



AKD Hospitality Ltd.

November 23, 2023

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

Subject: Corporate Briefing Session Presentation

Dear Sir,

Kindly find attached Corporate Briefing Session Presentation.

Yours Sincerely

For: AKD Hospitality Limited

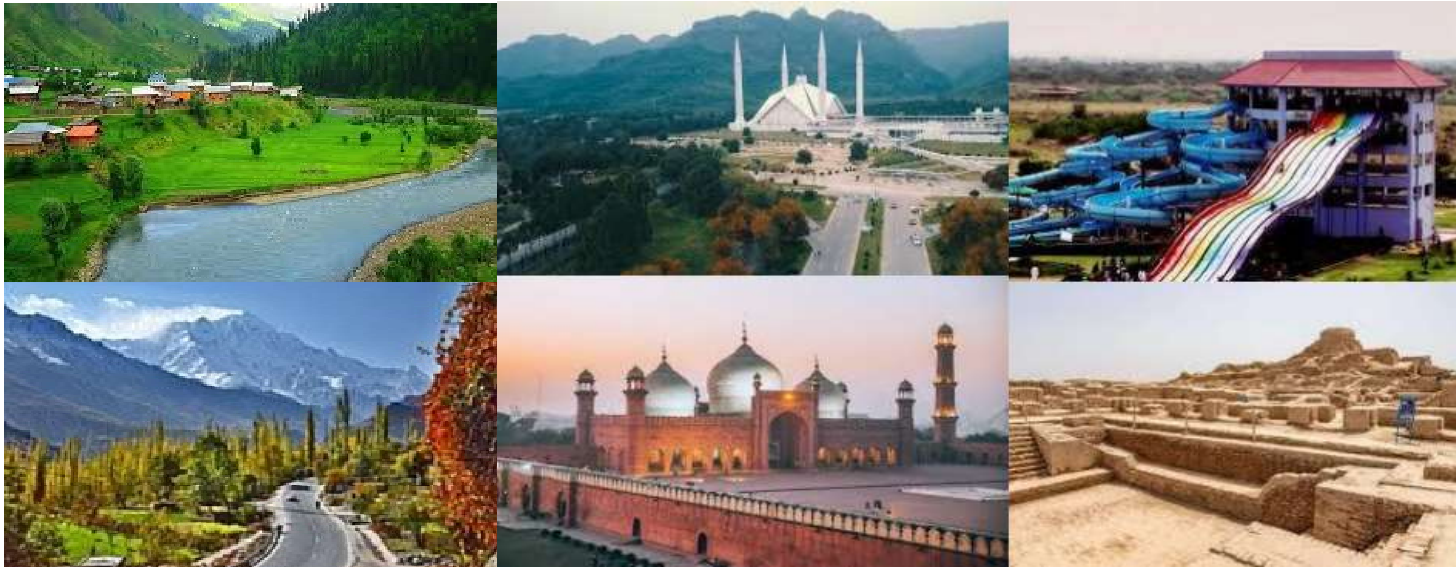


M. Hamid Manzoor
Company Secretary



AKD Hospitality Ltd.

Corporate Briefing Session





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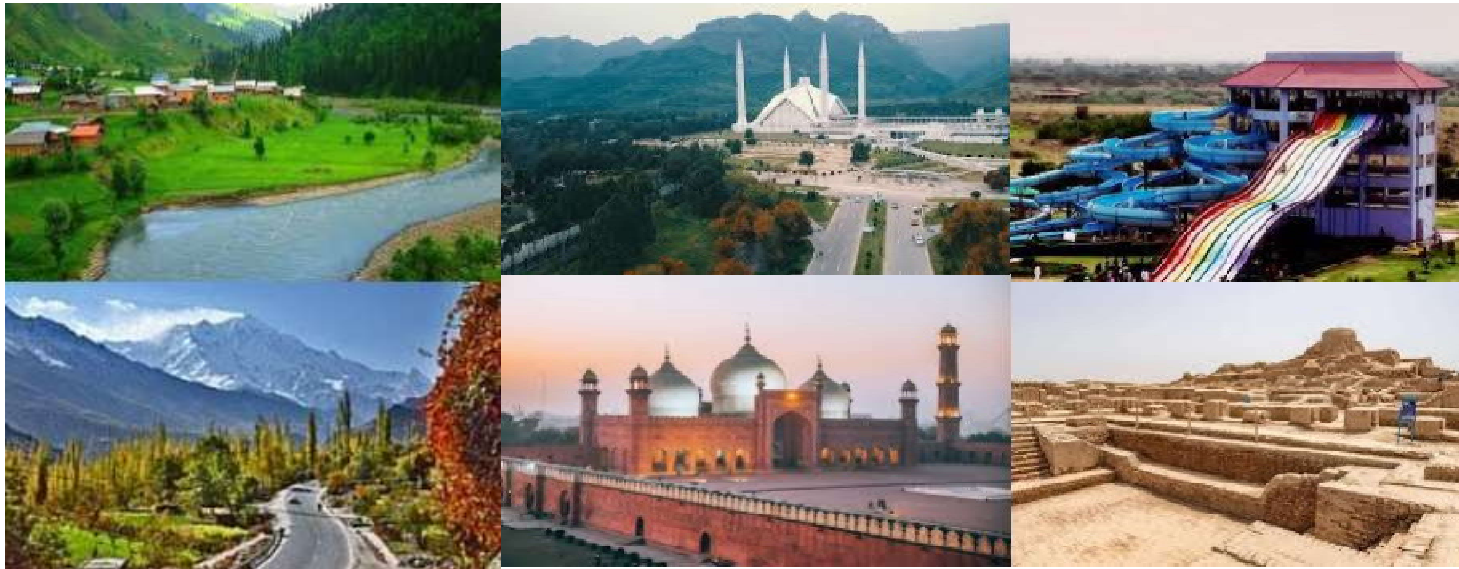
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Corporate History





AKD Hospitality Ltd.

AKD Hospitality Ltd prior to that known as AKD Securities & Safe Deposit Company Limited was incorporated as a Public Limited Company in the **Year 1936**.

The principal line of business of the company shall be to carry on the tourism business including hospitality business, motels, destination management services, developing & building tourism attractions and to undertake all ancillary business activities to provide end to end service solutions. Company is part of AKD Group Holding (Pvt) Ltd.



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About AKD Group

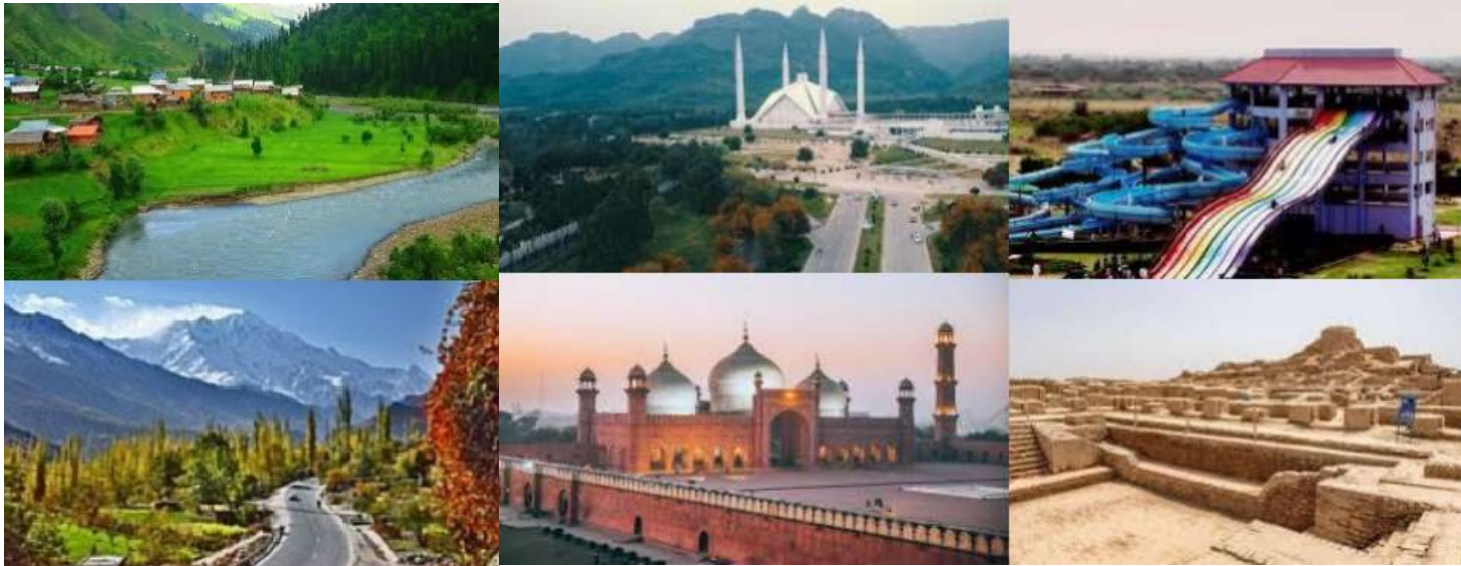
Starting in 1947 with interests in real estate, followed by stock-broking, late Haji Abdul Karim Dhedhi (may he rest in peace) laid the foundation of what today is the AKD Group Holding Private Ltd, one of the premier business enterprises in Pakistan.

Mr. Aqeel Karim Dhedhi, son of (late) Haji Abdul Karim Dhedhi, is the Chairman of the Group. Led by the Chairman's vision, the group has evolved into a vibrant set of business enterprises operating in key sectors of Pakistan's economy, including financial services, telecom, infrastructure, manufacturing and natural resources.



AKD Hospitality Ltd.

Vision & Mission





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Vision Statement

To be the most competitive, focused, quality driven and growth oriented company in Pakistan.

Mission Statement

To achieve the long term growth objective of shareholders.



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Capital and Shareholding





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Capital and Share

- ❑ Authorized Capital : Rs. 1000 Million**

- ❑ Paid up Capital: Rs. 25.072 Million**



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Governance





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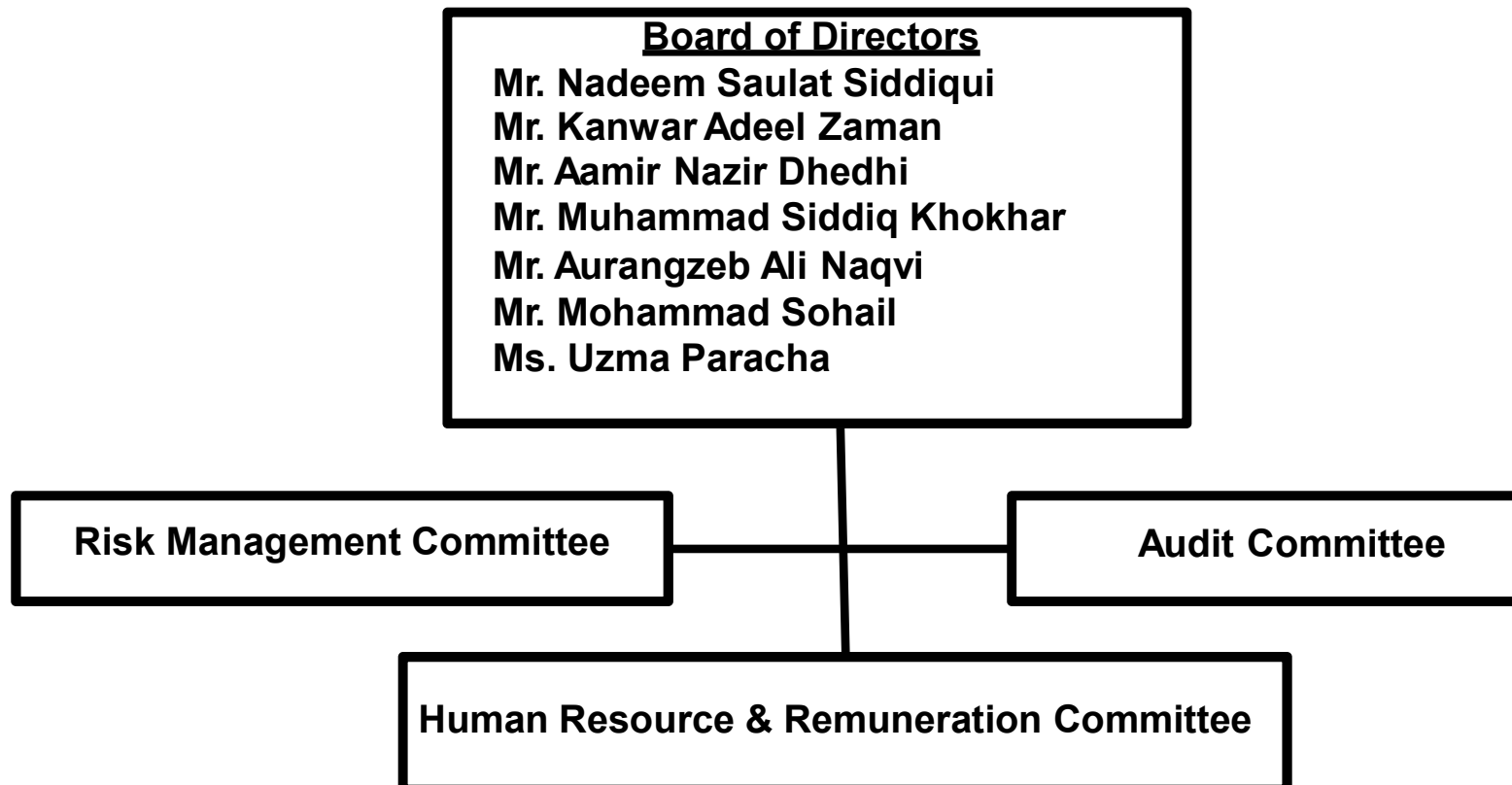
Governance

- **Board of Directors**
- **Audit Committee**
- **Human Resource & Remuneration Committee**
- **Risk Management Committee**



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Board of Directors & Committees





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Financials





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Financial Overview

Equity: Rs. 7.890 Million

Loss Before Tax: Rs. 4.785 Million

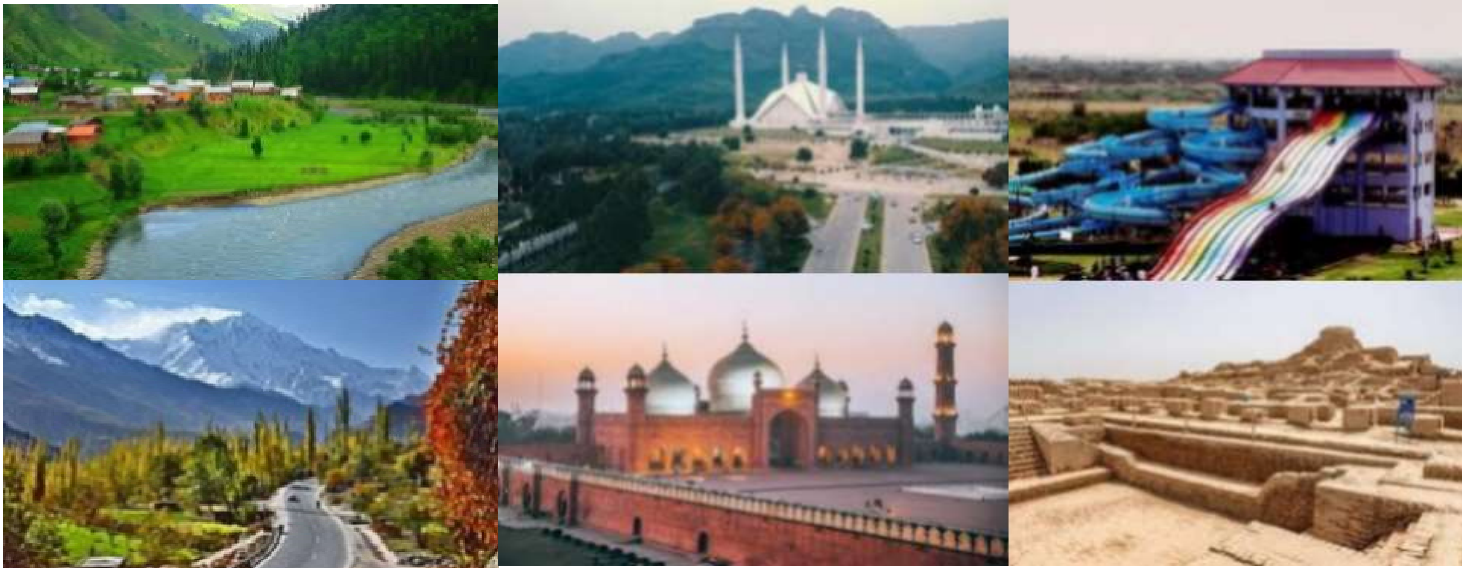
Loss After Tax: Rs. 4.962 Million

Loss / Per Share: (1.98)



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Operational Results





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Operating Results

Comparison of audited results with corresponding period

Description	30 th June 2022	30 th June 2021
Net Profit / (Loss) Before Tax	(4,785,373)	(2,859,570)
Net Profit / (Loss) After Tax	(4,961,829)	(2,817,133)



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Future Outlook & Challenges





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Future Outlook:

- Pakistan is an emerging tourist destination having rich and colorful customs and traditions of people across all over the country. It also has historical, and beautiful natural sights all over the country. Pakistan has very diverse geographical region having beautiful sea shores, plains, plateaus, mountains, valleys, large rivers, high peaks, hot deserts and cold deserts. All these areas offer unique natural beauties and memorable experiences to the visitors.

Challenges:

- Climate Change, Political Uncertainties and Economic Slowdown.



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Strategy





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Strategy

- ☐ Risk Assessment of New Ventures
- ☐ Low Risk / High Reward



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Market Analysis

We have carried out detailed Market Analysis, highlighting potentially demanding segments

Locations: We have identified different locations in different regions of Pakistan. We are carrying out studies on the actual and potential number of visitors.

Tourists Category: We have identified different categories of tourists on the basis of their age, gender, expenditure budgets, aesthetics, length of stay etc.

Types of Accommodations: We have identified different types of accommodations on the basis of locations, customer categories to identify those segments of markets which generate more profits while meeting the requirements and expectations of the target customers.

Recreational Facilities and Activities: We have identified different recreational facilities and activities to be offered to different categories of customers at different locations.



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Feasibilities

We are developing feasibilities for different market segments like:

Hotels;
Resorts;
Extended Stay Hotels;
Inns;
Motels;

Business Hotels;
Lodges;
Aparthotels;
Tented Camps;
Farm Houses.

Considering the opportunities in different cities, areas and region including unique locations and opportunities of adventure and activities.

Identifying those opportunities which provide maximum return on shareholders' investment over long term.

THANKS

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