

# Investor Briefing

June 23, 2026

**Presenter:**

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CEO Octopus Digital

## Vision:

*Be the top data cloud product company in the digital space serving industrial clients.*

## Key revenue streams

### Digital Business

#### Thru products:

- OmniConnect™ – Data pipelining & transformation
- Asset Performance X – Digital Twinning of Assets
- Fintech Fuel – Fuel accounting & wet stock management
- Digital log – Digitizing Plant operator rounds
- OmniChat – Enabling ChatGPT on industrial data

#### Thru Services:

- AI/ML use-cases
- KPI Dashboarding
- End-to-end implementation

### AMS Business

#### Thru services:

- Service as agreements (SLAs)
- Build, Train-to-manage, Maintain & Improve (BTMI)
- Spares and accessories
- Customer training
- Preventive and corrective tech support
- Strategic site improvement projects (system upgrades)

#### Region:

Pakistan, UAE, KSA, Qatar

#### Future:

North America

#### Industry:

Manufacturing, Oil and Gas, and other industrial verticals, etc.

#### Go-to-market strategy:

- Channel Partnership
- Direct outreach

## Strategy to move from current state towards desired state

### Current state:

- Proof of concept based entry level use-cases
- Direct sales
- Pakistan and Middle East



### Desired state:

- Enterprise-wide and large scale digital projects
- International channel network
- North American expansion

Grow each existing customer's revenue size by 5 times

### Achieve the revenue mix:

- 40% from existing customers growth
- 60% from new customers

### Launch 6 new products:

- APX Performance
- APX Health
- APX What If
- OmniChat (Powered by GenAI)
- OmniDocs
- OmniProcess

# From GenAI to Agentic AI in 2026

Every Octopus product is now supported by Agentic AI



**APX** real-time plant parameter metrics, cutting O&M costs.  
**ADE** reliable anomaly detection in real operating environments.



**OmniAgent**



Eliminate the need for manual record-keeping for streamlined efficiency.



**LogAgent**



Accurate reconciliation to counter fuel theft challenges in real-time.



**Fuel Agent**



**OmniChat**

Three products. Three agents.  
All supported by OmniChat GenAI.

## Data silos:

The challenge of obtaining actionable insights for smart manufacturing



Lack of data unification



Limited actionable intelligence



Proprietary data structures and databases



Barriers to open ML

# A contextualized data lake is the first step in an IoT digital journey

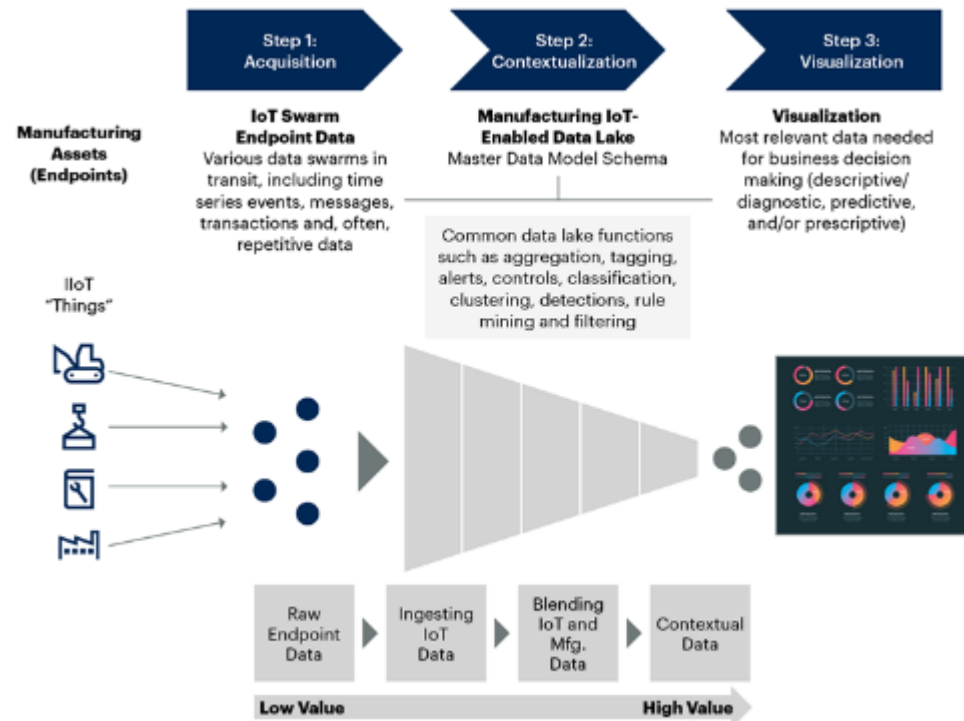
**Recommendations:** CIOs focused on manufacturing digital transformation and innovation who are driving the smart factory initiative should:

Implement a data-collection engine that will tag IoT data by contextualizing it into hot, warm or cold data tiers.

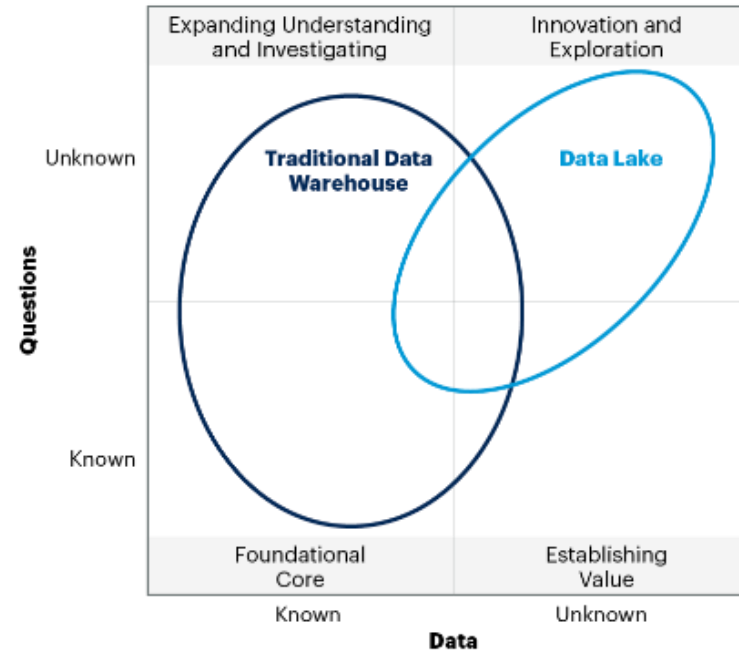
Establish a data lake that will combine both contextualized hot, warm, and cold IoT data and manufacturing production data per the data schema requirements.

Define what **type of business insights** each critical decision maker requires by auditing the existing dashboards and evaluating the type of data visuals they require.

## Steps of Curating IoT Data Into Insights



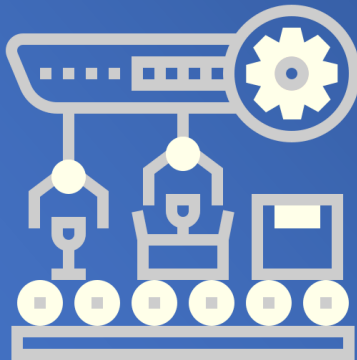
## Data and Analytics Infrastructure Model — Warehouse Versus Lake



Source: Gartner

### Economic impact of IoT in Manufacturing

\$1 trillion to \$3.3  
trillion by 2030



***Digital disruption is real.***

\*Source: McKinsey & Co.

# Product portfolio

## Omni Connect™

- IT/OT Convergence
- Data Ingestion Pipelines
- Data Enrichment Engines
- Data Contextualization
- Data Analytics
- Data/Insights Export

FINTECH  
FUEL

Accurate reconciliation to counter fuel theft challenges in real-time.

FuelAgent

Asset X Digital Twin  
Performance

Delivers real-time plant parameter metrics, cutting O&M costs & boosting asset value.

OmniOEE

Enhance manufacturing operations with cloud-integrated OEE.

ADE

Reliable anomaly detection in real operating environments.

OmniAgent

digital log

Eliminate the need for manual record-keeping for streamlined efficiency.

LogAgent

OmniChat

Generative AI for seamless data interaction and actionable insights via natural language, integrated with product-specific AI agents.



**UAE**

**Enhanced OEE**, enabled predictive maintenance, and **empowered** informed decision-making.



مصنع معكرونة الإمارات  
Emirates Macaroni Factory

**Emirates Macaroni Factory**



**KSA**

**Navigated operational challenges**, enabling real-time monitoring for agile decision-making.



**Zamil Group**



**Norway**

**Real-time data lake** creation to connect tens of thousands of **data points** distributed over **several buildings** in Norway.



**Sastech**



**Qatar**

Ingest 75,000 data points and store them onto **Microsoft Azure Data Lake** residing in country.



**Ashghal**



**Qatar**

**Connected IT and OT systems across sites**, enabling real-time operational visibility and unified cloud-based data insights to drive smarter decisions.



**Baladna**

# Use-case clusters



USA

**Digitization of water treatment plant and power plant**



**City of Sabetha**



USA

Elevating performance and **efficiency of generator systems** provided by Power Telematics.



**Power Telematics**



Qatar

**Largest disaster recovery system on Microsoft Azure cloud** for entire Qatar drainage system.



**Ashghal**



Argentina

**Real time dashboarding, and process analytics** for Gas dehydration plant.

**CGC**

**CGC**



Pakistan

**Navigated operational challenges,** enabling real-time monitoring for agile decision-making.



**Kohinoor Mills**



## Pakistan

### Accelerated the digital journey,

Consolidated data, automated OEE calculations, and data-driven insights.



**LCI**



## Pakistan

### Created data pipelines and data lake

to monitor real-time OT data and integrate with IT data.



**Master textiles**



## Pakistan

### Enhanced OEE,

enabled predictive maintenance, and empowered informed decision-making.



**MPCL**



## Pakistan

### Enhanced Overall Equipment Efficiency (OEE),

streamline processes, and drive data-driven decision-making.



**Tapal**



## Pakistan

### Real-time transmission monitoring

into gas flow, pressure levels, and consumption across various locations and industry sectors.



**SNGPL**

## Use-case clusters



Pakistan

**Enabled real-time energy monitoring** and operational control, delivering improved visibility, efficiency & plant-wide performance optimization.



**Century Paper**



Pakistan

**Enhanced OEE and optimize manufacturing performance** through real-time IT/OT data monitoring and data-driven operational insights.



**Roshan Packages**



Pakistan

**Enabled GenAI-powered** conversational intelligence to automate customer interactions and improve engagement efficiency.



**Bachaa Party**



Pakistan

**Enabled GenAI-powered OmniChat**, allowing teams to ask questions in natural language and generate ad-hoc visualizations.



**Servis**

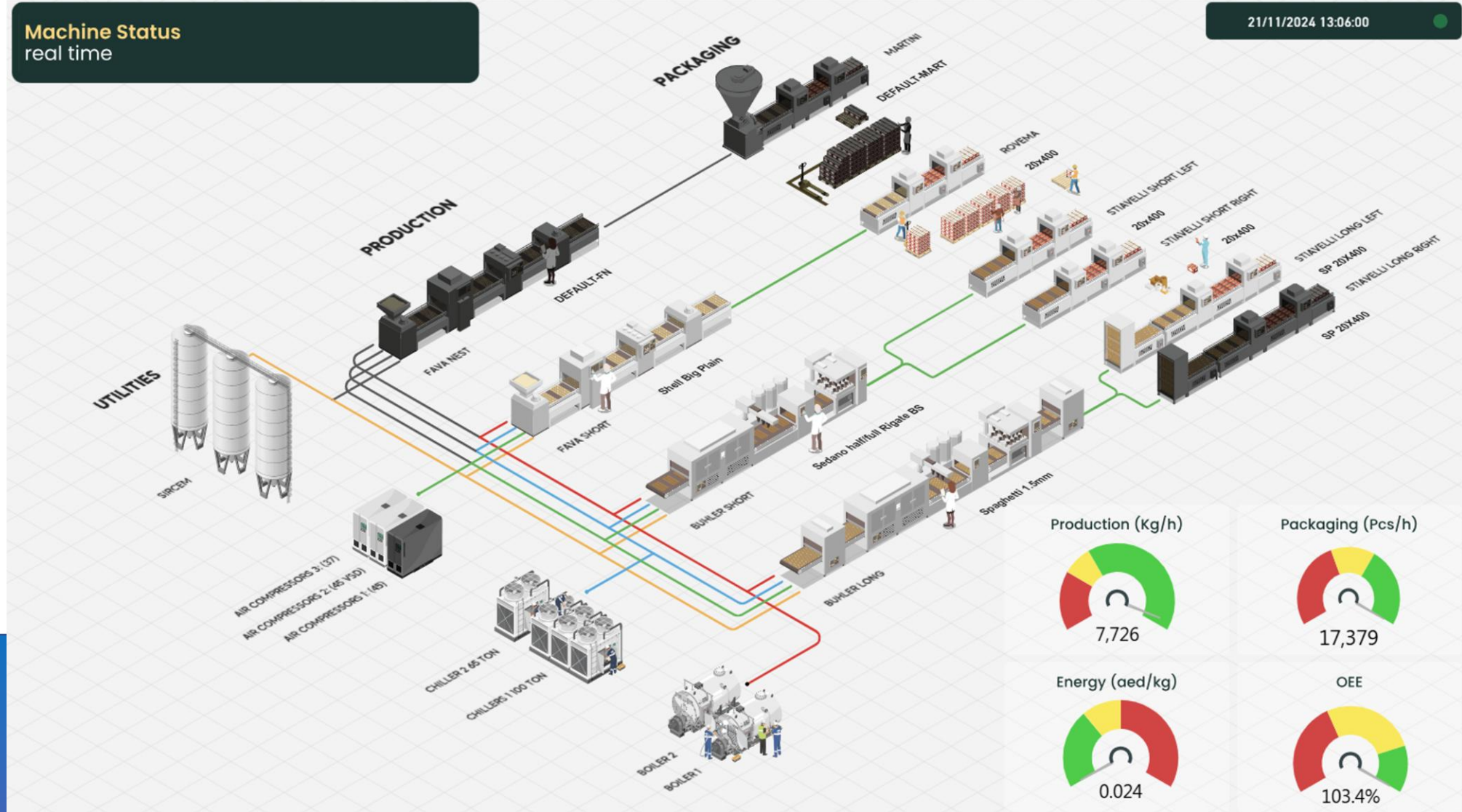


Pakistan

**Real-time monitoring** of equipment availability, blending process efficiency, and tank behavior trends at **Shell Lube Oil Blending Plant**.



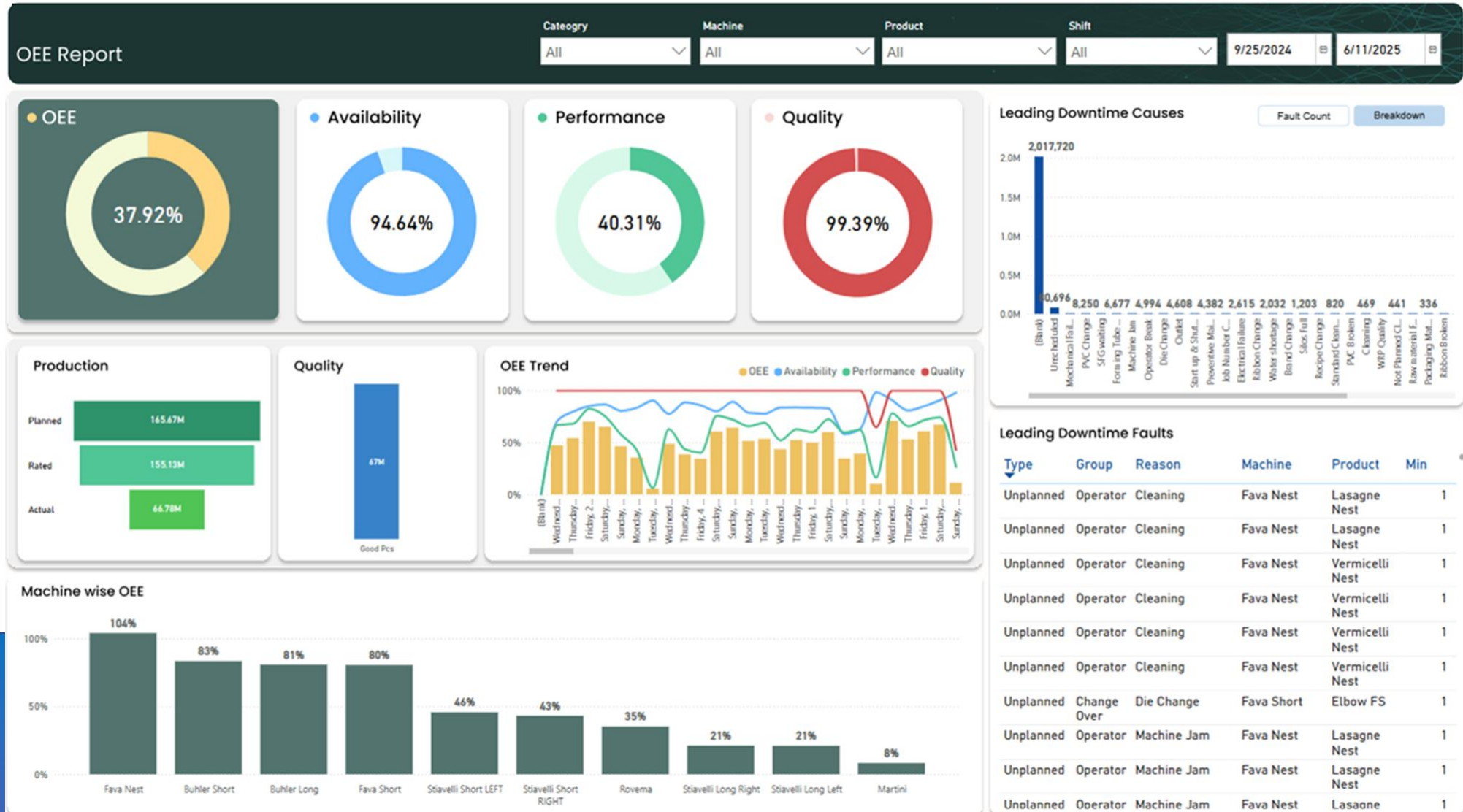
**Shell  
Shell**



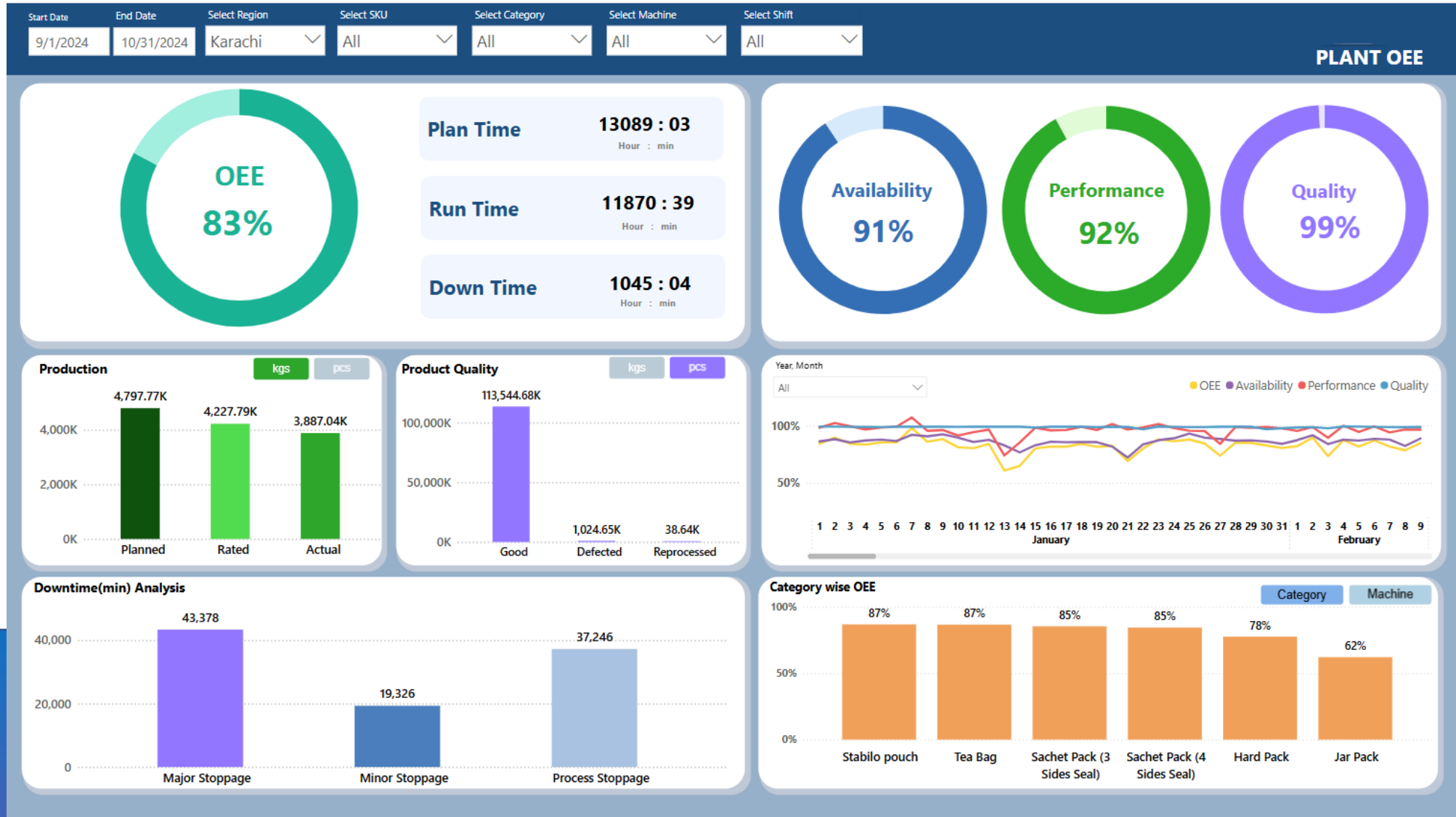
\*Data is morphed for client privacy and copyrights.

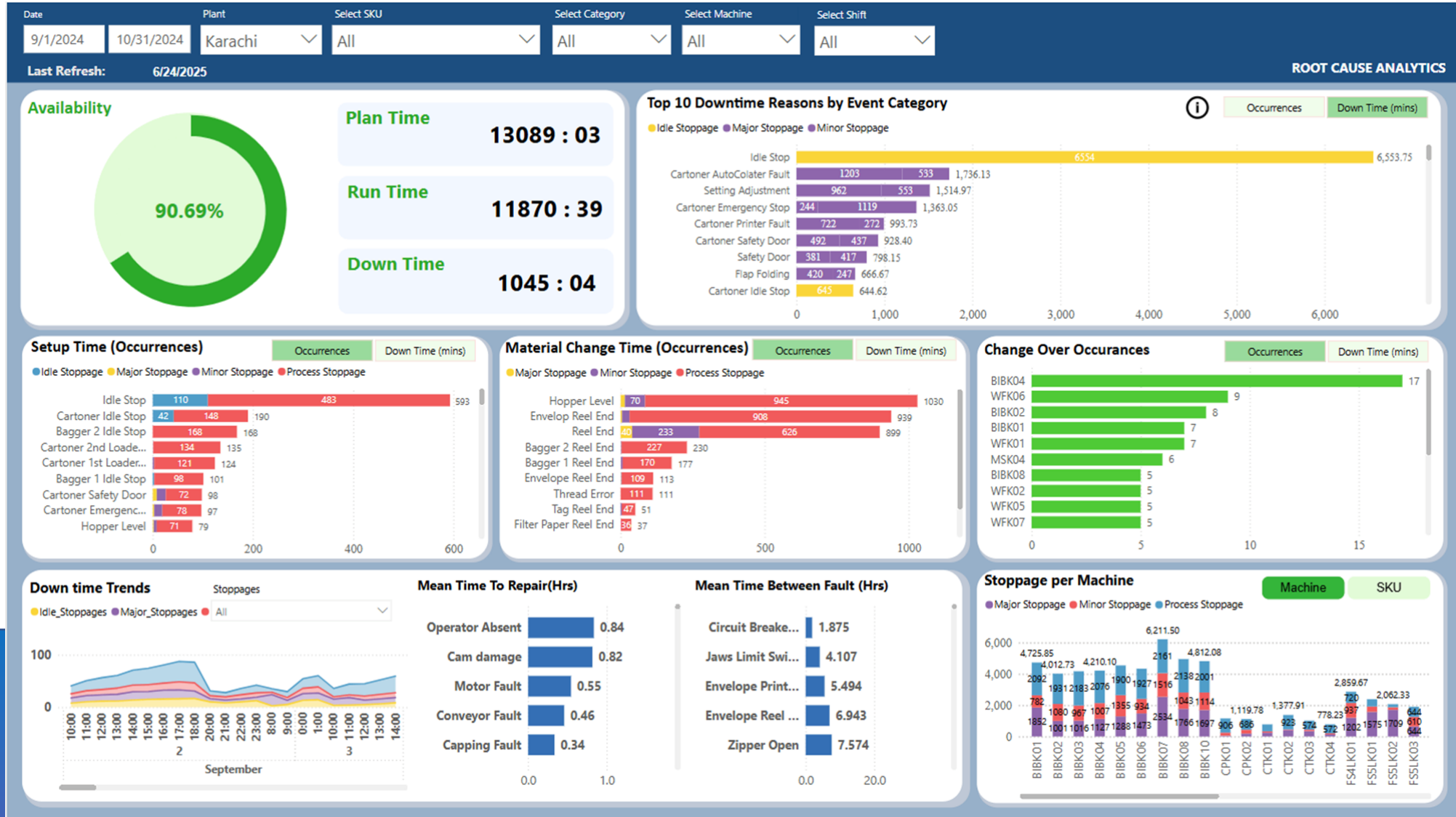


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# Financial plan 2026



## PO Gen Half year Analysis – 2026 Vs. 2025

All amounts are USD in '000

Business	Actual till Apr-26	Forecast May & Jun	Forecast HY-2026	Actual HY-2025	Change from 2025	% Change from 2025
AMS-Pak	1,168	1,610	<b>2,778</b>	825	1,953	237% ↑
AMS-ME	2,928	1,739	<b>4,667</b>	580	4,087	705% ↑
Digital	413	410	<b>823</b>	203	620	305% ↑
<b>Total</b>	<b>4,509</b>	<b>3,759</b>	<b>8,268</b>	<b>1,608</b>	<b>6,660</b>	<b>414%</b>

## Revenues Half year Analysis – 2026 Vs. 2025

All amounts are USD in '000

Business	Actual till Apr-26	Forecast May & Jun	Forecast HY-2026	Actual HY-2025	Change from 2025	% Change from 2025
AMS-Pak	403	751	<b>1,154</b>	555	599	108% ↑
AMS-ME	998	738	<b>1,736</b>	1,540	196	13% ↑
Digital	193	130	<b>323</b>	203	120	59% ↑
<b>Total</b>	<b>1,594</b>	<b>1,619</b>	<b>3,213</b>	<b>2,298</b>	<b>915</b>	<b>40%</b>

## Enterprise-wide year end projections

All amounts are USD in '000

	Plan 2026	Projected 2026	Compared to 2025
<b>PO</b>	12,232	12,275	67% ↑
<b>Revenue</b>	9,649	8,953	42% ↑
<b>MRR - Digital</b>	140	100	257% ↑
<b>FCF PAT</b>	1,782	1,021 ~ 1,377	73% ~ 133% ↑

\*All AMS revenue is recurring.

## Business highlights

1

**2025** has been a year of successful pipeline building – **2x PO gen growth** from last year

2

Raise capital and launch the **North American business plan**

3

Set up an **international network of channels**

4

**5 products rolled out** and battle-tested, embed AI and Customer Success

5

**80% of Fintech Fuel Pakistan market covered**, replicate internationally.

6

**70% of Pakistan OEE market covered**, replicate internationally.

7

Top up every product with **GenAI and Agentic AI** – **peak global driver**

## Octopus Kicks off 2026 with A Strong Pipeline

### Strong Order Book

Starting 2026 with **1.75 billion PKR** orders in hand

Our target is to have **80% of the business** from international customers

### Optimal Business Prospects

400% increase in **Marketing Qualified Leads (MQLs)** in all regions

Excellent traction with customers in **Digital Transformation** for **GenAI** and **Agentic AI**

### Investor Optimism High

Expected positive outlook for **share price & earnings**

No dividend for FY2025—**profits reinvested** for future growth

### Customer Success and growth

95% of existing customers have experienced 2x to 10x revenue growth

Strategically positioned to drive accelerated growth through 2026 and beyond

## Objective

- Create sizeable sales funnel backed by strong opportunity pipeline.
- Create strategic pull for prospective channels through direct sales.

## Approach

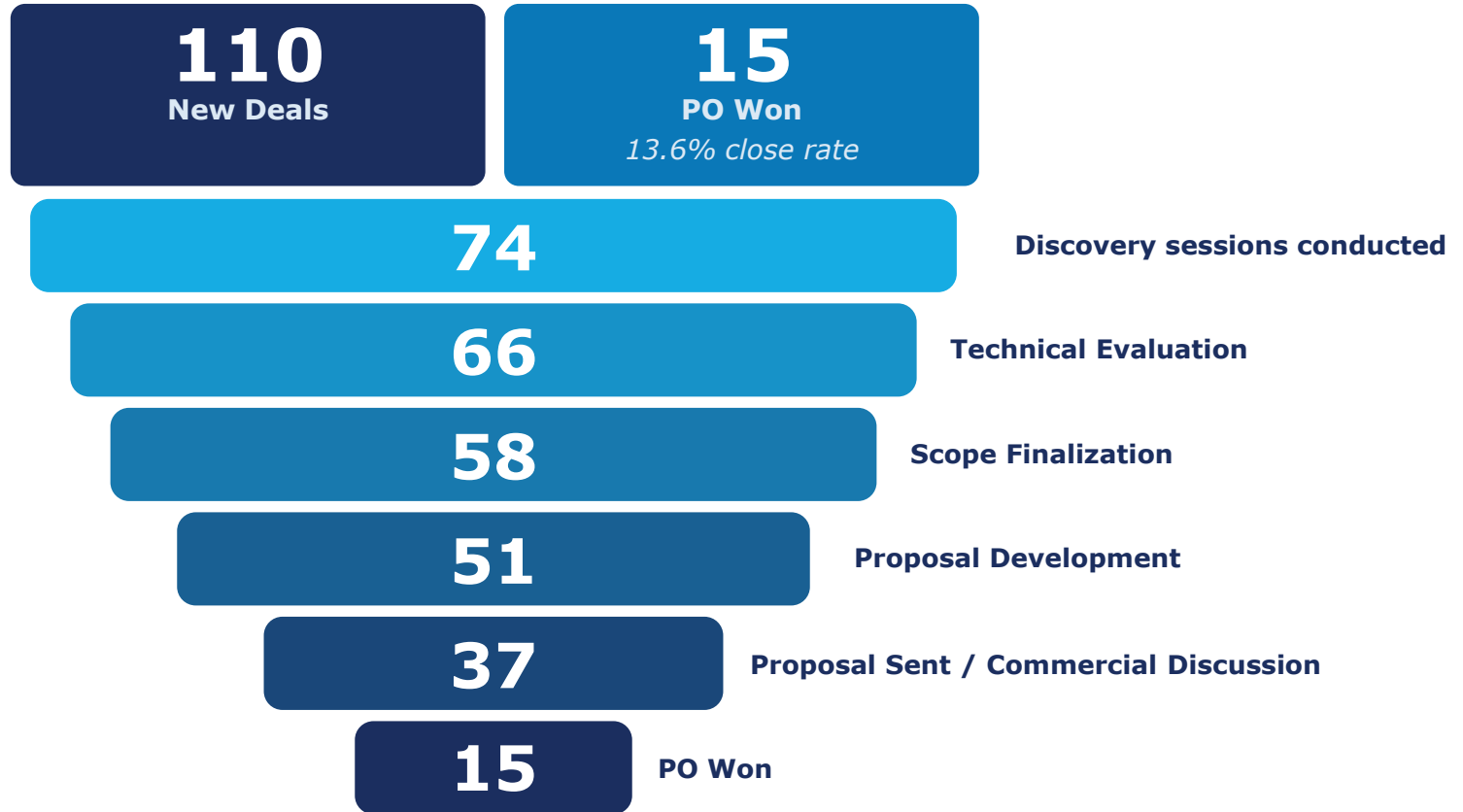
- Marketing to generate Marketing Qualified Leads (MQLs) for sales
- And sales to convert Sales Qualified Leads (SQLs) to deals

## Tools

- LinkedIn is the channel which is being used predominantly

## Other channels to follow:

- Email campaigns
- Referrals/recommendations
- Seminars/webinars/ conferences
- Cold calling



# 15% hit rate

Highest as compared **1 to 2%** of SaaS global success benchmark

# Fintech Fuel market penetration

**10,000+**  
Fuel stations

**80%**  
Market share

Excellent growth  
opportunity for  
international  
replication



Licensee for the Caltex Fuels Business in Pakistan



 Shell Licensee



Q1 & Q2 updates

Industry SLA Count

**25 → 40 ~ \$400K**

*Add 15 new SLAs + \$400K rev*

New SLAs secured

PSO \$35K	PRL \$15K	FATIMA \$12K	JJVL \$10K	FFC \$10K
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**\$82K**  
 achieved out of  
 \$400K revenue  
 target

**SLAs upscaling strategy:**

- Customer First & Tech-Connect Subscriptions
- Cyber Security Services: (Patch Management & System Hardening & Penetration Testing Activities in PM)

**\$30K worth of SLAs upscaled in H1 FY26:**



**Active pipeline**

Terminals  
**\$50K**



ABB  
led SLAs

Q1 & Q2 updates

BMS SLAs

0 → 5 ~ \$100K

Close \$100K total

Alignment with AVN BMS BU



Upgrades & flow business  
**\$1.7M**  
FY 2025

Upgrades & flow business  
**\$2.5M**  
FY 2026 (projected)



PO GEN FY26 YTD

**\$2.5M** vs FY25 \$1.9M (+32% YoY)

Recurring *\$40% growth* One-time

**\$1.1M**    **\$275K**

Sure Pipeline

**\$1.8M**

Recurring

**\$0.8M**

One-time

**\$1M**

SLA COUNT

**14**

In 2025



**17**

FY 2026 YTD



**25**

FY 2026 EOY

PO GEN FY26 YTD

**\$1.3M** vs FY25 \$0.4M **2.75x growth**

Recurring **\$50% growth** One-time

**\$600K** **\$100K**

Sure Pipeline

**\$1.8M**

Recurring

**\$400K**

One-time

**\$1.4M**

SLA COUNT

**2**

In 2025



**5**

FY 2026 YTD



**8**

FY 2026 EOY

## Growth strategy

Capitalize on **ZOMCO's** established presence through its existing O&M contracts (**approximately 15 in total**) with major industry stakeholders including:



الهيئة الملكية  
للجبيل وبنبع  
Royal Commission for Jubail & Yanbu

## SLA COUNT

4

In 2025



15

FY 2026 EOY

# Products launched in 2025



# ML-based predictive tools and GenAI-based industrial ChatGPT launched in 2025



Currently for industrial pumps, planned for other assets, such as, AHUs, boilers, compressors, motors and heat exchangers from 2025 to 2026.



### Customers set to achieve 2x to 10x growth in 2026 & 2027



Oil and gas customer with three Machine Learning use-cases running



The **first** multi-end point IoT project with over 450 locations



The **first** Digital Log client exceeding 1,000+ users paid plan



قطر تستحق الأفضل  
Qatar Deserves The Best

The **first** client having all three products, OC, DL, and APX running



The **first** oil terminal client that monitors and manages wet stock in real-time



The **first** Digital Log client exceeding 800+ checklists in an FMCG setup



The **first** fuel retail using Fintech Fuel at 03 retail sites with a potential to go up to 400+ sites



The **first** power plant client, monitoring environmental KPIs for regulatory compliance

# Key AI/ML applications in action

	<b>Application</b> Amine Circulation Pump Monitoring <a href="#">View Use Case</a>	<b>Use case</b> Improve the reliability and efficiency of Amine Circulation Pumps by shifting from reactive to proactive maintenance.	<b>Outcomes</b> AI/ML-powered APX & Strainer AI, Predictive Maintenance, Anomaly Detection, Flow Rate & Pressure Monitoring, Clogging Cycle Identification
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	<b>Application</b> Foaming Detection in ASU <a href="#">View Use Case</a>	<b>Use case</b> Detect early signs of foaming in Amine Sweetening Units to avoid throughput loss, equipment damage, and unplanned shutdowns.	<b>Outcomes</b> AI/ML-powered Foaming Alert System, Real-time Monitoring, Predictive Analytics, Pressure & Temperature Trend Analysis
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	<b>Application</b> Membrane Lifecycle Management for Gas Processing <a href="#">View Use Case</a>	<b>Use case</b> Optimize lifecycle management of gas processing membranes by predicting degradation and remaining useful life (RUL).	<b>Outcomes</b> ML-based Performance Trend Analysis, CO <sub>2</sub> Removal Efficiency Monitoring, Hydrocarbon Recovery Tracking, RUL Prediction, Anomaly Detection
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# Marketing update

# LinkedIn outreach and MQL generation

Apr 2025 to June 2026



## Pakistan

**1000+**  
Companies

**4000+**  
Prospects

**166**  
MQLs

### Product breakdown

**OmniOEE**      1000+ personas      **35 MQL**

**OmniChat**      2200+ personas      **63 MQLs**

**Digital Log**      1200+ personas      **43 MQLs**

**AI/ML**      50+ personas      **3 MQLs**

**Inbound (via website)**      **22 MQLs**

## Middle East region

**800+**  
Companies

**1800+**  
Prospects

**39**  
MQLs

### Product breakdown

**OmniOEE/Energy**      600+ personas      **19 MQLs**

**OmniChat**      580+ personas      **5 MQLs**

**Digital Log**      100+ personas      **10 MQLs**

**Inbound (via website)**      **5 MQLs**

# Battle-tested AI products for global scale



Azure-native IT/OT data convergence platform



GenAI for industrial enterprises



Predictive asset reliability and performance



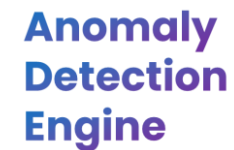
AI-driven fuel operations optimization



Maximizing equipment efficiency in real-time



Digitizing industrial workflows end-to-end



AI-powered early fault detection



# Webinars Performance Overview

**Goal:** Establish thought leadership, generate engagement, and create pipeline opportunities in the Middle East and Pakistan.




# Webinar performance

Episodes 1 and 2 | Combined performance across both webinars

  
**353**  
Registrations  
Ep. 1: 202 | Ep. 2: 151

**Benchmark:** ~63 average registrations per webinar,  
**3.5x the average**

  
**186**  
Attendees

  
**52%**  
Attendance Rate

**Benchmark:** 30% average attendance rate,  
**73% above benchmark.**

  
**60+**  
Questions Asked

### Episode 1 - OEE

**202** registrations • **107** attendees • **53%** attendance

**40+** questions asked during the live Q&A

Topic  
**Optimizing machine availability, performance and quality to enhance OEE in manufacturing**

### Episode 2 - Digital Log

**154** registrations • **79** attendees • **52%** attendance

**20+** questions asked during the live Q&A

Topic  
**From paper to cloud: Modernizing plant operations with digital logging**

**Customer growth,  
horizontal or vertical by  
Customer Success**

**Existing customers  
growth target  
90% customers targeted  
for ~2x to 10x growth**

# Portfolio Health Snapshot



Reporting Period: March – April 2026

## 72.6

Avg Portfolio Score

## 13

Active (implementation completed) Accounts

## 1

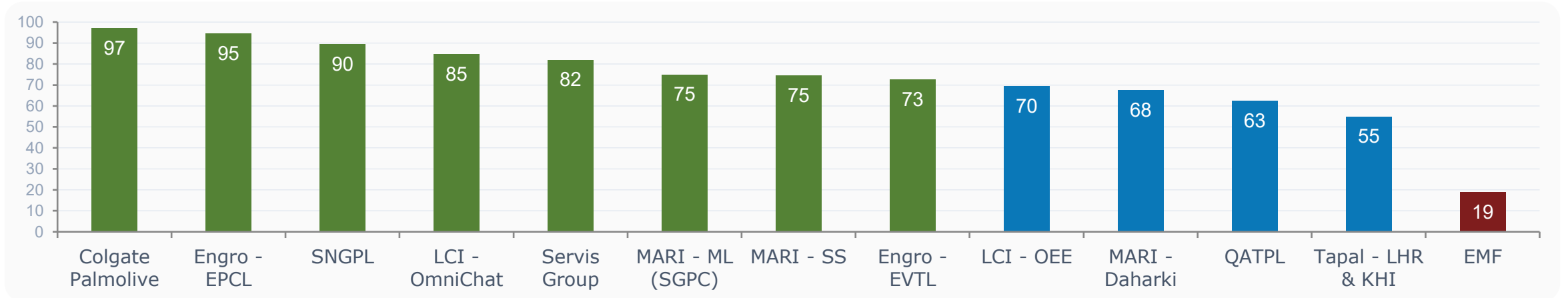
Accounts at Risk

### Portfolio zone distribution



### Account health scores

Out of 100 points





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