

20<sup>th</sup> 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:

In its continuous efforts to find a strategic investment partner to scale Vidfy.ai, the AI powered video production platform, developed in-house, Symmetry Group has been in discussion with Shorooq Partners UAE. The company has received a Term Sheet from Shorooq Partners which will serve as a base for further development in this regard.

With the global generative AI market size expected to exceed \$110 billion by 2030, Vidfy is poised to meet the rising global demand for scalable, localized video content.

Shorooq Partners is an alternative investment firm based in Abu Dhabi, United Arab Emirates, focusing on venture capital and private credit investments across the Middle East and North Africa (MENA) region including Pakistan.

**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