



**AIRLINK**

YOUR SMART DEVICE PARTNER

**Corporate Briefing Session  
23, October 2025**

# AIRLINK Group at a Glance



Air Link Communication Ltd. leads Pakistan's telecom sector, blending innovation with excellence.

AIRLINK, a top tier distributor, manufacturer, and retailer of smartphones, is fostering a decade-long legacy in connecting Pakistan with cutting-edge technology.

The dedication to local excellence empowers Pakistan with smartphone solutions, strengthening connectivity and promoting 'Made in Pakistan' pride.



## Vision

To become a global leader in technology and telecommunication, driving innovation and excellence to establish Pakistan as a recognized technological hub.

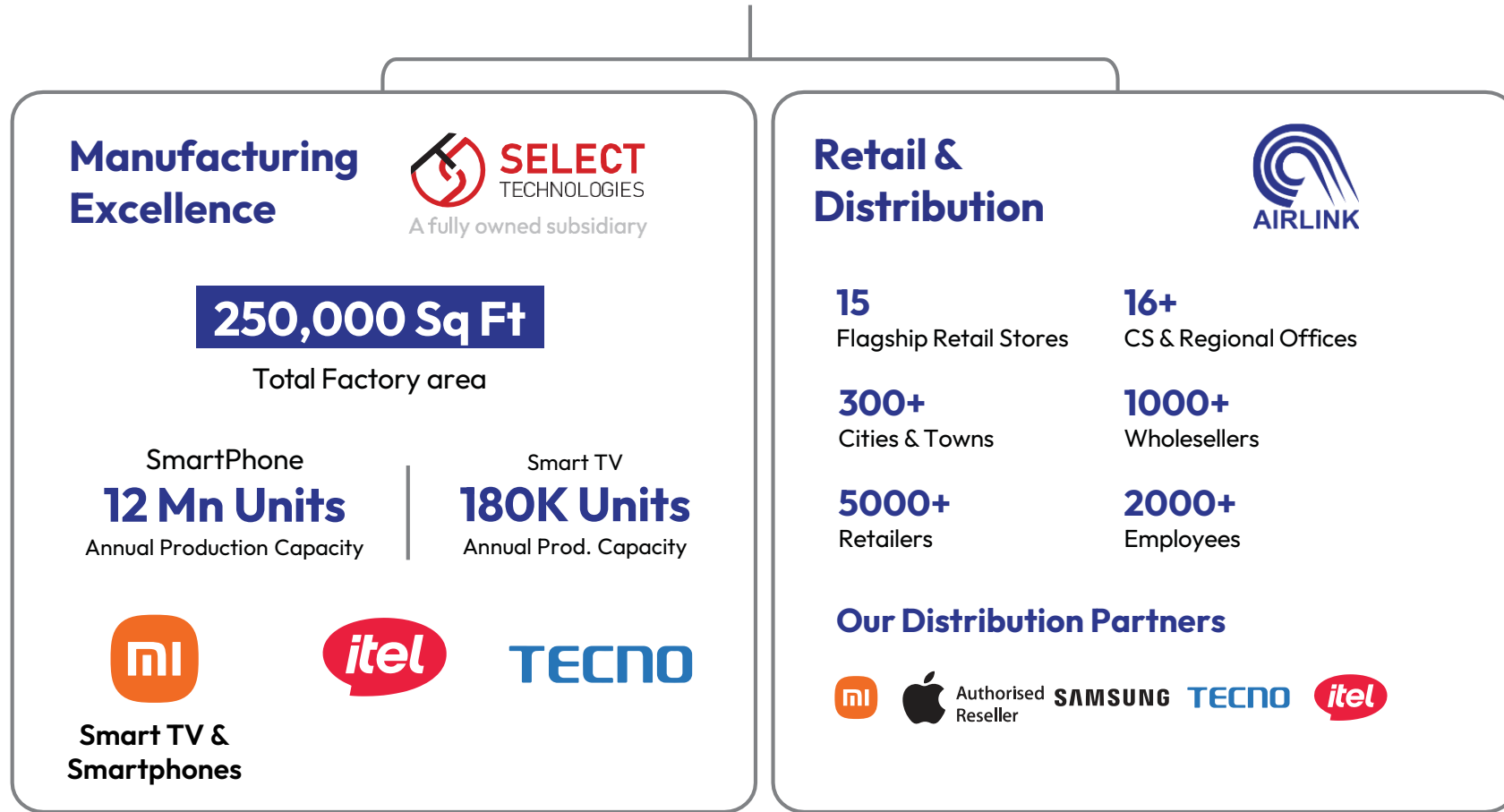


## Mission

To enhance connectivity and improve lives through high-quality, affordable products, while driving Pakistan's transformation into a global technological leader. With a steadfast commitment to customer satisfaction, integrity, and excellence, we aim to set industry benchmarks and foster a culture of continuous improvement and innovation.

# Group Overview – A Fully Integrated Business Enterprise

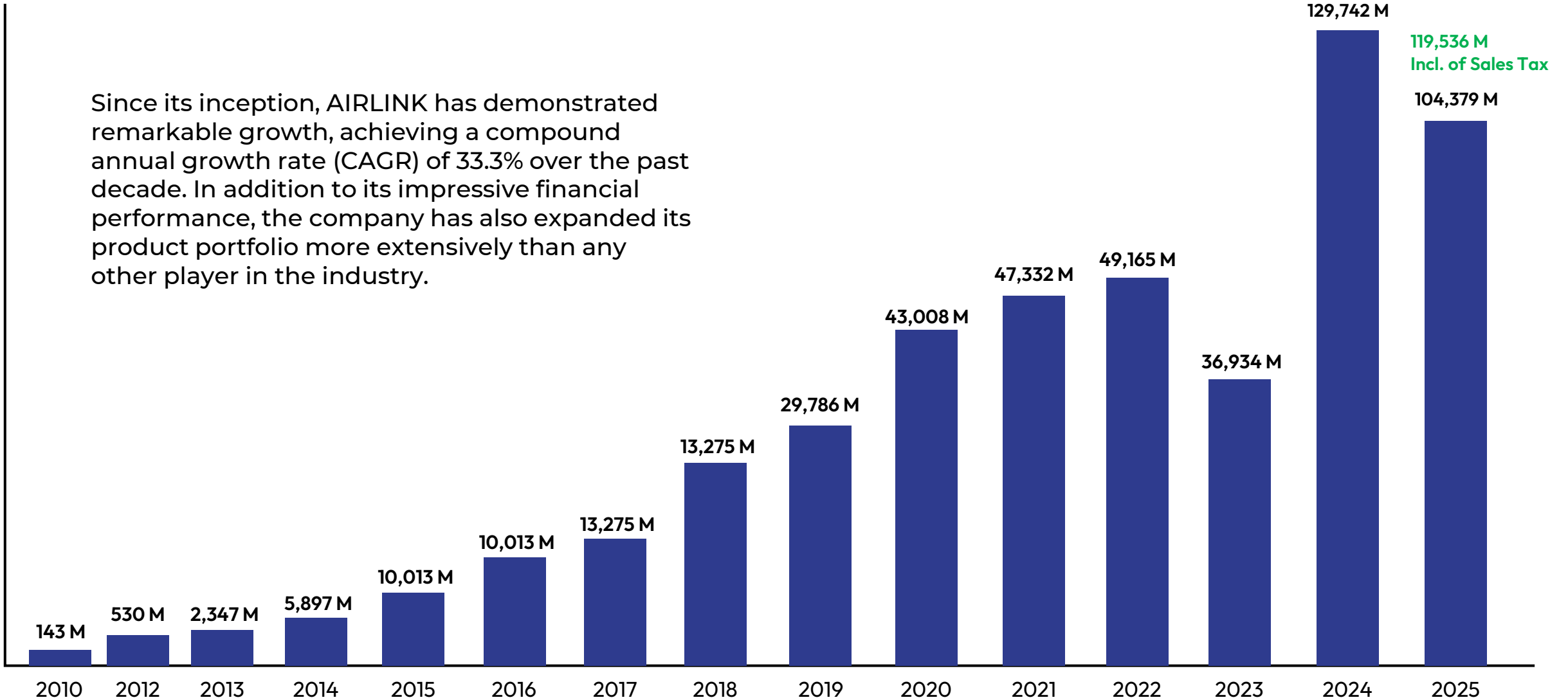
## AIRLINK Group



# Financial Overview

# AIRLINK a Story of Resilience & Growth

Since its inception, AIRLINK has demonstrated remarkable growth, achieving a compound annual growth rate (CAGR) of 33.3% over the past decade. In addition to its impressive financial performance, the company has also expanded its product portfolio more extensively than any other player in the industry.



# AIRLINK – Financial Performance

AIRLINK (Consolidated) Key Numbers PKR million	FY 2024	FY 2025	Variance	
Net Sales	129,742	104,379	(25,363)	-19.5%
Gross Profit	9,667	11,014	1,347	13.9%
GP Margin	7.5%	10.6%	3.1%	29.4%
Operating Profit	8,493	9,544	1,051	12.4%
Operating Margin	6.5%	9.1%	2.6%	28.4%
Profit after tax	4,625	4,747	122	2.6%
Net Margin	3.6%	4.5%	1.0%	21.6%
Earning per Share - PKR	11.7	12.01	0.31	2.6%
Dividend per share - PKR	6.0	6.5	0.5	7.7%

# AIRLINK – 1<sup>st</sup> Quarter Sept. 2025


AIRLINK (Consolidated) Key Numbers PKR Mn	1Q Sept 2025	1Q Sept 2024	Variance	
Net Sales	24,402	22,052	2,350	10.7%
Gross Profit	3,387	2,170	1,217	56.1%
GP Margin	13.9%	9.8%	4.0%	41.1%
Operating Profit	3,008	1,785	1,223	68.5%
Operating Margin	12.3%	8.1%	4.2%	52%
Profit after tax	1,583	842	741	88.0%
Net Margin	6.5%	3.8%	2.7%	69.9%
Earning per Share	4.01	2.13	1.88	88.3%



**-19.55%** 

FY 2025: 104,379 PKR Mn  
FY 2024: 129,742 PKR Mn  
Change: -25,363 PKR Mn

**SALES**

**12.37%** 

FY 2025: 9,554 PKR Mn  
FY 2024: 8,493 PKR Mn  
Change: 1,051 PKR Mn

**GP**

**15.78%** 

FY 2025: 10,338 PKR Mn  
FY 2024: 8,929 PKR Mn  
Change: 1,409 PKR Mn

**EBITDA**

**14.46%** 

FY 2025: 43.66 PKR  
FY 2024: 38.14 PKR  
Change: 5.52 PKR

**BV / Share**

**2.66%** 

FY 2025: 4,748 PKR Mn  
FY 2024: 4,625 PKR Mn  
Change: 123 PKR Mn

**PAT**

**2.65%** 


FY 2025: 12.01 PKR  
FY 2024: 11.7 PKR  
Change: 0.31 PKR

**EPS**

**8.33%** 

FY 2025: 65%  
FY 2024: 60%  
Change: 5%

**DIVIDEND**

**71.83%** 

FY 2025: 152.64 PKR  
FY 2024: 88.83 PKR  
Change: 63.81 PKR

**MV / Share**

# Future Outlook

# AIRLINK – Future Outlook



## Factory Expansion Plan

The Company plans to expand its operations with the establishment of a state-of-the-art production facility at the Sundar Green Special Economic Zone (SGSEZ) in Lahore.

Land  
**8 Acre**

Building  
**GF + 4 floors**

Covered Area  
**1.4Mn sqft**

# AIRLINK – Future Outlook



## **AIRLINK partners with Acer Gadget e10 to bring laptops, tablets in Pakistan**

Air Link Communication Limited has announced its strategic partnership with Acer Gadget Inc., a global leader in innovative and affordable technology, to introduce Acer Gadget e10 laptops, tablets, and all-in-one devices to the Pakistani market.



## **Xiaomi TV Manufacturing**

We initially began the project with test manufacturing, and are now moving toward full-scale production of Xiaomi LEDs.



## **Entry into Home Appliances Market**

Our next focus area is consumer electronics, covering key product categories such as ACs, Refrigerators, Microwaves, Air Purifiers, Washing Machines, and IoT devices.

**ESG**

# Embracing ESG – A Pathway To Sustainable Future

AIRLINK believes in playing an active role in being a “Global Citizen” focusing on Philanthropy, Environmental efforts, Ethical labor practices and volunteering in community projects.

## ENVIRONMENT

Adopted ISO-14001 for environment management systems (EMS), helping the company to reduce environmental impact and improve sustainability

## SOCIAL INITIATIVES

### Health & Safety:

Ensuring a safe work environment for our employees at the factory

### Supporting local communities:

Running Bhera Community Centre, a state of the art medical and community centre which is equipped with all the basic and advanced medical facilities and the halls can be used for social, cultural, recreational and civic activities. Collaboration with Rizq Foundation in their mission to eradicate food hunger.

### Diversity and Inclusion:

Promoting a diverse and equitable workplace.  
Equal opportunities for all employees

## GOVERNANCE

### Strong Corporate Governance:

Transparency and accountability

### Ethical business conduct

Trusted and responsible reporting

### Compliance:

Compliance with industry standards

### Diversity:

Board Diversity and independence

# Corporate Social Responsibility



## Bhera Community Center

The Bhera Community Centre stands as a hub for holistic community development. Equipped with comprehensive medical facilities, health awareness programs, educational courses, and vocational training.



## Sundar STEM School

A donation of 154 Chromebooks to Sundar STEM School, Lahore, provides students with essential access to technology, strengthening their capacity to thrive in science, technology, engineering, and mathematics.



## Thar Water Well

To address critical water scarcity in Thar, 17 solar-powered water wells have been established, providing clean and sustainable water sources to underserved communities.



## Al Kareem Begum Clinic

Situated in Barmi Gali, Nathia Gali, the Al Kareem Begum Clinic delivers free healthcare services and medicines to underserved communities. Supported by AIRLINK, the facility includes consultation rooms, inpatient beds, ultrasound services, oxygen supply, and blood transfusion capabilities.



## APWA Rana Liaqat Welfare Project

Through ongoing financial support, AIRLINK partners with the APWA Rana Liaqat Craftsmen's Colony Welfare Project, improving the lives of over 20,000 individuals, primarily women and children.

**THANK YOU**