

May 29, 2025

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

Subject: **Material Information - Strategic Agreement Between Big Bird Foods Limited and Alibaba Group**

Dear Sir,

In compliance with Section 96 of the Securities Act, 2015 and clause 5.6.1 of the PSX Regulations, we hereby convey the following information.

we are pleased to inform our shareholders that **Big Bird Foods Limited (BBFL)** has entered into a **strategic agreement with Alibaba Group**, the world's leading e-commerce and technology conglomerate.

Under this agreement, BBFL will gain direct **export access to Alibaba's global B2B e-commerce platforms**, including Alibaba.com, enabling BBFL to showcase and sell its poultry and processed food products to verified buyers in **over 190 countries and regions**.

This collaboration marks a significant milestone in BBFL's international expansion strategy. It opens doors to the **global poultry meat market**, which is estimated to exceed **USD 350 billion annually** and continues to grow due to increasing demand for affordable protein in both developed and emerging economies.

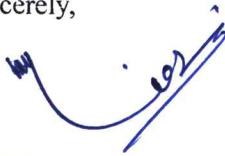
Through this partnership, BBFL will benefit from:

- Access to B2B buyer networks and global sourcing tools
- Participation in Alibaba's online trade fairs and promotional events
- Enhanced supply chain and logistics facilitation for cross-border trade
- Market intelligence, trend analytics, and business development support

The agreement is expected to **boost BBFL's export revenue**, enhance international brand visibility, and contribute to long-term value creation for shareholders.

You may please inform the members of the Exchange accordingly.

Sincerely,



**Muhammad Riaz**  
Company Secretary  
& Head of Legal



**Cc:**

Executive Director/HOD  
Offsite-II Department, Supervision Division  
Securities & Exchange Commission of Pakistan  
63-NIC Building, Jinnah Avenue,  
Islamabad