

Image Pakistan Limited

July 9, 2025

The General Manager,
Pakistan Stock Exchange Ltd.,
Karachi.

Dear Sir,

Sub: Material Information

In accordance with section 96 of Securities Act and clause 5.6.1(a) of code of corporate governance contained in the PSX Rule Book, we hereby convey the following information:

We have been offered to acquire M/s. Elegantes London (Holdings) Limited a Harrods-listed, ultra luxury fragrance and wellness brand offering brand equity, and significant white-space opportunities across UK and USA which offers an extraordinary platform for growth in the expanding global luxury sector.

The Company already has the plans to enter the fragrance business soon and will also be considering the acquisition of the above mentioned entity through its wholly owned subsidiary M/s. Image International Limited incorporated in England & Wales.

You may please inform the TRE Certificate Holders of the Exchange accordingly.

Thanking you.

Yours truly,
IMAGE PAKISTAN LIMITED


Company Secretary