

16th September 2026

The General Manager Pakistan Stock Exchange Limited Stock Exchange Building Stock Exchange Road Karachi	Mr. Zeeshan Rehman Khattak Commissioner Supervision Division, Information Systems & Technology Division and Anti-Money Laundering Department Securities & Exchange Commission of Pakistan, NIC Building, 63 Jinnah Avenue, Blue Area, Islamabad	Mr. Muzaffar Ahmed Mirza Commissioner Corporate Registry Division, Prosecution & Legal Affairs Division and Information Security Department, Securities & Exchange Commission of Pakistan, NIC Building, 63 Jinnah Avenue, Blue Area, Islamabad
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Subject: PUBLIC NOTICE – Intimation Regarding Circulation of Fraudulent Online Content and AI-Generated / Deepfake Material Misusing the Name and Likeness of Mr. Arif Habib

Dear Sir

This is to inform you that Power Cement Limited (the Company) has become aware that certain unknown and unidentified person(s) have created fake and fraudulent accounts / pages on TikTok, Facebook and other online platforms, and are also making fraudulent telephone calls to clients of Arif Habib Group and members of the public, misusing the name, photograph, voice and likeness of Mr. Arif Habib, Chairman of the Company and Arif Habib Group; including through AI-generated and / or deepfake video content, for the purpose of soliciting funds under fake and unauthorized investment schemes.

The Company categorically denies these claims and confirms that neither Mr. Arif Habib nor the Company, nor any entity of Arif Habib Group, has launched, endorsed, sponsored, or is in any manner associated with any such investment scheme, platform, account, page, or telephonic solicitation. The Company and the Group have no affiliation whatsoever with the aforesaid fraudulent content, accounts, callers, or any website or application promoting such claims.

This is a continuation of a broader pattern of fraudulent activity in Mr. Arif Habib's name, of the kind earlier cautioned against by Arif Habib Limited vide its Public Notice dated 31st July 2026 filed with the Exchange. The Company has, on its part, placed a public caution notice on its official website (<https://powercement.com.pk>) alerting stakeholders. A formal complaint has also been lodged with the National Cyber Crime Investigation Agency (NCCIA) on 4th September 2026, seeking registration of a case,

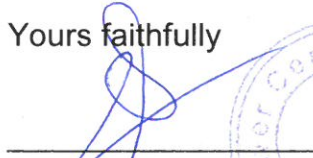


investigation, and removal / blocking of the fraudulent content, and is pursuing all available legal remedies against the person(s) responsible.

Investors and the general public are strongly advised to exercise caution and refrain from engaging with, or relying or acting upon, any such unauthorized content or calls. Please note that Arif Habib Limited is the only authorised entity within the Group for all investment-related information and services. All official announcements and communications are disseminated only through the respective company's official website 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


Salman Gogan
Company Secretary

