

# PTCL Corporate Briefing Session

For the Year 2024

Dated: 13-05-2025



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# PTCL Group Overview

Hatem Mohamed Bamatraf

President and Group Chief Executive Officer



# PTCL Group

## PTCL Group Key Strengths

- PTCL Group is the **only integrated telecom provider** in Pakistan
- **2<sup>nd</sup> largest operator** by revenue
- **Un-paralleled network infrastructure and services across the value chain**
- **Well positioned to capitalize on digital potential of Pakistan**



Largest fiber footprint of ~ **70,000 km**



Largest Broadband base of **1.8 Mn**



**Pakistan's Largest FTTH Operator**



**Carrier of Carriers** with 8.37 Tbps traffic (11% YoY growth)



**3 Tier-III Certified** Data Centers & Cloud



Connects Pakistan to the rest of the world with **4 submarine cables**



**26 Mn mobile base** with **16 Mn 4G subs**



**10.8k 4G towers** with fast-paced network rollout & modernization



**Best in industry network quality**



**300+ Branch Network**



**30 standalone Islamic Branches**



**230+ ATM network**

# PTCL – Vision, Ambition & Corporate Values

## Vision

We Strive to Win And Never Accept Defeat

## Mission

To Become the Largest Technology Player by 2027

## Values



**BE  
RESILIENT**



**THINK  
BIG**



**WIN EVERY  
BATTLE**



**VALUE  
SUCCESS**



# PTCL Management



**Hatem Mohamed Bamatraf**  
President and Group Chief  
Executive Officer



**Mohammad Nadeem Khan**  
Group Chief Financial Officer



**Zahida Awan**  
Group Chief Legal Officer &  
Company Secretary



**Shahid Abbas**  
Group Chief Internal Auditor



**Jafar Khalid**  
Group Chief Technology &  
Information Officer



**Naveed Khalid Butt**  
Group Chief Regulatory Officer



**Muhammad Shehzad Yousuf**  
Chief Retail Sales Officer-Fixed Line



**Syed Atif Raza**  
Group Chief Commercial Officer &  
Marketing Officer



**Syed Mazhar Hussain**  
Advisor to President & Group CEO



**Ahmad Kamal**  
Group Chief Customer Care Officer

# PTCL Retail Services

## Wireline Broadband



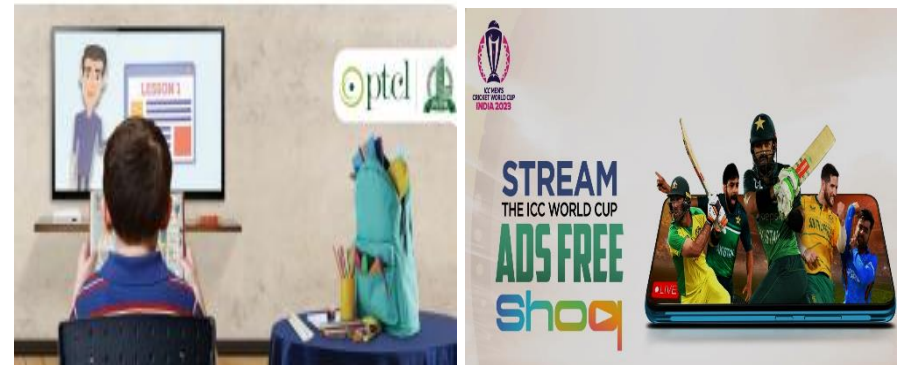
## Flash Fiber



## Voice

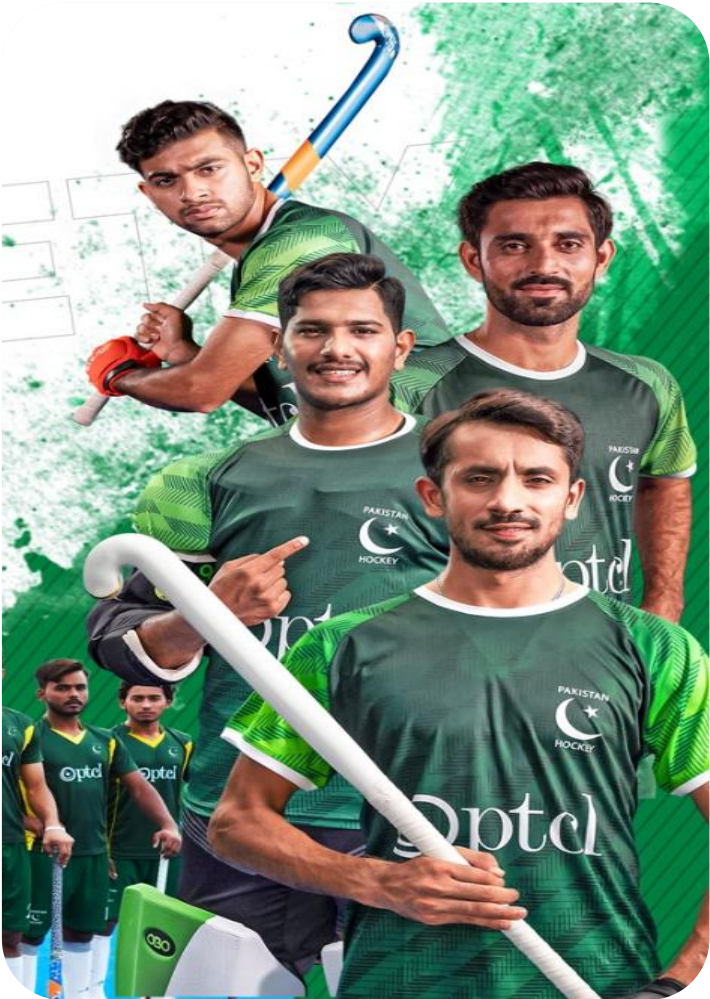


## Smart TV and Content



# PTCL Retail Achievements in 2024:

## A year of Growth, and Excellence



All growths are Y'24 vs. Y'23



**16%** YoY Retail Revenue Growth  
Crossed **PKR 5B** mark in Aug'24

### Encouraging Revenue Growths

**2x** FTTH Revenue Growth  
PKR 9.7B inc. revenue

**46%** FTTH Revenue Share in FBB  
18 pp. YoY imp

**20%** FBB Revenue Growth

**16%** Shog/IPTV Revenue Growth

### Powered by

**1.78M** FBB Subs  
5.6% Growth

**668K** Highest ever FBB Sales in a year

**113K** Highest every FBB Net Adds in a year

**36%** Base Market Share  
~6pp YoY imp

**No. 1** FTTH Operator

**678K** FTTH Subs  
65% YoY Growth  
Crossed 600k in Sep'24

**281K** Highest ever FTTH Sales in a year

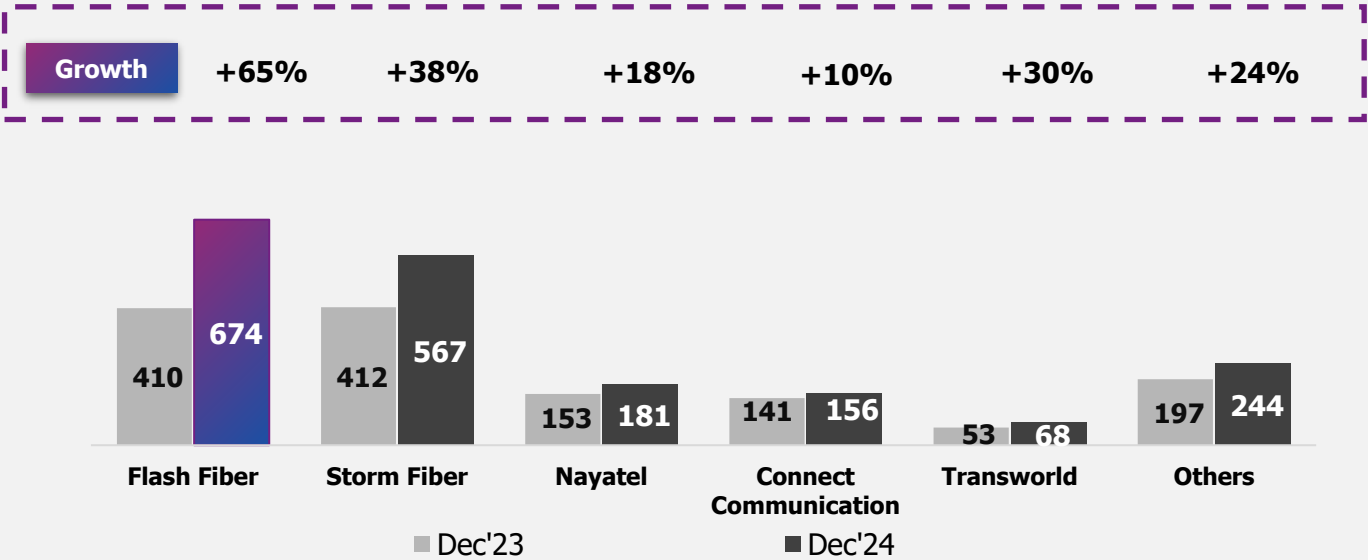
**266K** Highest ever FTTH Net Adds in a year  
50% of Industry Net Adds

**1.6M** Cumulative FTTH Home Passes  
500K New Rollout in 2024

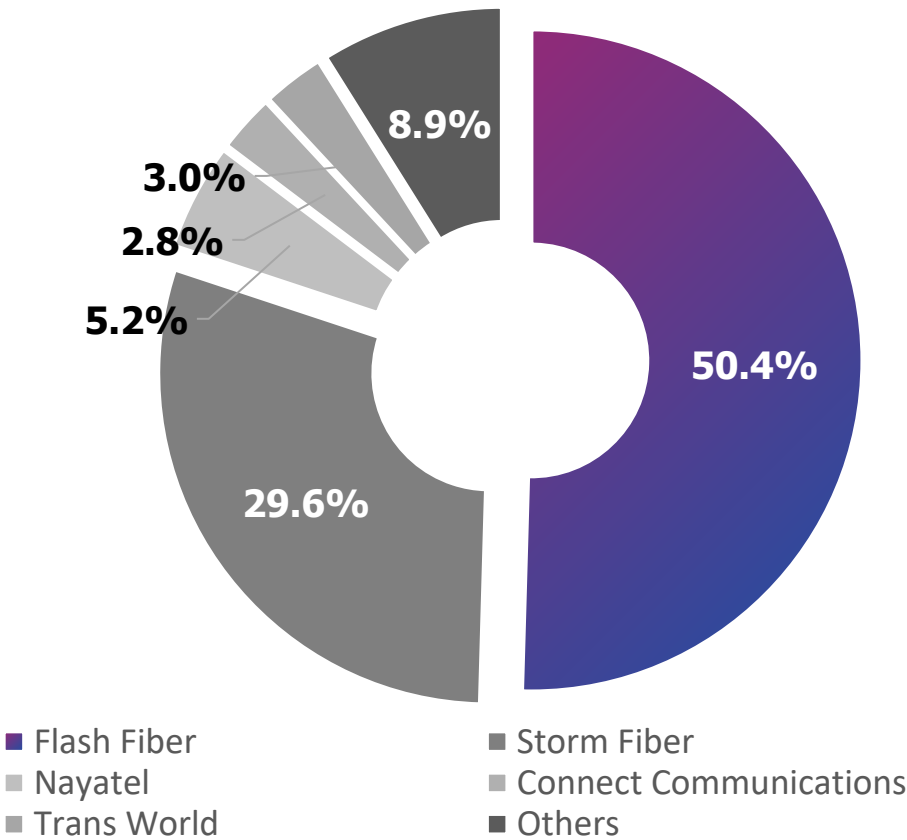


# PTCL Flash Fiber is now the leading FTTH operator with 50% Net Adds Share in 2024

FTTH Industry Subs ('000)  
(Dec'24 vs Dec'23)



FTTH Net Adds Share  
(Dec'24 vs Dec'23)



- **Offers multiple solutions** including Connectivity, Smart Solutions & Managed Services.
- **Clientele** from multiple corporate sectors including majority of Telecom & Banks as well as Government, Education, Healthcare, etc.

  
**8%**  
2024 vs 2023  
**Revenue Growth**

## Carrier of Carriers

Carrying 8.37 Tbps  
of traffic  
domestically &  
internationally  
  
(11% YoY Growth)

## Key Partners



## Wide range of solutions offerings



Digital Segments in Business Solutions have shown remarkable growth with key wins in both Public/Private & International Customers

29%

Data Center

YoY Revenue Growth  
FY 2023: PKR 1.8 B  
FY 2024: PKR 2.3 B

92%

Cloud

YoY Revenue Growth  
FY 2023: PKR 1.5 B  
FY 2024: PKR 2.8 B

103%

ICT Solutions

YoY Revenue Growth  
FY 2023: PKR 1.6 B  
FY 2024: PKR 3.2 B



Bank AL Habib  
Limited  
Data Center



Program Monitoring &  
Implementation Unit  
ICT Virtual Storage



PITB  
Information  
Security Solution



Lanka Orix Leasing  
Co (LOLC)  
Cloud



Controller General of  
Accounts  
ICT Sales



Zarai Taraqati Bank  
Limited (ZTBL)  
ICT Sales



United Bank Limited  
A2P SMS Deal

Ufone closed 2024 with a remarkable display of resilience and strength across multiple fronts

25% YoY Revenue Growth



16M

14%  
YoY Growth

4G  
Subs



18M

11% YoY Growth.  
Highest in industry

Data  
Subs



34%

4G Data  
Traffic Growth  
YoY



11%

Daily 4G Data  
Act Base  
YoY Growth



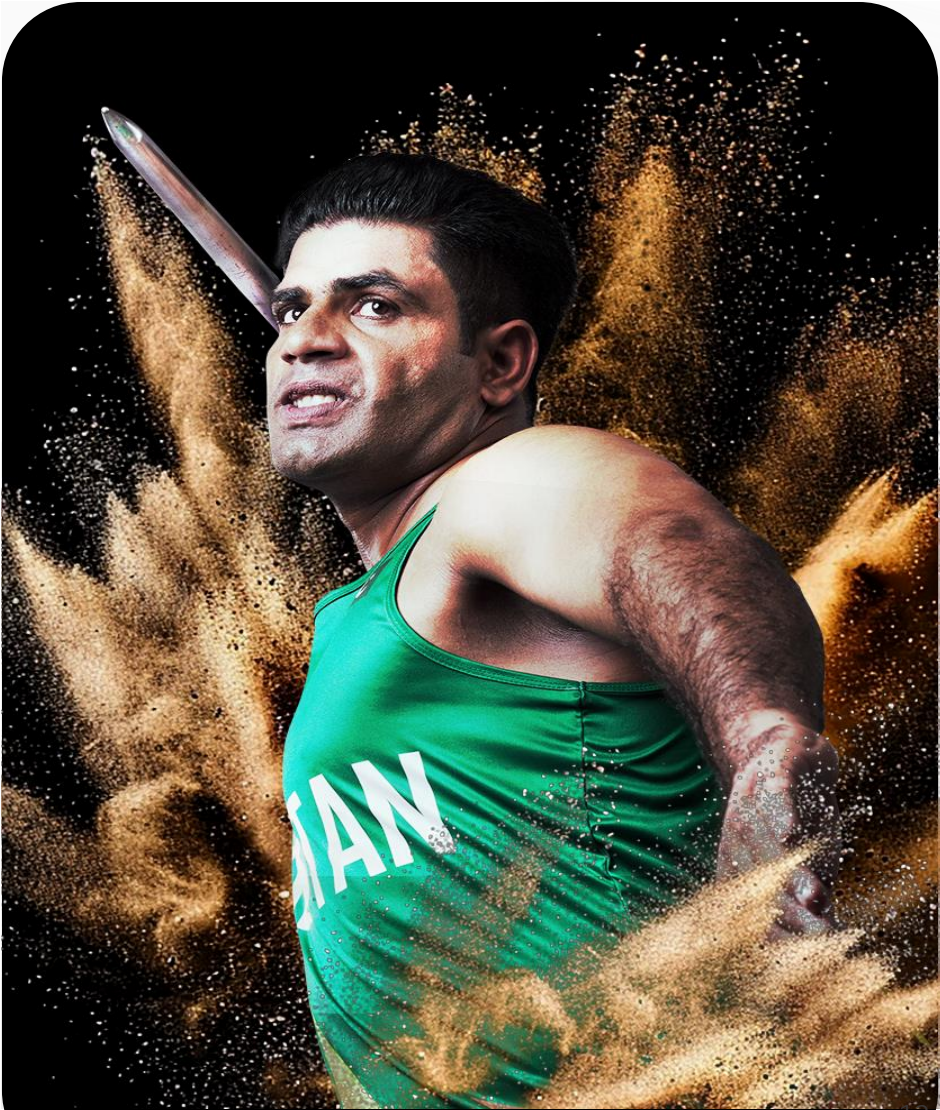
21%

Postpaid  
Consumer Base  
YoY Growth



5%

High Value  
Sales  
YoY Growth





*Ubank offers diverse portfolio of microfinance banking services, including;*

- *Microfinance Loans & Deposits*
- *Islamic Banking*
- *International Remittances*
- *Rural & Urban Retail Banking*
- *Corporate Finance & Investment*

### Leading Branch & ATM Network

**300+**  
Branches

**230+**  
ATMs

**30**  
Standalone Islamic  
Branches

### Disbursements

**PKR 68.7 Bn**

### Deposits

**136.6 Bn**

YoY growth 31%  
2024 vs. 2023

# Key Financial Highlights

Mohammad Nadeem Khan  
Group Chief Financial Officer



# Key Financial Highlights – 2024

- PTCL Group reported revenue stands **highest ever** with double digit revenue growth.

- **All OPCOs contributed** towards the positive revenue growth of PTCL Group.

Revenue 2024

**PKR 220Bn** ▲ **16 %**  
YoY Growth\*

ptcl

**12 %** ▲  
YoY Growth

ufone 4G

**25 %** ▲  
YoY Growth

U<sup>microfinance</sup>ank

**2 %** ▲  
YoY Growth

# Financial Summary





# P&L – PTCL Group

PKR Million

P&L – PTCL Group				
	2024	2023 Restated	Variance	
<b>Revenue</b>	<b>219,782</b>	<b>188,667</b>	<b>31,115</b>	<b>16%</b>
Cost of Sales	(162,382)	(145,932)	(16,451)	-11%
<b>Gross Profit</b>	<b>57,400</b>	<b>42,735</b>	<b>14,664</b>	<b>34%</b>
Admin & Gen. Expense	(32,859)	(26,801)	(6,059)	-23%
Selling & Marketing Expense	(13,305)	(12,268)	(1,037)	-8%
Impairment loss on trade debts	(5,117)	(1,394)	(3,724)	-267%
<b>Operating Profit/(Loss)</b>	<b>6,118</b>	<b>2,273</b>	<b>3,845</b>	<b>169%</b>
Other Income	25,619	30,401	(4,783)	-16%
Finance Cost	(52,634)	(55,537)	2,903	5%
<b>Loss before Tax</b>	<b>(20,897)</b>	<b>(22,863)</b>	<b>1,965</b>	<b>9%</b>
Taxation	6,503	6,133	370	6%
<b>Loss for the period</b>	<b>(14,394)</b>	<b>(16,729)</b>	<b>2,335</b>	<b>14%</b>

# P&L – PTCL

PKR Million

P&L - PTCL				
	2024	2023	Variance	
<b>Revenue</b>	<b>107,766</b>	<b>96,267</b>	<b>11,500</b>	<b>12%</b>
Cost of Service	(79,491)	(73,767)	(5,724)	-8%
<b>Gross profit</b>	<b>28,276</b>	<b>22,500</b>	<b>5,775</b>	<b>26%</b>
Admin & Gen. Expense	(9,027)	(8,411)	(617)	-7%
Selling & Marketing Expense	(4,853)	(4,545)	(308)	-7%
Impairment loss on trade debts	(2,146)	(1,619)	(527)	-33%
<b>Operating Profit</b>	<b>12,250</b>	<b>7,926</b>	<b>4,324</b>	<b>55%</b>
Other Income	17,224	19,410	-2,185	-11%
Finance Cost	(22,588)	(13,429)	(9,159)	-68%
<b>Profit before Tax</b>	<b>6,885</b>	<b>13,906</b>	<b>-7,020</b>	<b>-50%</b>
Taxation	(2,060)	(4,515)	2,456	54%
<b>Profit for the period</b>	<b>4,826</b>	<b>9,391</b>	<b>-4,565</b>	<b>-49%</b>

# PTCL Revenue

PKR Million

	2024	2023	Variance (%)
Broadband & IPTV	49,281	41,185	20%
Wireless Data	1,059	1,664	-36%
Voice Services	8,685	8,254	5%
Retail	59,025	51,103	16%
Corporate & Wholesale	38,624	34,873	11%
International	10,117	10,291	-2%
Total	107,766	96,267	12%

# PTCL Balance Sheet

PKR Million

Balance Sheet		
	Dec-24	Dec-23
Property, Plant and Equipment	161,173	144,018
Long term loans and advances	51,781	32,225
Long term investments	76,236	71,836
Other Non Current Assets	8,460	6,370
<b>Non Current Assets</b>	<b>297,649</b>	<b>254,449</b>
Trade debts	60,563	52,587
Stores and spares	8,201	9,433
Cash & Cash Equivalents	12,088	10,029
Other current assets	79,184	61,103
<b>Current Assets</b>	<b>160,037</b>	<b>133,153</b>
<b>Total Assets</b>	<b>457,686</b>	<b>387,602</b>
Share capital	51,000	51,000
Reserves	64,108	66,368
<b>Equity</b>	<b>115,108</b>	<b>117,368</b>
<b>Non-current liabilities</b>	<b>124,625</b>	<b>103,138</b>
<b>Current liabilities</b>	<b>217,953</b>	<b>167,095</b>
<b>Total Liabilities &amp; Equity</b>	<b>457,686</b>	<b>387,602</b>



# Cash Flow Statement - PTCL

PKR Million

## Cash Flow Statement

	2024	2023
Cash Flows from operating activities	28,222	19,407
Cash Flows from investing activities	(43,218)	(57,721)
Cash Flows from financing activities	(5,847)	18,537
<b>Net Inc/(Dec) in Cash &amp; Cash Equivalents</b>	<b>(20,843)</b>	<b>(19,778)</b>
Opening Cash & Cash Equivalents	(14,185)	5,592
<b>Closing Cash &amp; Cash Equivalents</b>	<b>(35,029)</b>	<b>(14,185)</b>

# Corporate Social Responsibility



# Corporate Social Responsibility – 2024

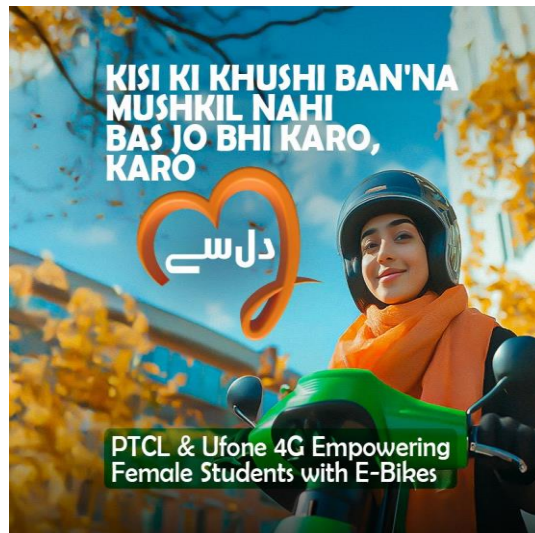
A social impact platform which was born from a belief that technology is most powerful when it serves humanity.



## **USING TECHNOLOGY AND EMPATHY TO** *UPLIFT LIVES AND TRANSFORM SOCIETIES.*



**Eid Joy:** Surprising train passengers with Eid gifts at platforms, doubling the joy of the festive season.



**E-Bikes for Girls:** Providing e-bikes to young girls facing long commutes, enabling them to pursue education and opportunities with ease.



**Water Pumps in Thar:** Installing water pumps in the remotest areas of Thar, bringing life-changing access to clean water.



**Mother's Day:** Empowering mothers with digital literacy, giving them tools to connect and grow in the digital age.



# Corporate Social Responsibility – 2024 Continued...

- **Gandhara Citrus Festival 2024:** Sponsored to promote citrus farming and preserve Gandhara heritage and arts.
- **Bano Achai Ki Misaal:** Ramadan campaign promoting digital giving to leading charitable organizations.
- **Disaster Relief in Balochistan:** Installed water filtration plant in Gwadar for flood-affected communities.
- **Annual Blood Donation Drive:** Employees donate blood annually to support healthcare and compassion.
- **Polio Awareness Campaign with UNICEF:** Used Ufone 4G to spread polio vaccination awareness nationwide.
- **Tech for Tomorrow (Pehli Kiran Schools):** Enabled uninterrupted digital learning with Blaze internet upgrades.
- **Breast Cancer Awareness (Pinktober):** Tower illuminated pink and awareness events held with key partners.
- **Youth IT Incubation Support:** Provided free broadband for digital skills training in underserved communities.
- **Cholistan School Supplies Drive:** Distributed bags to children in remote desert schools.







**THANK YOU**