Limited is a leading digital technology and experiences company that specializes in the transformation and digitalization of critical business functions with its expertise in digital strategy, transformation, artificial intelligence, digital commerce, data science, mobility, retail/research, and interactive marketing.

You may inform the TREC holders accordingly.



Farhaj Khan
Company Secretary