

July 31, 2026

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

Subject: PUBLIC NOTICE - Intimation Regarding Circulation of Fraudulent Online Content Misusing the Name of Arif Habib and Arif Habib Limited

Dear Sir,

This is to inform you that Arif Habib Limited ("the Company") has become aware of a fake and misleading news article circulating on various online and social media platforms. The said article falsely claims that Arif Habib has launched an artificial intelligence ("AI") investment platform guaranteeing earnings of up to PKR 500,000 per week.

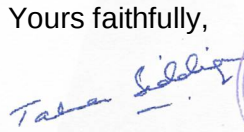
The Company categorically denies these claims and confirms that neither Mr. Arif Habib nor Arif Habib Limited and any entity of the Arif Habib Group has launched, endorsed, sponsored, or is associated with any such AI investment platform or scheme. The information contained in the circulating article is entirely false, fabricated, and unauthorized.

The Company has no affiliation whatsoever with the fraudulent publication or any website, application, or platform promoting such claims. Investors and the general public are strongly advised to exercise caution and refrain from engaging with or relying upon such misleading content.

The Company remains committed to protecting the interests of investors and the integrity of the capital market. All announcements and material information relating to the Company are disseminated only through the official communication channels of the Company and the Pakistan Stock Exchange Limited.

We request that this intimation be placed on record and disseminated through the Exchange's information system for the awareness of investors and market participants.

Yours faithfully,




Company Secretary

PUBLIC NOTICE

A **fake news article** circulating online falsely claims that **Arif Habib** has launched an **AI investment platform** guaranteeing earnings of up to **PKR 500,000 per week**.

This claim is entirely false and has no association with **Arif Habib Limited** or the **Arif Habib Group**.

Please do not engage with or share such content. Always verify information through our official communication channels.

Stay Alert. Protect Yourself.

Arif Habib launches AI platform BTC +700 Lurot: Now Every Citizen of Pakistan Can Earn Up to PKR 500,000 Per Week

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Arif Habib announcing the investment platform at a press conference in Karachi