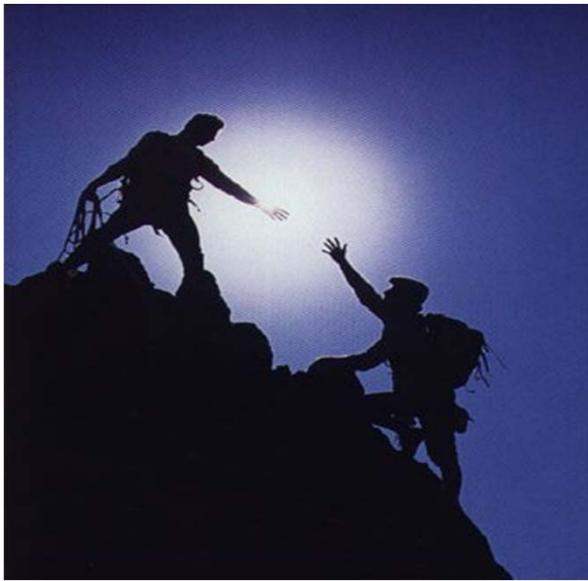




SPONSOR | EVOLUTION OF A BUSINESS



BEYOND NUMBERS!



Who Is Sponsor?

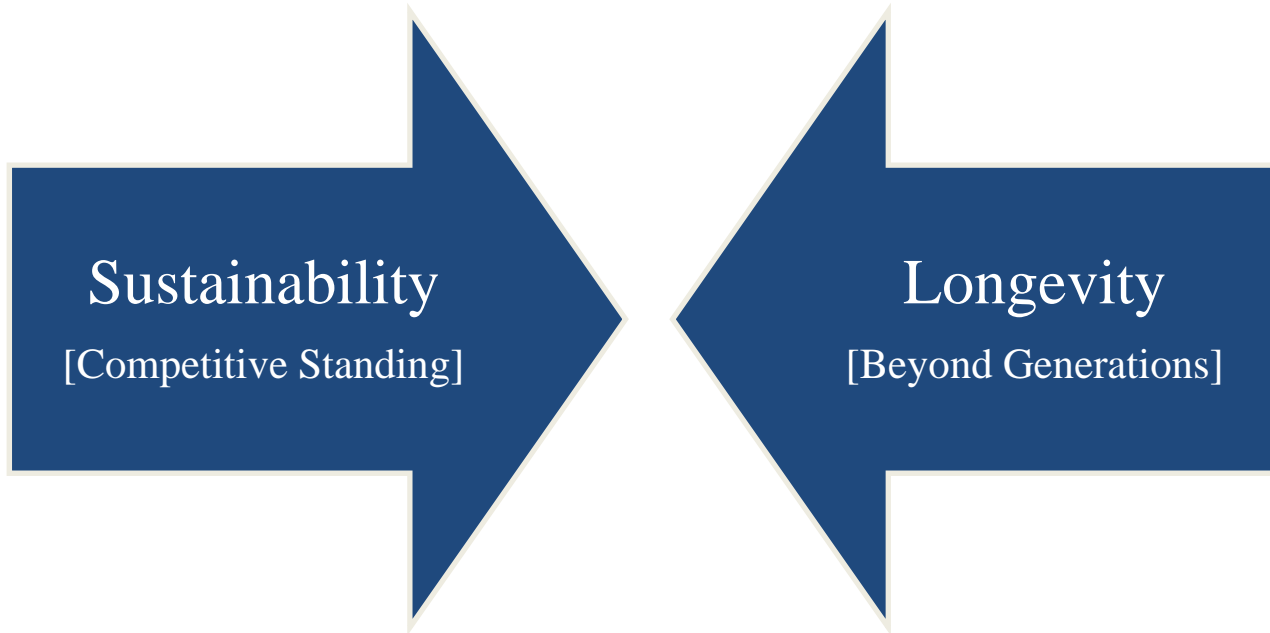
MAN at the last mile...



ONE WHO HAS THE FINAL SAY!



Why Sponsor Is Important?



***WHENEVER A BUSINESS RUNS OUT OF SPONSOR,
CHANCES OF SURVIVAL DIMINISHES!***



Fate of Businesses – *Classic Example*

The 22 FAMILIES OF PAKISTAN [1968]



| Winners |
|-----------|
| Dawood |
| Ali |
| Habib |
| Nishat |
| Gul Ahmed |



| Survivors |
|-----------|
| Saigol |
| Adamjee |
| Colony |
| Crescent |
| Gandhara |



| Rest in Peace |
|---------------|
| Jalil |
| Fancy |
| Valika |
| Bawany |
| Ispahani |
| Khyber |
| Beco |
| Arag |
| Hafiz |
| Milwala |
| Karim |
| Dada |



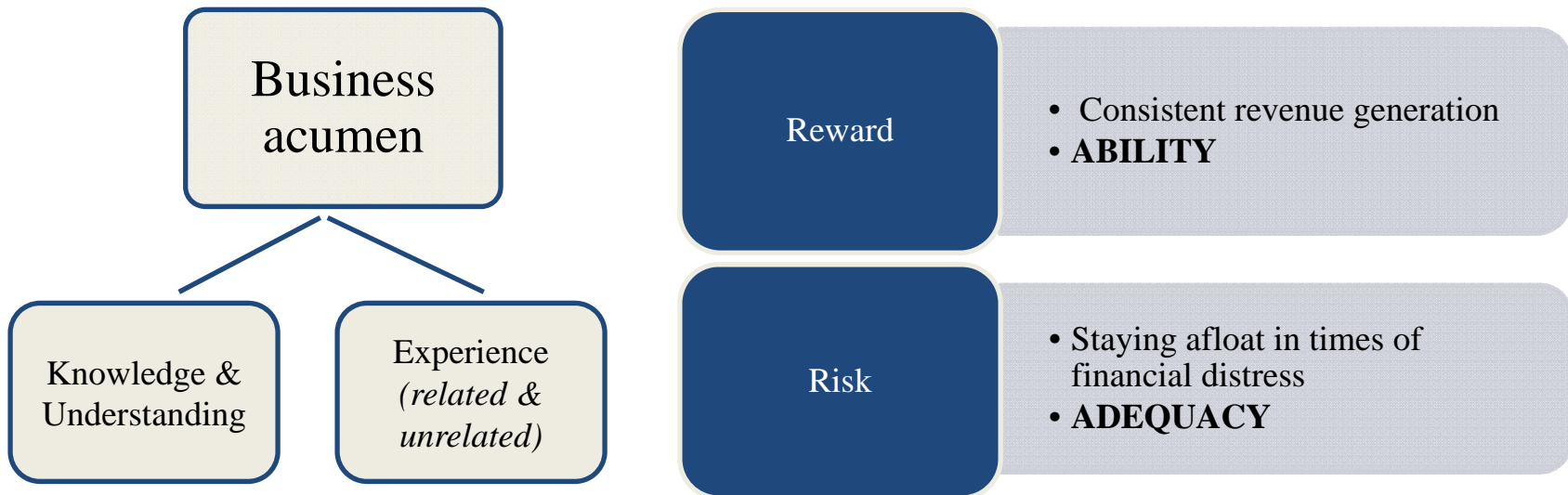
Sustainability

How to bring it to a business?



Sponsor of a Sustainable Business

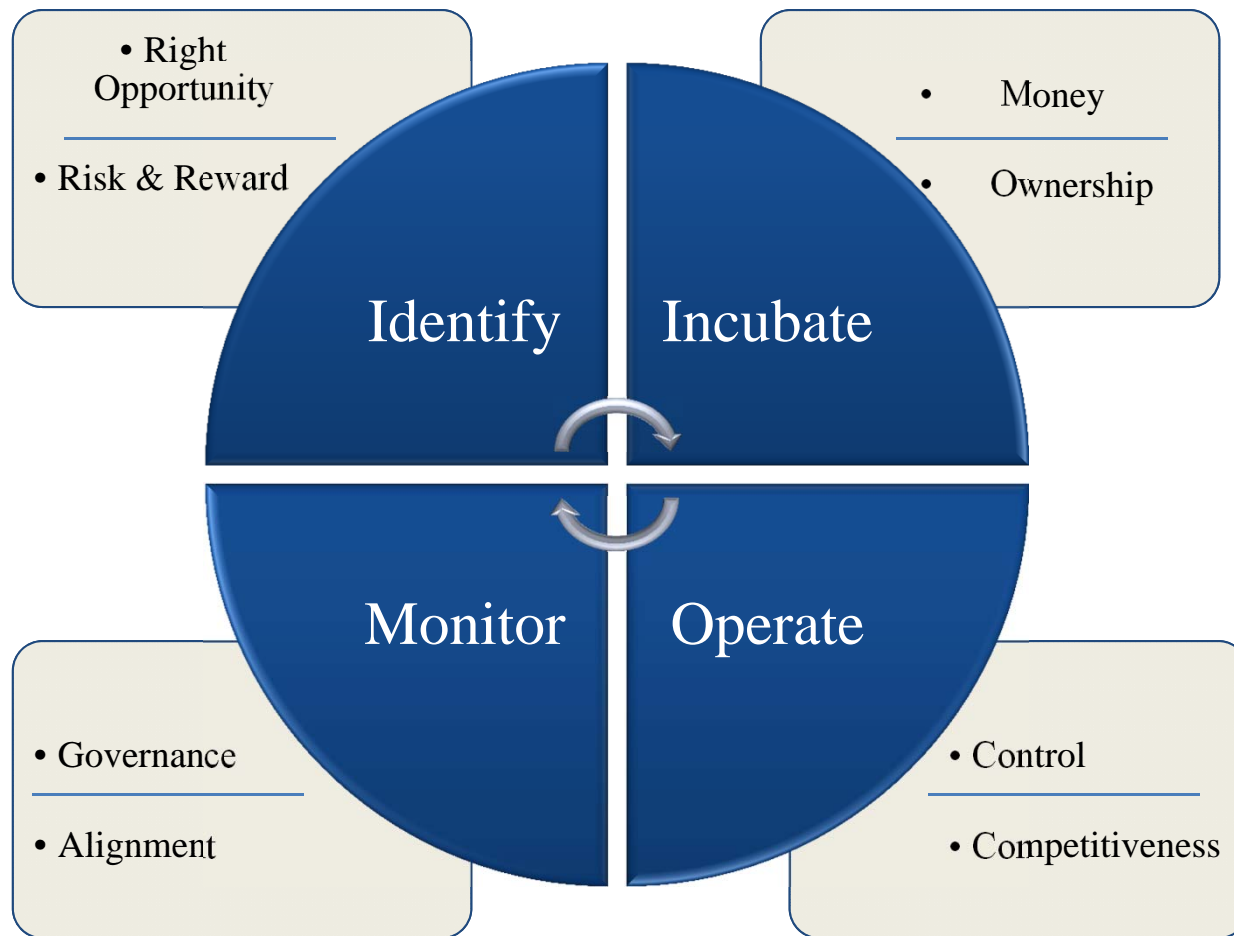
CREATES A BALANCE



ADEQUACY OF ABILITY



Sustainability Cycle





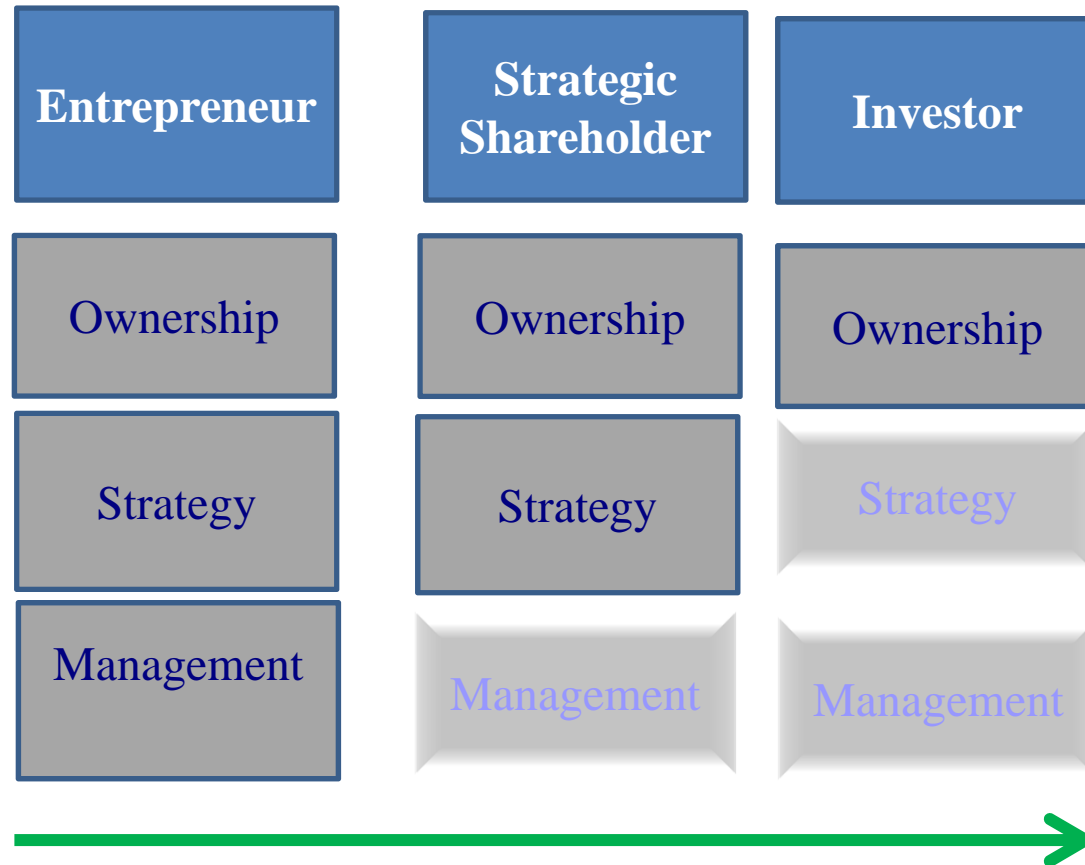
Sustainability

Longevity

How to bring it to a business?



Sponsor | Typical Lifecycle



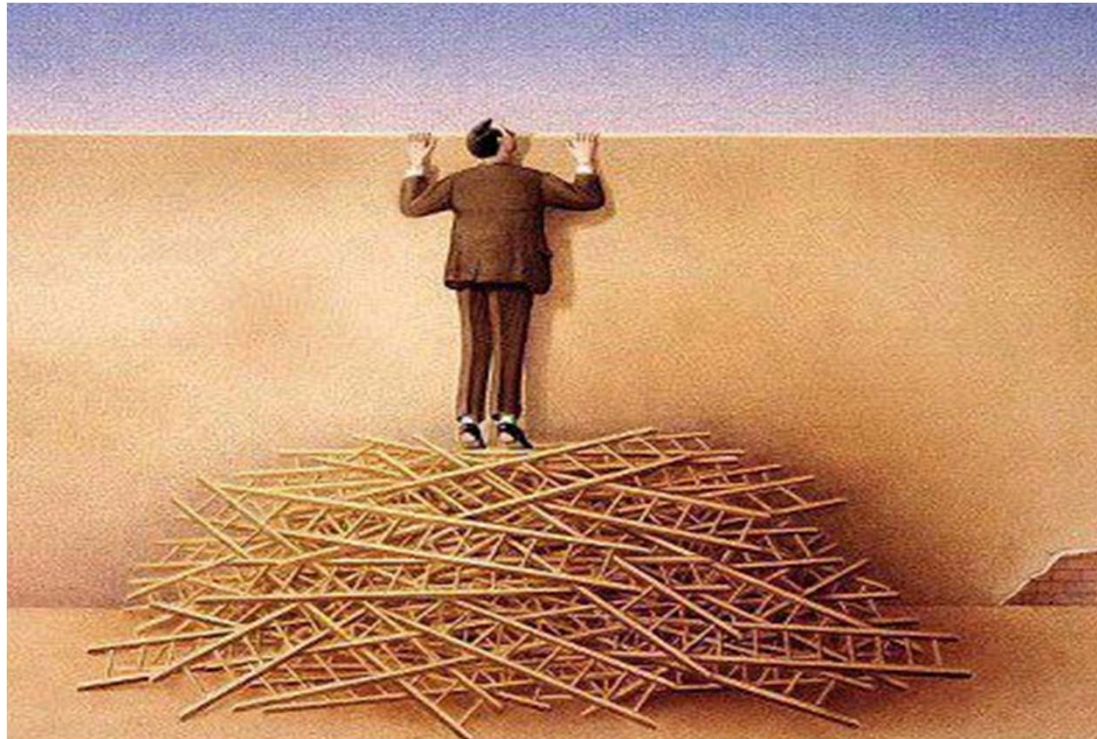
What we loose along this lifecycle?

- Willingness



The Correct Approach

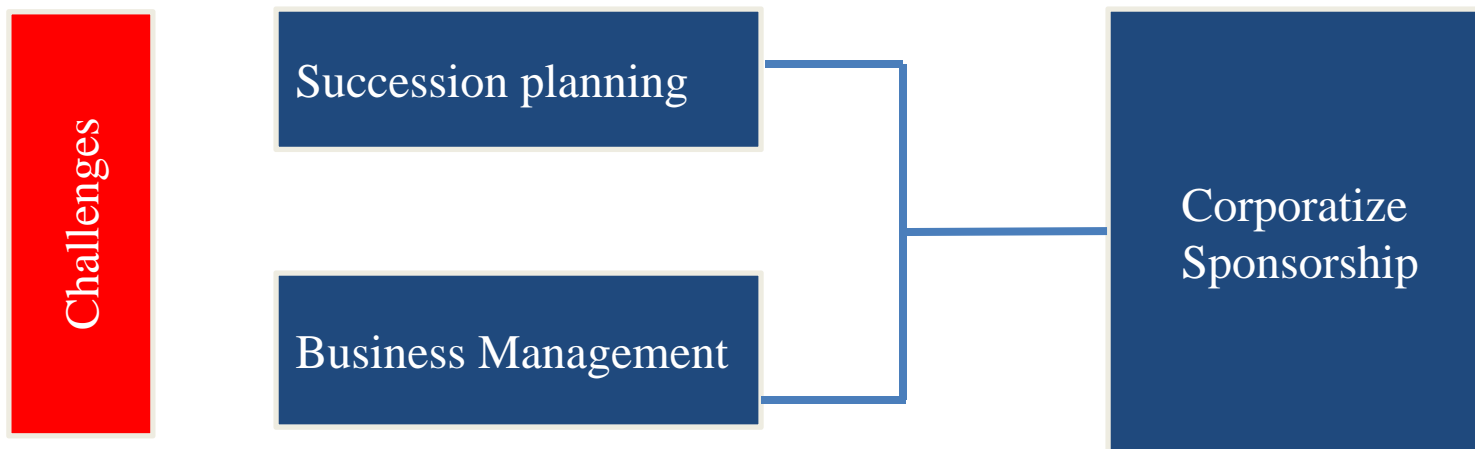
It doesn't matter how many resources you have...unless you know how to use them





Longevity Matrix

IT IS POSSIBLE TO HAVE SAME SPONSOR STRENGTH WHILE MOVING ALONG THE LIFE CYCLE



Let's put our ownership in a STRUCTURE → **Now Sponsor is a LEGAL person**



Longevity | Pakistan Story

House of Habib
[Habib Family]

Engro Corporation
[Dawood Group]

Shirazi Investments
[Atlas Group]

150+ years

100+ years

50+ years

Key Businesses

Indus Motor [Toyota]

Habib Metropolitan Bank

Metro Cash & Carry

Key Businesses

Engro Fertilizer

Engro Foods

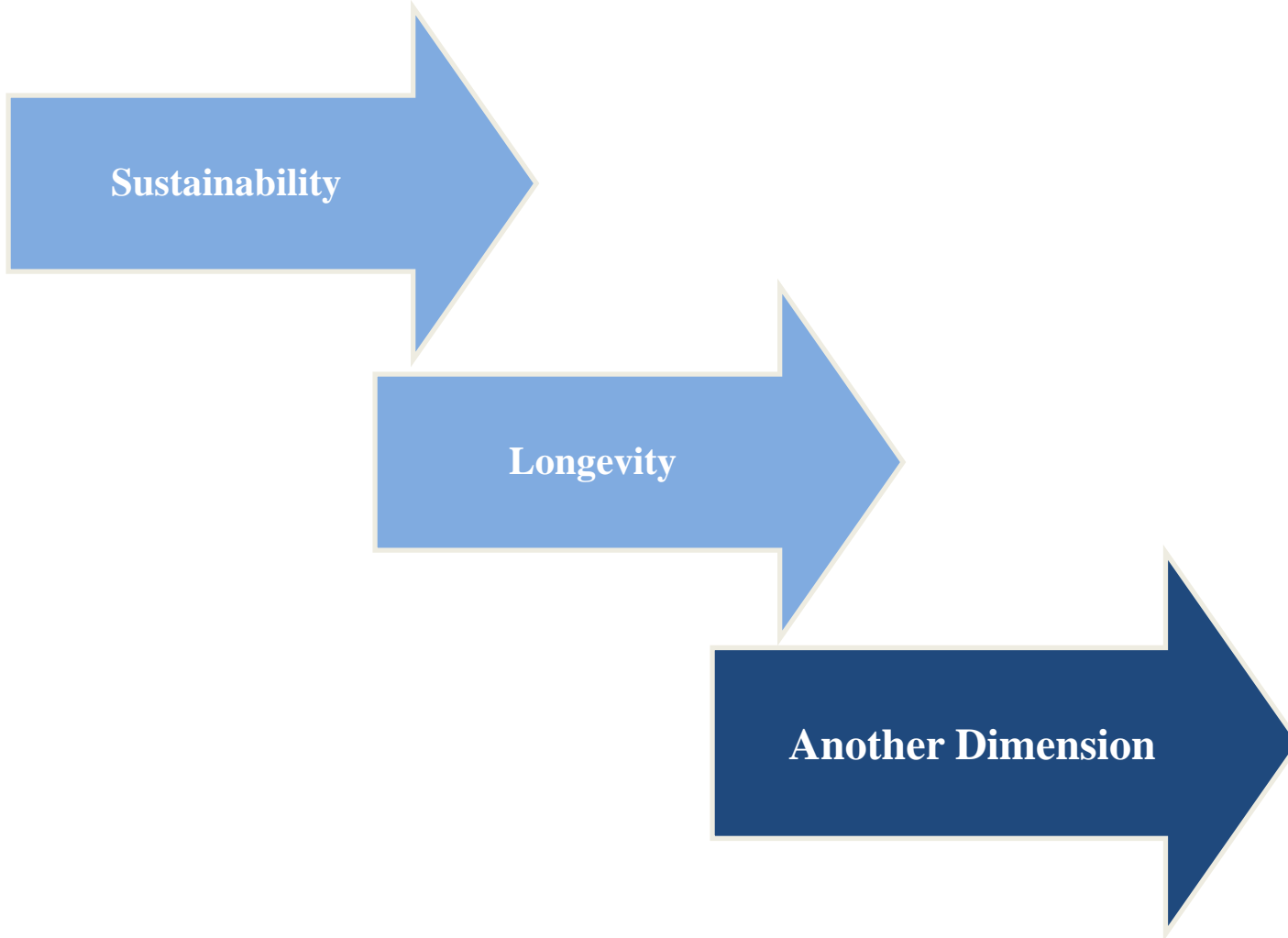
Dawood Hercules

Key Businesses

Honda Atlas [Cars]

Atlas Honda [Motorcycles]

Atlas Asset Management



Sustainability

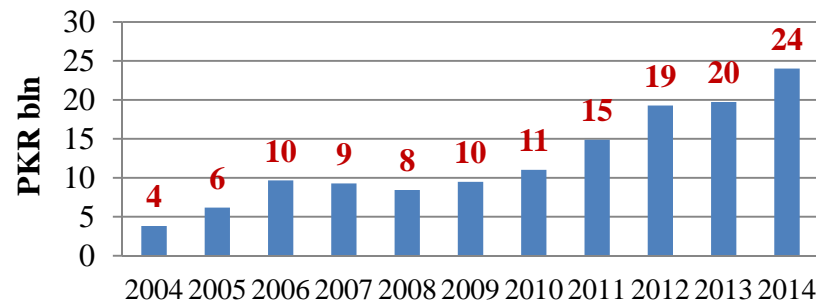
Longevity

Another Dimension

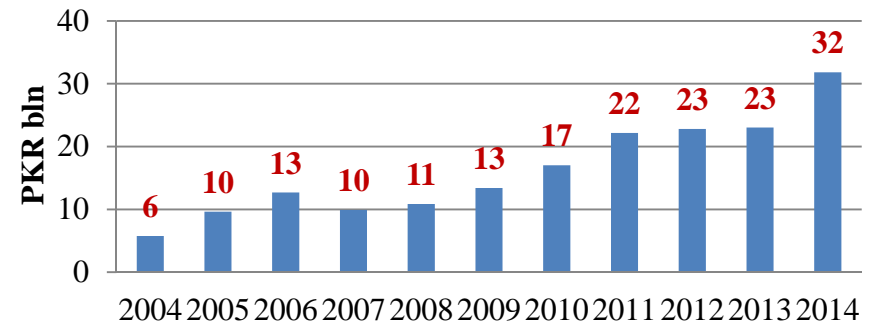


Impact of Sponsor

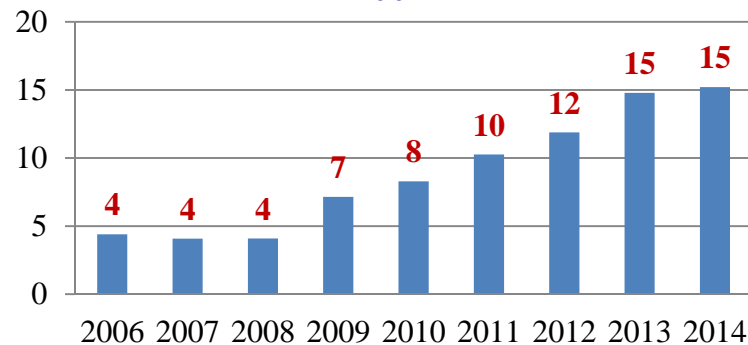
UBL | Profitability Trends 6 times
Sponsor | Bestway Group | Since 2002



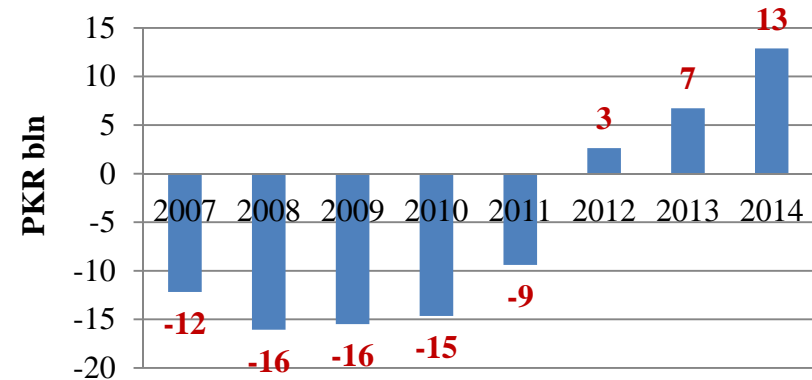
HBL | Profitability Trends 5.5 times
Sponsor | Agha Khan Group | Since 2004



ABL | Profitability Trend 3.5 times
Key Sponsor | Mukhtar Family | Since 2002



K-Electric | Profitability Trend The turnaround
Key Sponsor | Abraaj Group | Since 2008





| | | | |
|---|---|---|---|
| Contact | Muhammad Shahzad Saleem shahzad@pacra.com | Samiya Mukhtar samiya@pacra.com | Nayab Shafique nayab.shafique@pacra.com |
| Contact Number: +92 42 3586 9504 | | | |

DISCLAIMER

PACRA has used due care in preparation of this document. Our information has been obtained from sources we consider to be reliable but its accuracy or completeness is not guaranteed. The information in this document may be copied or otherwise reproduced, in whole or in part, provided the source is duly acknowledged. The presentation should not be relied upon as professional advice.