

Date: July 03, 2026

Ref: KHTC/PSX/2026/0307

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

Subject: **Material Information – Execution of Memorandum of Understanding with KT&G Corporation, Republic of Korea**

Dear Sir,

In accordance with the applicable provisions of the Securities Act, 2015 and the Pakistan Stock Exchange Regulations, we hereby convey the following material information:

Khyber Tobacco Company Limited ("KHTC") has initially entered into a Memorandum of Understanding (MoU) with KT&G Corporation, Republic of Korea, for the grant of a royalty license in respect of KT&G's cigarette brand "Pine Passion Sky."

The MoU will be followed by a formal agreement about the proposed licensing arrangement, under which KHTC intends to manufacture and/or market the "Pine Passion Sky" brand in Pakistan and such other territories as may be mutually agreed, subject to the execution of definitive agreements, obtaining all applicable regulatory approvals, and satisfaction of customary commercial conditions. The announcement of signing of the agreement will promptly made on PUCARS of PSX.

The Company is optimistic that this strategic collaboration will have the potential to strengthen our product portfolio, enhance our competitive position, and support future business growth.

Further details, where required, shall be disclosed in accordance with the applicable legal and regulatory requirements upon execution of the definitive agreements or occurrence of any material developments.

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

Yours faithfully,

For and on behalf of
Khyber Tobacco Company Limited

