

Ref: ZAL/MI/2026/01

January 08, 2026

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

Subject: Acquisition of Global Domain, Technology Up gradation, Launch of Zarea AI, and Registration of Intellectual Property

Dear Sir/madam,

Pursuant to Section 96 of the Securities Act, 2015, and Clause 5.6.1(a) of the PSX Rule Book, this is to inform the Pakistan Stock Exchange Limited and its shareholders that **Zarea Limited** has undertaken the following strategic initiatives as part of its ongoing digital transformation and global expansion strategy:

1. Acquisition of Global Domain

Zarea Limited has successfully acquired the premium five-letter global domain www.zarea.com, a highly valuable digital asset in the global domain ecosystem. The acquisition strengthens the Company's global brand identity as part of its international expansion plan and is expected to contribute positively to the value of the Company's intangible assets.

2. Technology Upgradation

Zarea Limited has successfully executed a comprehensive technology transformation across its digital and enterprise platforms. The Company has completed critical phases including Planning & Initial Setup, Design & Development, Pilot & Optimization and Implementation, resulting in a significantly enhanced, scalable, and a resilient technology ecosystem.

As part of this transformation, Zarea has strengthened its ERP & Supply Chain capabilities through deep synergy between AI-enabled tools and core ERP systems, alongside the development of custom supply chain management (SCM) software. Key operational advancements include Optimized Supplier Management and Intelligent Procurement, enabling data-driven decision-making and more efficient procurement workflows. The Company has also scaled its infrastructure to modern, cloud-native technologies, leveraging Next.js, React.js, Node.js, and AWS-based cloud infrastructure, including RDS and advanced cloud services. These upgrades have materially improved system performance, data warehousing and processing capabilities, security, reliability, and scalability, while strengthening backend robustness and enhancing the user interface to deliver a faster, more secure, and intuitive digital experience.

Collectively, these initiatives have reinforced Zarea Limited's core digital infrastructure, positioning the Company for sustained growth, operational excellence, and future-ready innovation across its digital commerce and supply chain platforms.

3. **Launch of Zarea AI – Pakistan's first AI-enabled commodities assistant**

As part of its continued focus on innovation and artificial intelligence, the company has launched "Zarea AI – Your Commodities Assistant," Pakistan's first AI-enabled commodities assistant. The feature is designed to support users with intelligent commodity discovery, market intelligence, sourcing assistance, pricing insights, enhanced platform navigation, and other value-added capabilities.

4. **Trademark & Copyright Registration**

The Company has also successfully completed the registration of its trademark and copyright in Pakistan, thereby formally protecting the Company's brand identity and proprietary digital platform under applicable laws.

These initiatives are expected to strengthen the Company's digital infrastructure and operational efficiency, while enhancing the strategic value of the Company's intangible assets and supporting its global expansion strategy.

This is submitted for information and dissemination to the market.

A disclosure form in terms of Section 96 of the Securities Act, 2015, is attached for circulation among TRE certificate holders.

Yours truly,



Syed Muhammad Akram
Company Secretary



**ZAREA LIMITED
DISCLOSURE FROM
(Securities Act, 2015)****DATE: January 08, 2026**

Name of the Company	Zarea Limited
Date of Report (Date of earliest event reported if applicable)	NA
Exact name of the Company as specified in its Memorandum	Zarea Limited
Registered address of the Company	Delta 06 Office No. 6011, NASTP, Special Technology Zone Abid Majeed Road Lahore Cantt. (Pakistan)
Contact Information	Mr. Syed Muhammad Akram Company Secretary Tel: 042-32176455
Disclosure of inside information by the Company in terms of Securities Act, 2015	<p>Zarea Limited is pleased to inform the Exchange and its shareholders that the Company has undertaken the following strategic initiatives as part of its ongoing digital transformation and global expansion strategy:</p> <ol style="list-style-type: none">1. Acquisition of Global Domain Zarea Limited has successfully acquired the premium five-letter global domain www.zarea.com, a highly valuable digital asset in the global domain ecosystem. The acquisition strengthens the Company's global brand identity as part of its international expansion plan and is expected to contribute positively to the value of the Company's intangible assets.2. Technology Up gradation Zarea Limited has successfully executed a comprehensive technology transformation across its digital and enterprise platforms. The Company has completed critical phases including Planning & Initial Setup, Design & Development, Pilot & Optimization and Implementation, resulting in a significantly enhanced, scalable, and a resilient technology ecosystem. As part of this transformation, Zarea has strengthened its ERP & Supply Chain capabilities through deep synergy between AI-enabled tools and core ERP systems, alongside the

	<p>development of custom supply chain management (SCM) software. Key operational advancements include Optimized Supplier Management and Intelligent Procurement, enabling data-driven decision-making and more efficient procurement workflows. The Company has also scaled its infrastructure to modern, cloud-native technologies, leveraging Next.js, React.js, Node.js, and AWS-based cloud infrastructure, including RDS and advanced cloud services. These upgrades have materially improved system performance, data warehousing and processing capabilities, security, reliability, and scalability, while strengthening backend robustness and enhancing the user interface to deliver a faster, more secure, and intuitive digital experience.</p> <p>Collectively, these initiatives have reinforced Zarea Limited's core digital infrastructure, positioning the Company for sustained growth, operational excellence, and future-ready innovation across its digital commerce and supply chain platforms.</p> <p>3. Launch of Zarea AI – Pakistan's first AI-enabled commodities assistant</p> <p>As part of its continued focus on innovation and artificial intelligence, the company has launched "Zarea AI – Your Commodities Assistant," Pakistan's first AI-enabled commodities assistant. The feature is designed to support users with intelligent commodity discovery, market intelligence, sourcing assistance, pricing insights, enhanced platform navigation, and other value-added capabilities.</p> <p>4. Trademark & Copyright Registration</p> <p>The Company has also successfully completed the registration of its trademark and copyright in Pakistan, thereby formally protecting the Company's brand identity and proprietary digital platform under applicable laws.</p>
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Syed Muhammad Akram
Company Secretary

