

corporate briefing annual results 2025

symmetry at a glance

symmetry group is a
digital technology and
experiences company



46 clients



185 employees



4 offices

group structure

symmetrygroup
possibilities transformed

99.98%

symmetry digital
(pvt.) limited

96.00%

symmetry group
emea fzc

99.80%

iris digital
(pvt.) limited



our business divisions

symmetry group provides digital services & solutions that solve today's challenges by leveraging our client's unique potential to create tomorrow's opportunities and deliver real business results. **we focus on 4 core areas:**

interactive

- ◇ digital marketing strategy
- ◇ digital advertising
- ◇ creative & content production
- ◇ design
- ◇ social media marketing
- ◇ performance marketing
- ◇ influencer marketing
- ◇ digital pr
- ◇ search engine marketing

transformation

- ◇ data science
- ◇ web, software & application development
- ◇ iot devices
- ◇ digital strategy
- ◇ technology consulting
- ◇ digital consultancy

commerce

- ◇ digital commerce design
- ◇ back-end system development
- ◇ third party integrations
- ◇ global e-commerce deployment

mobility

- ◇ mobile marketing solutions
- ◇ whatsapp business solution
- ◇ voice & messaging solutions
- ◇ mobility tools development
- ◇ geo-location & tagging solutions
- ◇ mobile messaging integrations



financial overview

total assets

PKR 2,488 million

net revenue

PKR 767 million

liabilities

PKR 526 million

operating profit

PKR 213 million

equity

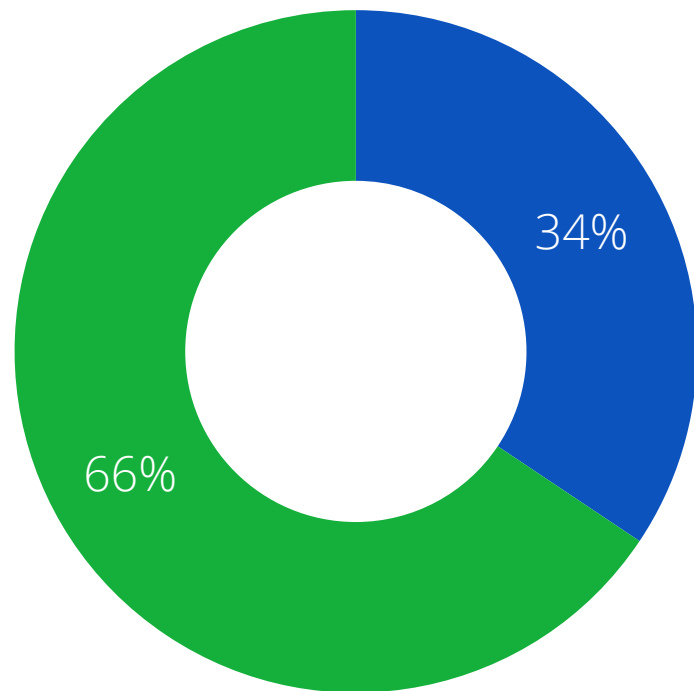
PKR 1,960 million

profit after tax

PKR 168 million

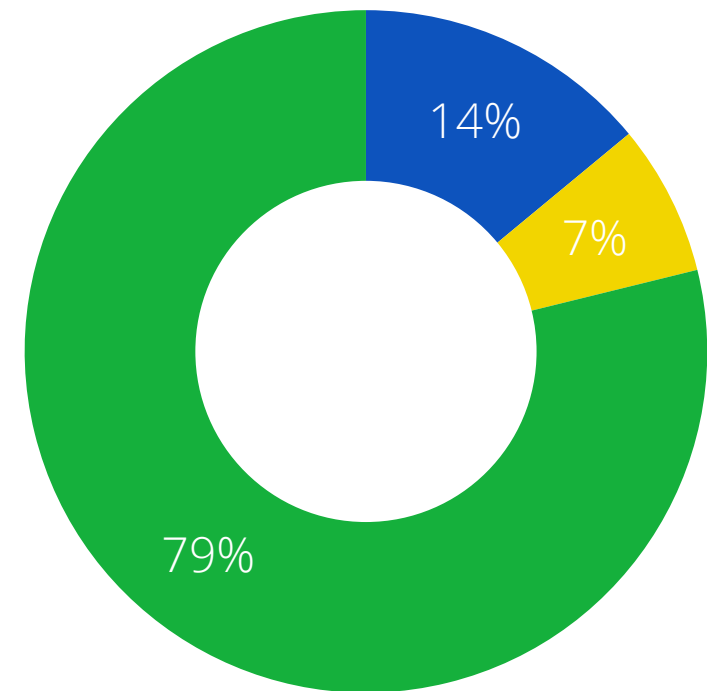
assets & capital

assets composition



■ current assets ■ non-current assets

capital structure



■ current liabilities ■ non-current liabilities ■ equity

revenue & cost

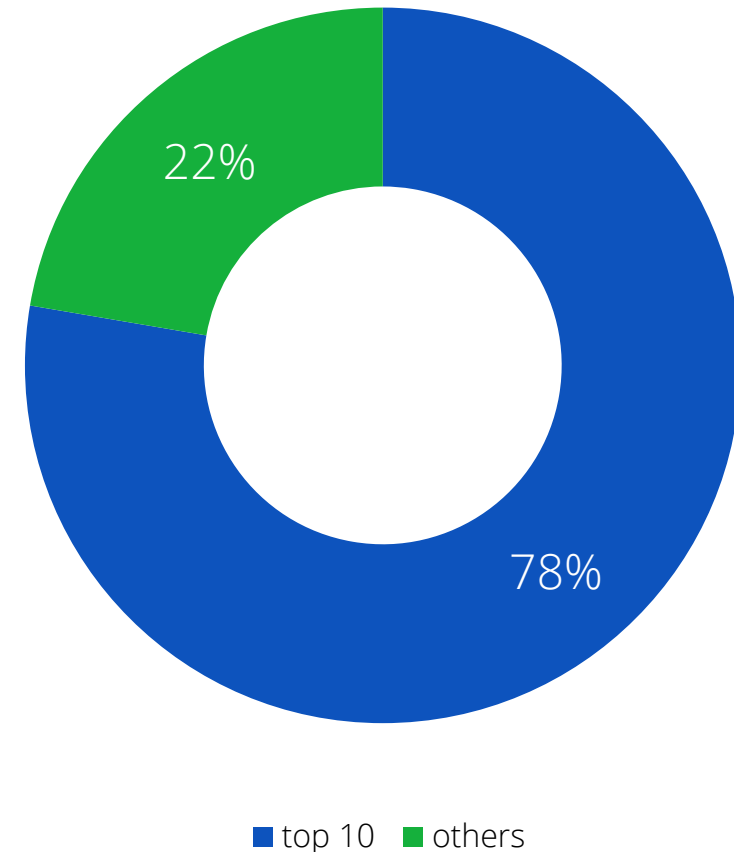
top 5 local customers

- ◇ jazz
- ◇ HBL
- ◇ SBP/NBP
- ◇ JS bank
- ◇ MCB / ebm

top 5 export customers

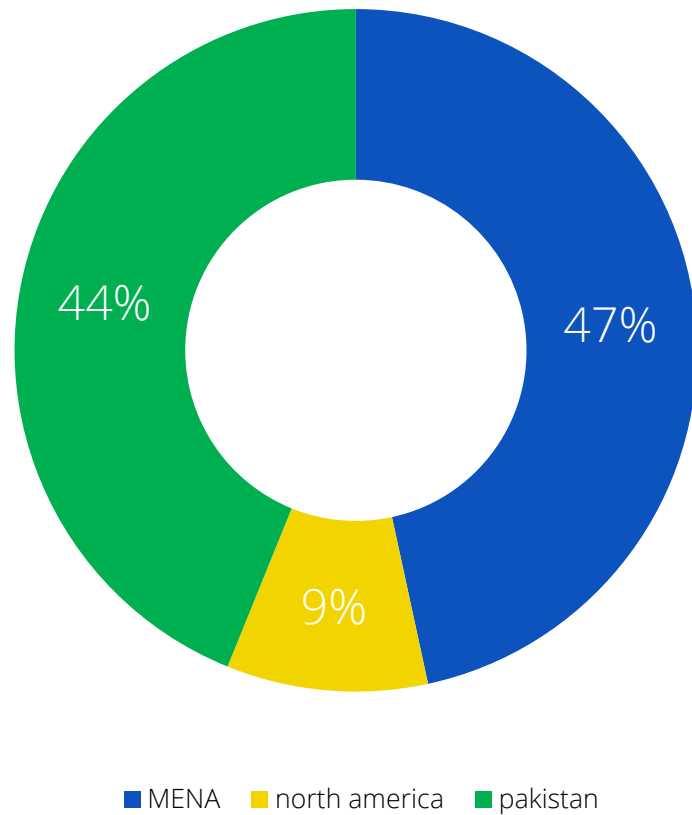
- ◇ al-waha computers
- ◇ humming bird
- ◇ s ventures
- ◇ digicel (prism holdings)
- ◇ luminus trading

revenue concentration

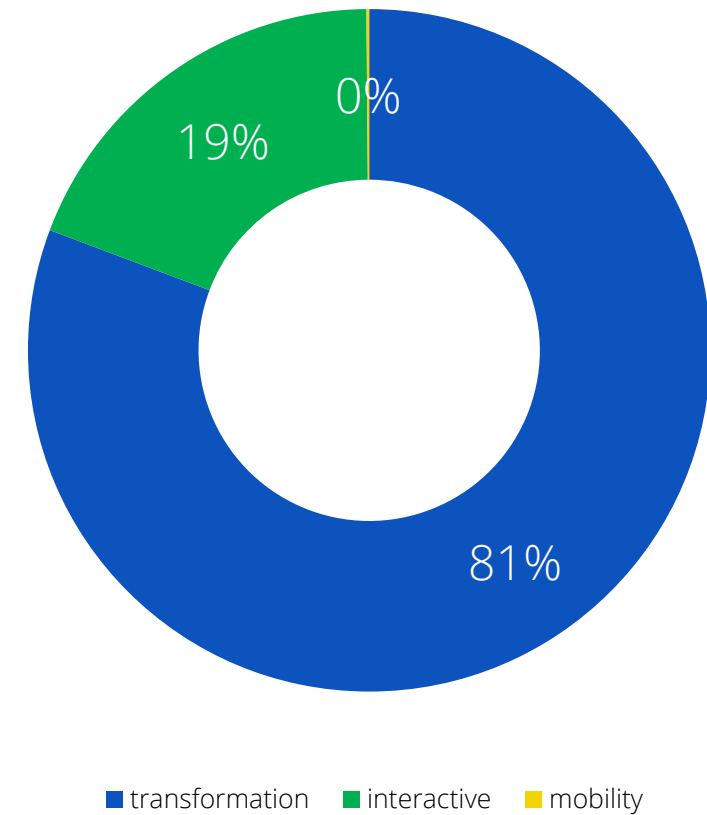


revenue & cost

revenue by geography

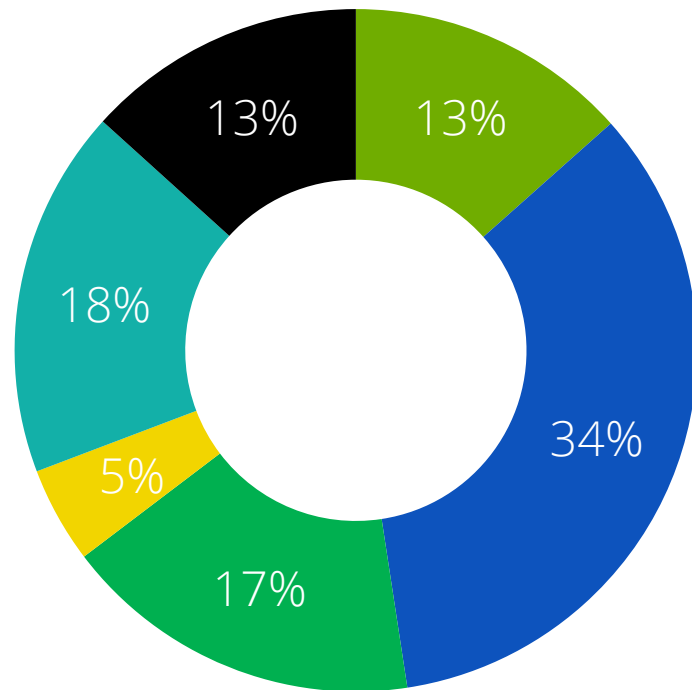


revenue by business



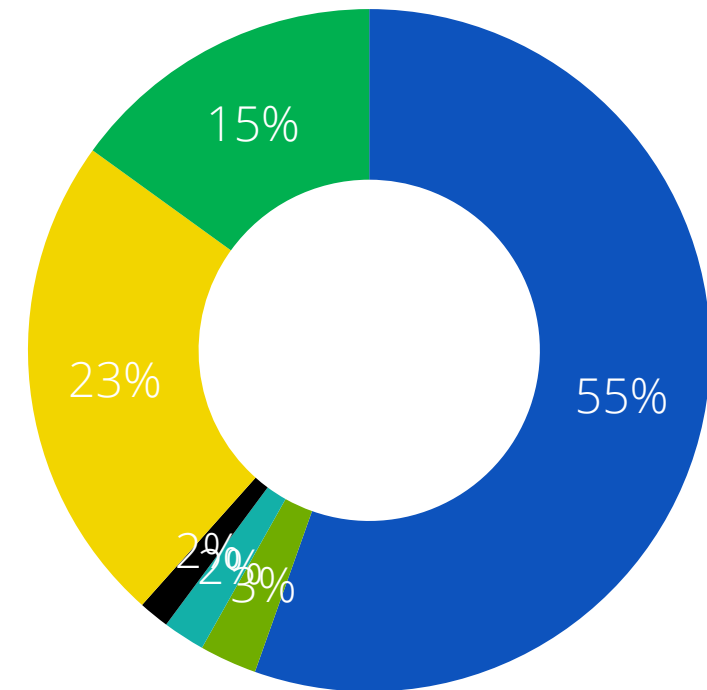
revenue & cost

revenue by industry



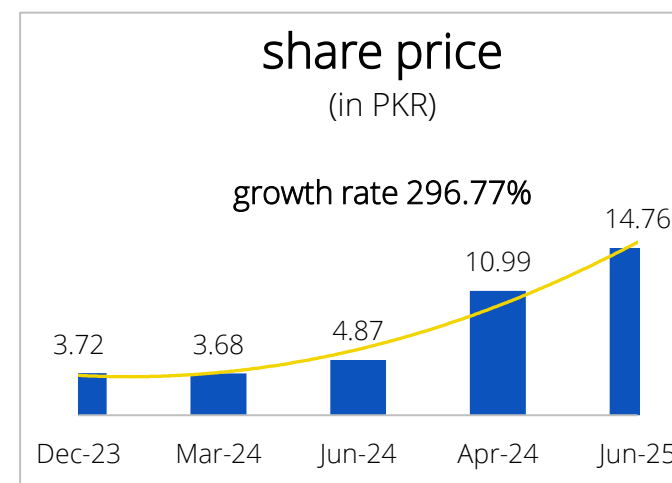
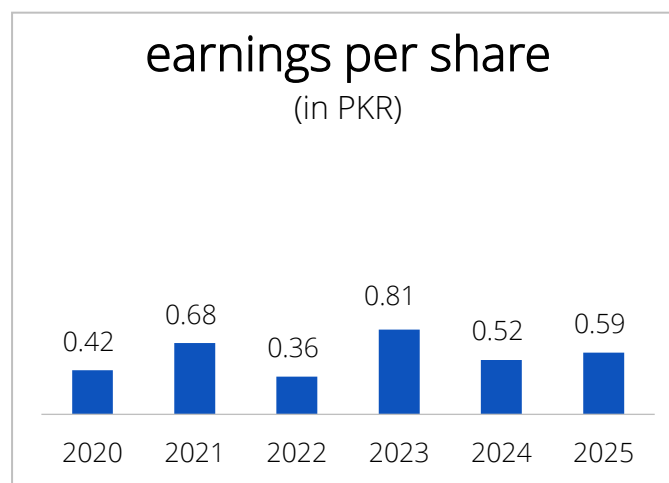
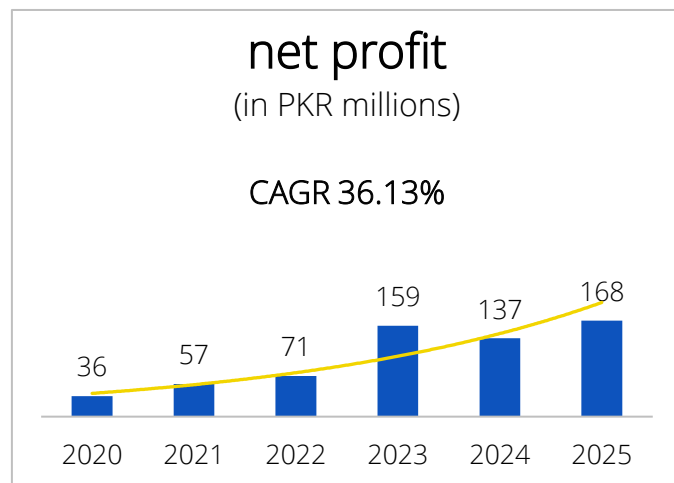
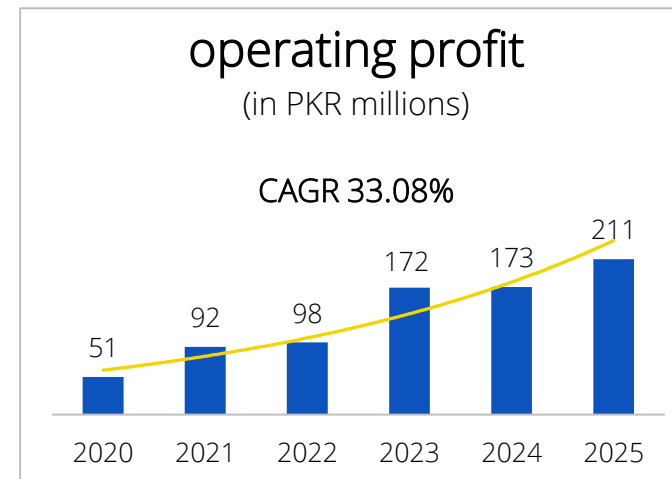
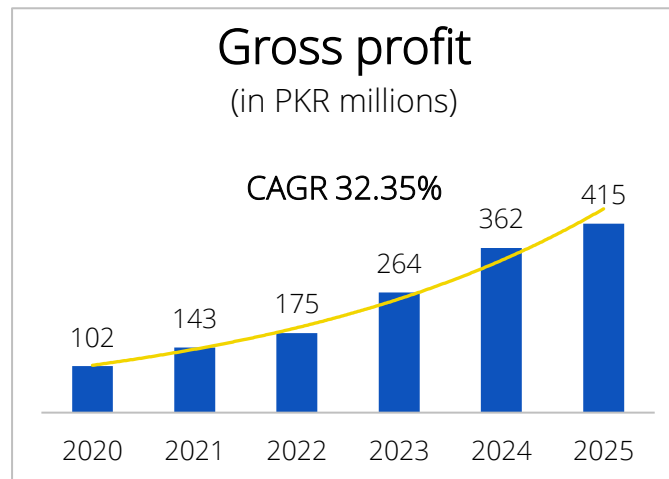
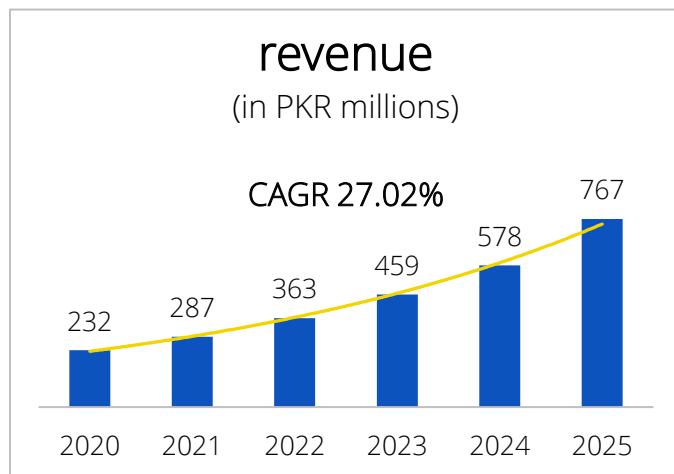
■ banks & Fis ■ technology ■ telcos ■ FMCG ■ trading ■ others

cost breakup



■ HR ■ travelling ■ IT ■ marketing ■ dep. & amort. ■ others

financial performance



growth strategy

promote diversity & inclusion within the organization to tap into a wider range of perspectives and talents.

foster a positive & engaging culture that enhances employee satisfaction, retention, and a sense of purpose.

attract industry experts & youth, while investing in ongoing training to build a dynamic team.

invest in cutting-edge technologies to enhance our core offerings & maintain our competitive edge.

explore partnerships, investments, or collaborations with startups to stay at the forefront of innovation.

acquisitions & partnerships to broaden our capabilities, enter new markets & access complementary solutions.



focus on identifying & retaining high-value, profitable customers & segments to maximize revenue.

enhance processes by leveraging new tools & technologies for resource optimization & improved efficiency.

standardize key processes to ensure consistency, reduce time consumption & decrease operational costs.

drive growth through innovation by developing new digital products & services to meet evolving demand.

expand market reach by strategically entering new geographic markets with high-margin solutions & products.

identify & target untapped customer segments. aggressively market & sell to these customer groups.

future outlook

- ◇ AI is the way forward
- ◇ Aurion.ai IPO
- ◇ expansion beyond borders
- ◇ carving products out of custom solutions
- ◇ investment & strategic partners to scale our products globally
- ◇ lowering interest rate will help fuel our growth plans
- ◇ investment in R&D



questions & answers

wait! we have more after this