

25th June 2025

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

Subject: Material Information

Dear Sir,

In accordance with Section 96 of Securities Act 2015 and clause 5.6.1(a) of Code of Corporate Governance contained in the PSX Rule Book, we hereby convey the following information:

Symmetry Group Limited has officially launched **AffairStudio.ai**, Pakistan's first Generative AI Creative Studio aimed at redefining how brands create and connect through intelligent storytelling. Co-founded with four industry veterans, AffairStudio.ai blends AI with emotional resonance to deliver expressive experiences across voice, video, design, and interactivity. The studio is expected to change the way content such as ad films are produced in the country. This launch reflects Symmetry Group's strategic expansion into AI-driven creative solutions, aligning with its vision to lead innovation in digital transformation and brand engagement.

While 30% stake remains with the co-founders (4 experienced professionals from technology and advertising industry background), Symmetry Group holds a **70% equity stake** in AffairStudio.ai and retains strategic oversight of the venture, aligning with the Group's broader innovation and growth strategy in AI-led digital experiences. This initiative reflects the Group's commitment to pioneering next-generation creative models by blending human emotion with intelligent technology.

Symmetry Group Limited is a leading digital technology and experiences company that specializes in the transformation and digitalization of critical business functions with its expertise in digital strategy, transformation, artificial intelligence, digital commerce, data science, mobility, retail/research, and interactive marketing.

You may inform the TREC holders accordingly.

Farhaj Khan
Company Secretary