

6th January 2025

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 announce that it has entered into a partnership with Aleph Holdings, a UAE based company providing ad tech solutions in 140+ markets. Aleph represents **Spotify** in the region.

Spotify is the largest digital music streaming platform globally with over **550 million** monthly active users. User base of the platform has shown significant growth in local market as well.

Symmetry is eyeing to generate additional business of approximately **USD 5 Million** in first year of this partnership.

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