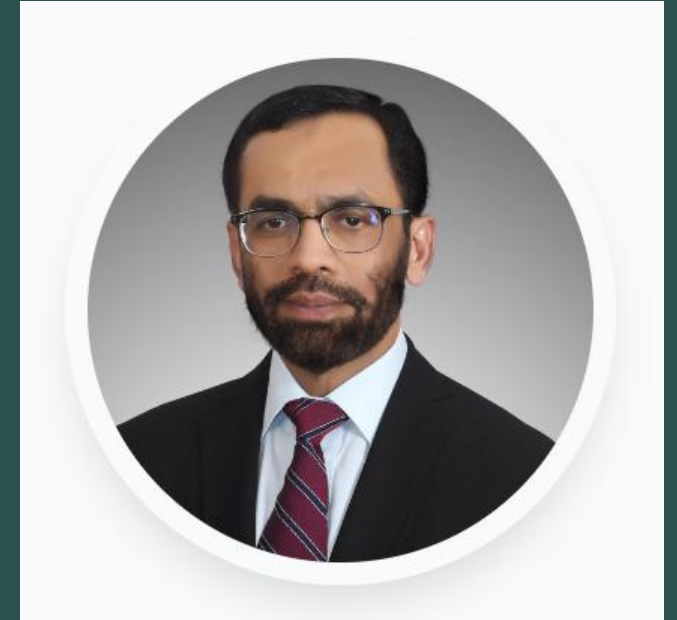


SMART INVESTING IN PAKISTAN

Trends, Challenges & Opportunities



Lucky Investments



Mohammad Shoaib, CFA
Chief Executive Officer

111-LUCKY1-(582-591)

www.luckyinvestments.com.pk



- ❖ Introduction to Lucky Investments
- ❖ Global Islamic Investment Landscape & Pakistan's Role
- ❖ Trends Reshaping Investment Decisions
- ❖ Key Challenges for Investors
- ❖ Opportunities for Long-Term Growth
- ❖ Lucky's Recommended Strategic Approach
- ❖ Product Examples
- ❖ Closing Thoughts
- ❖ Q&A (10 Minutes)



INTRODUCTION



Lucky Investments

Welcome to

Lucky Investments Limited

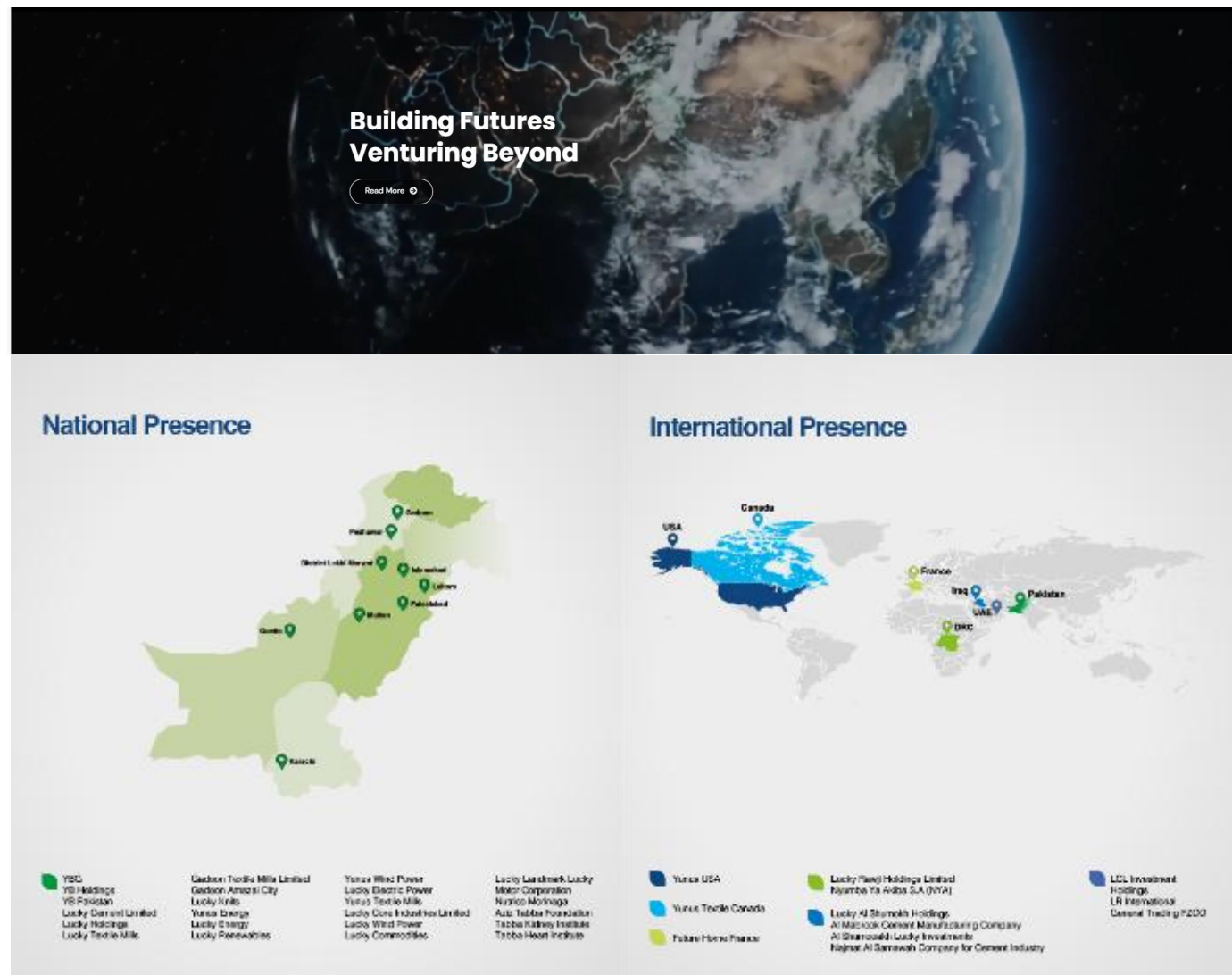
Pakistan's premier Shariah-compliant asset management company! Our journey is just beginning, and we're thrilled to have you with us!

111-LUCKY1-(582-591)

www.luckyinvestments.com.pk



- ❖ Lucky Investments Limited is a subsidiary of YB Pakistan Limited.
- ❖ Lucky Investments marks the Group's first foray into the financial services sector.
- ❖ The YB Group is one of Pakistan's largest business conglomerates, with a strong presence across key industries.
- ❖ Starting as a trading house in 1962, it now boasts leadership position in Pakistan, along with profitable international operations.





- ❖ Lucky Investments has rich Islamic core values that are based on providing Shariah compliant investment solutions and advisory services.
- ❖ Lucky Investments endeavors to provide wealth management solutions to you while ensuring such investments exceed customer expectations.
- ❖ We have a strong professional team with a combined experience of several decades.
- ❖ We are committed to help you to take informed investment decisions, based on in-depth analysis, depending on your risk appetite.



Vision Statement

To be the premier choice for Shariah-compliant investments, fostering sustainable growth with integrity and innovation.



Mission Statement

At Lucky Investments Limited, we aim to redefine Islamic asset management by offering innovative, Shariah-compliant investment solutions tailored to our clients' needs. We prioritize exceptional customer experiences while creating long-term value for stakeholders. Guided by the principles of Islamic finance, we strive to make ethical investing the preferred choice for sustainable growth, prosperity, and peace of mind.





Lucky Investments KEY ACHIEVEMENTS

- ❖ Lucky Investments has been awarded an initial Asset Manager Rating of “AM2” with a *Positive Outlook* by PACRA.
- ❖ This significant milestone marks a strong start for the newly established Islamic asset management company.
- ❖ The AM2 rating reflects the solid foundation laid by the Company’s sponsors, underpinned by a substantial capital injection and a sound governance framework.
- ❖ The Company’s leadership is focused on building a resilient institutional framework that will underpin long-term performance and value creation.


الحمد لله

Awarded
Asset Manager
Rating of

AM2

Positive Outlook

We remain committed to raising our standards
and thank our stakeholders and investors
for their trust and confidence

 **Lucky Investments**

PACRA Rating
AM2

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All investments in mutual funds are subject to market risks. Past performance is not necessarily indicative of future results.
Please read the Fund's Offering Document to understand the investment policies, the risks involved and for special features.



Lucky Investments KEY ACHIEVEMENTS

الحمد لله

LUCKY ISLAMIC MONEY MARKET FUND

THE HIGHEST EVER SUBSCRIPTION IN IPO

Rs. **50** BILLION

WE THANK ALMIGHTY ALLAH SWT FOR HIS GUIDANCE
AND OUR INVESTORS FOR THEIR TRUST

 Lucky Investments


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www.luckyinvestments.com.pk


All investments in mutual funds are subject to market risks. Past performance is not necessarily indicative of future results. Please read the Fund's Offering Document to understand the investment policies, the risks involved and for special features.

الحمد لله

LUCKY ISLAMIC MONEY MARKET FUND

RATED AA+(f)
HIGH STABILITY RATING
BY PACRA



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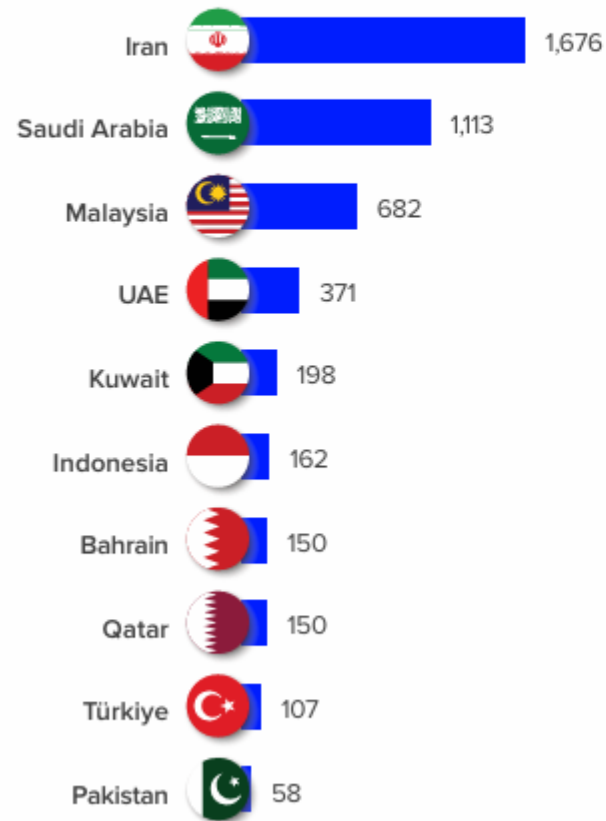
All investments in mutual funds are subject to market risks. Past performance is not necessarily indicative of future results. Please read the Fund's Offering Document to understand the investment policies, the risks involved and for special features.

Global Islamic Investment Landscape & Pakistan's Role





Islamic Finance Assets by Top Countries & Regions
(USD Billion, 2023)



1. GCC

US\$2.0 Trillion
41%
522

2. Other MENA

US\$1.76 Trillion
36%
411

3. Southeast Asia

US\$859 Billion
17%
415

4. Europe

US\$158 Billion
3%
118

5. South Asia

US\$115 Billion
2%
244

6. Sub-Saharan Africa

US\$13 Billion
0.26%
170

7. Americas

US\$10 Billion
0.21%
43

8. Other Asia

US\$2 Billion
0.04%
64

Total Assets

Share of IF Assets

Number of Institutions



Most Developed Countries in Islamic Finance According to IFDI 2024

1



Malaysia

2



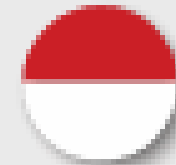
Saudi Arabia

3



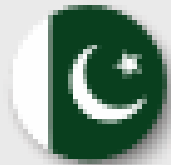
UAE

4



Indonesia

5



Pakistan



Islamic Funds



**US\$254
Billion**

Total Islamic Funds AuM
Outstanding in 2023



16%

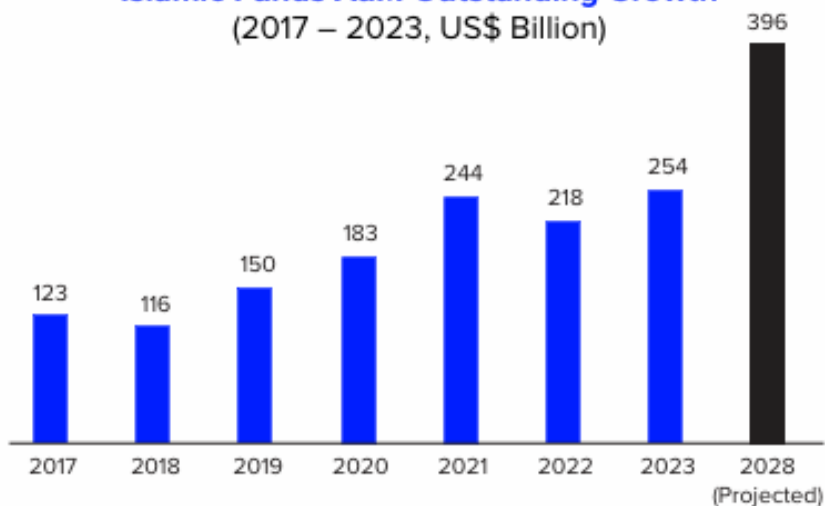
Growth in Islamic Funds
Outstanding in 2023



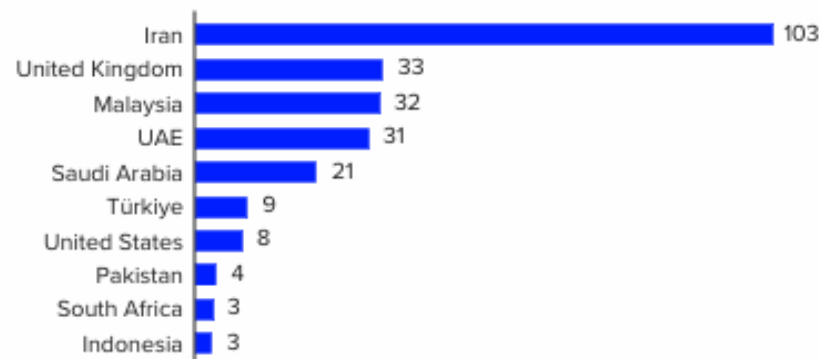
2,399

Number of Islamic
Funds Outstanding

Islamic Funds AuM Outstanding Growth
(2017 – 2023, US\$ Billion)



Top Countries in Islamic Funds AuM Outstanding
(US\$ Billion, 2023)



Islamic Funds Outstanding by Region
(2023, US\$ Billion)

Other MENA	103
Europe	46
GCC	54
Southeast Asia	36
Americas	9
South Asia	4
Sub - Saharan Africa	3
Other Asia	0.3



Lucky Investments

PAKISTAN INVESTMENT LANDSCAPE - 2025

An infographic titled 'TOP 6 INVESTMENT OPPORTUNITIES IN PAKISTAN'. It features a central image of a glass jar filled with coins, with a green plant growing out of it. Surrounding the jar are six circular icons, each representing an investment opportunity: Stocks (bar chart), Mutual Funds (hands holding coins), Gold (gold bars), Government Securities (Ministry of Finance seal), Saving accounts (jar with plant), and National Savings Certificates (bank building).

TOP 6 INVESTMENT OPPORTUNITIES IN PAKISTAN

- Stocks
- Mutual Funds
- Gold
- Government Securities
- Saving accounts
- National Savings Certificates



WHERE ARE PAKISTANIS PUTTING THEIR MONEY TODAY?

In the face of rising inflation, shrinking savings, and financial uncertainty, Pakistanis are exploring diverse avenues to protect and grow their wealth.

Trading (Stocks & Commodities):

- Short-term buying/selling for quick profits.
- High risk, high involvement – favored by younger & self-taught investors.

Crypto & NFTs:

- High-risk digital assets.
- Popular among Gen Z, artists, and digital collectors.

Prize Bonds:

- Government-backed
- Lottery-style returns, low liquidity

Gold:

- Traditional hedge against inflation.
- Popular in Pakistani households

Real Estate:

- Long-term asset building
- High entry cost, but preferred for stability

Stocks:

- Direct exposure to company growth
- Requires market knowledge

Mutual Funds:

- Diversified, professionally managed
- Ideal for beginners & salaried class

Dollar Hoarding/Foreign Currency

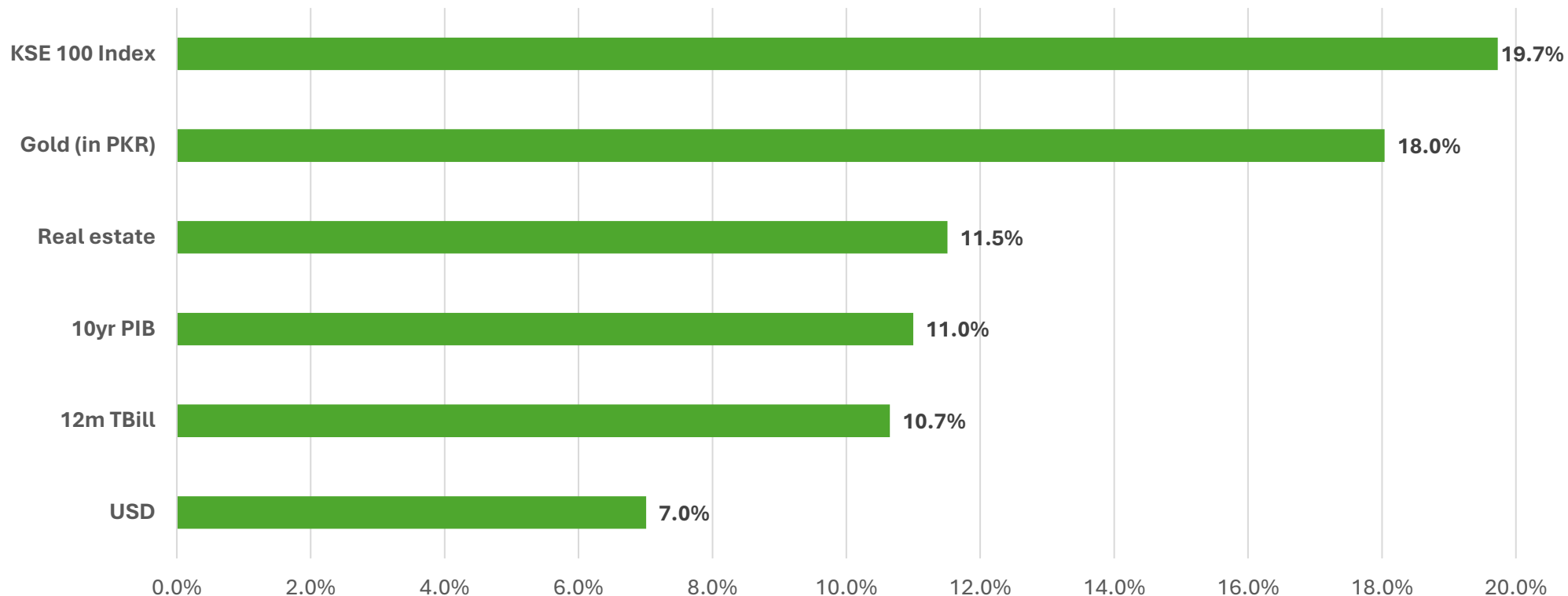
- Used as a hedge against PKR devaluation
- Low value growth, but protects value

Insurance/Savings Plans:

- Products like unit-linked are marketed as savings.
- Culturally seen as "safe" and long-term investment.



Average annual returns of different asset classes over the past 20 years



KSE 100 index is a benchmark for long term returns of a stock fund, such as LISF

10yr PIB is an indicative rate for a long-term fixed income fund, such as LIIF

12m Bill is a benchmark rate for a short-term fixed income fund, such as LIMMF

Trends Reshaping Investment Decisions





NATIONAL SAVINGS RATE

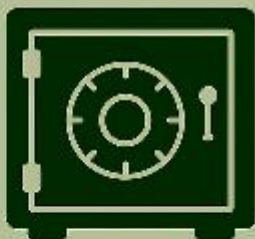
14%

30%
desired

OPPORTUNITY FOR
FINANCIAL
INCLUSION



LOW PENETRATION OF
CAPITAL
MARKETS



Banks' provided mobile and internet banking payment options have gained traction after pandemic and is continuing the growth trajectory



128 mn
Adult Population



91 mn
Depositors



211 mn
Accounts



Comprising of
business and
individual accounts



On an average,
a single person holds
more than 2 accounts

Users of Digital Channels



68.5 mn
Branchless Banking
Mobile App Users



22.6 mn
Mobile Banking
Portal Users ↑ 7%



14.1 mn
Internet Banking
Portal Users ↑ 7%

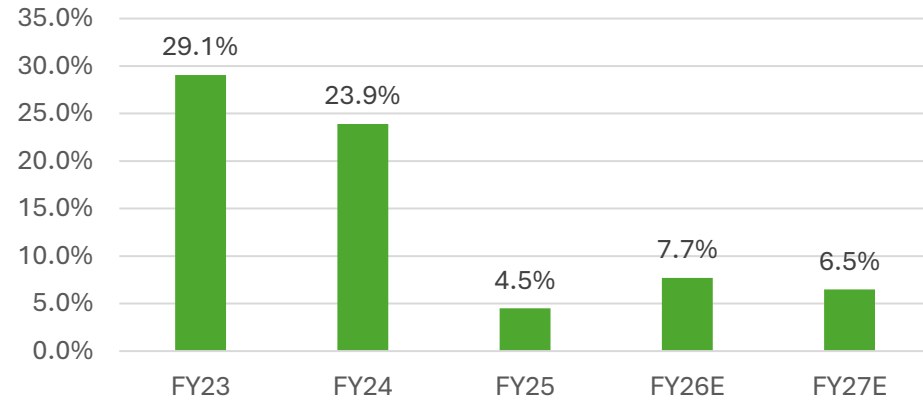


5.3 mn
E-Wallet Users ↑ 12%
(EMI's wallet)

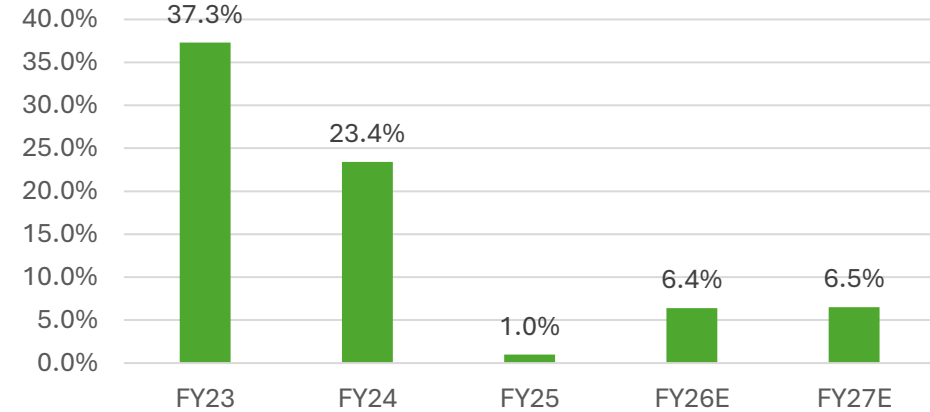




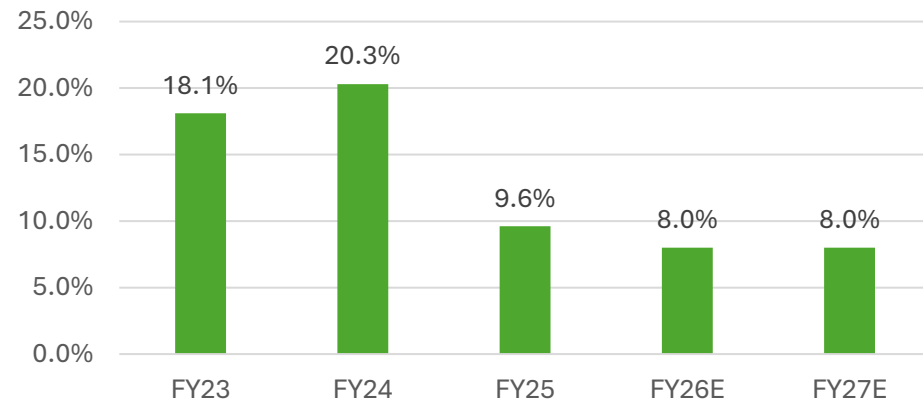
Inflation has fallen to single digits from over 20%



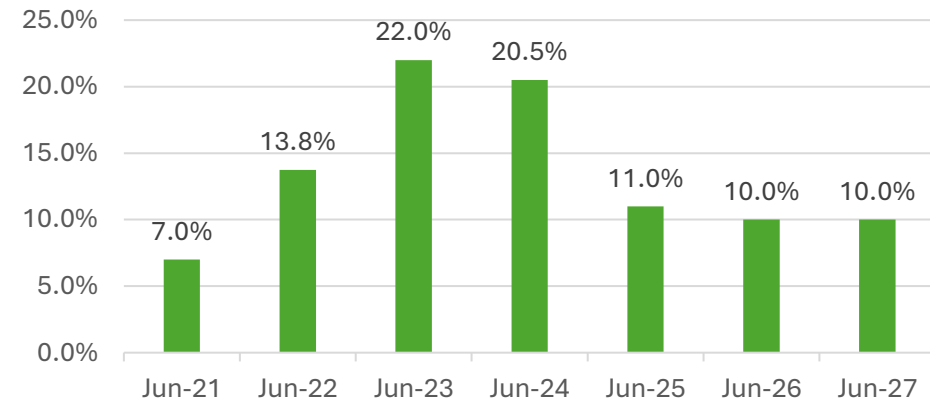
A major contributor has been sharply lower food inflation



Core inflation is moderate and will guide future MPC

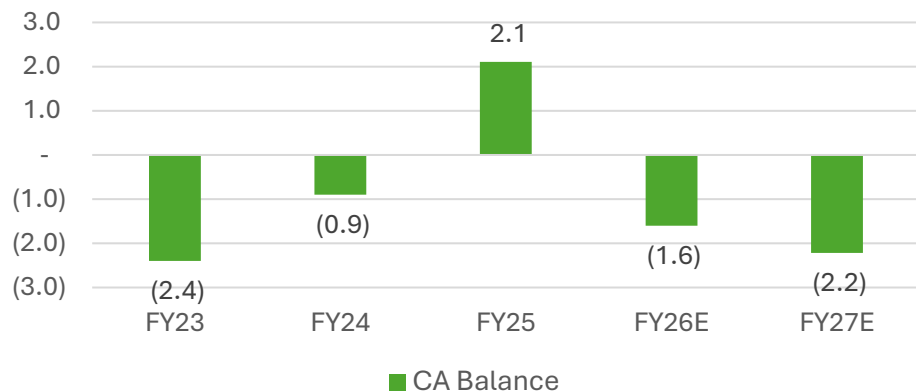


Policy rate may stabilize around 10% from 11% currently

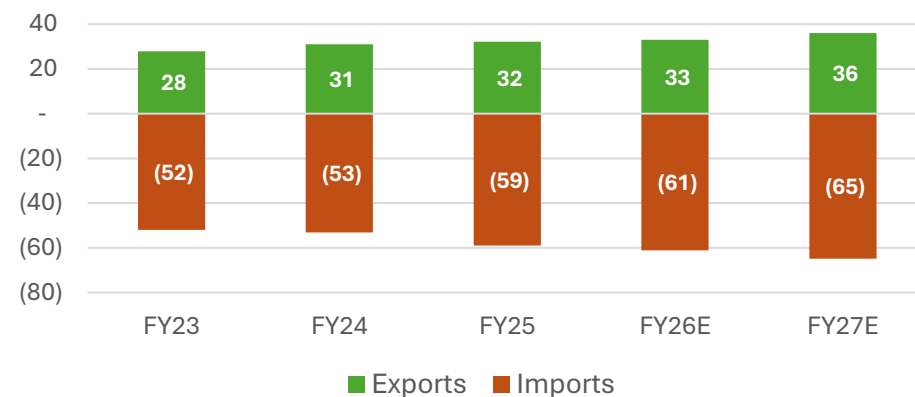




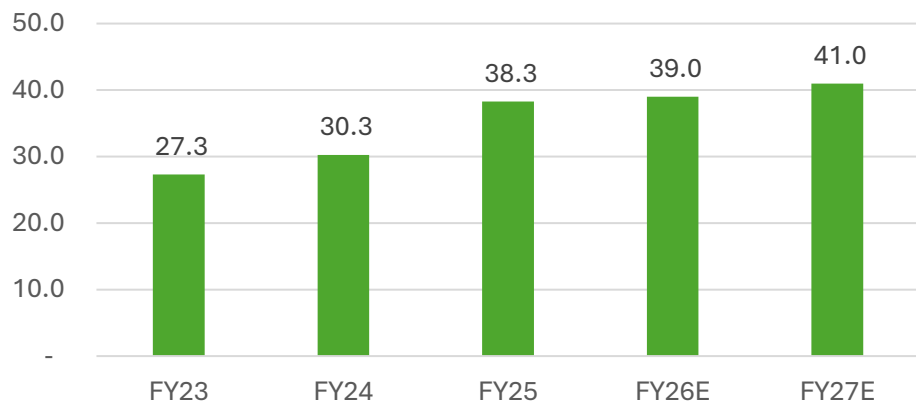
CA balance: Impressive surplus of USD2.1bn in FY25



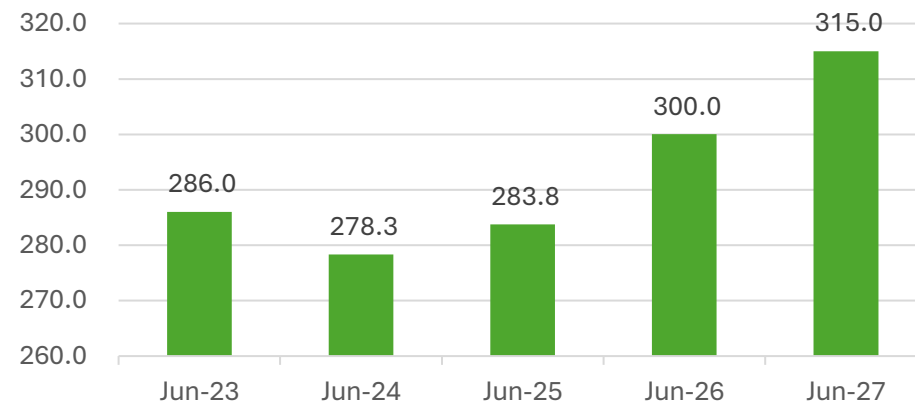
Exports and Imports will grow gradually (USD bn)



Remittances has been a big support (USD bn)

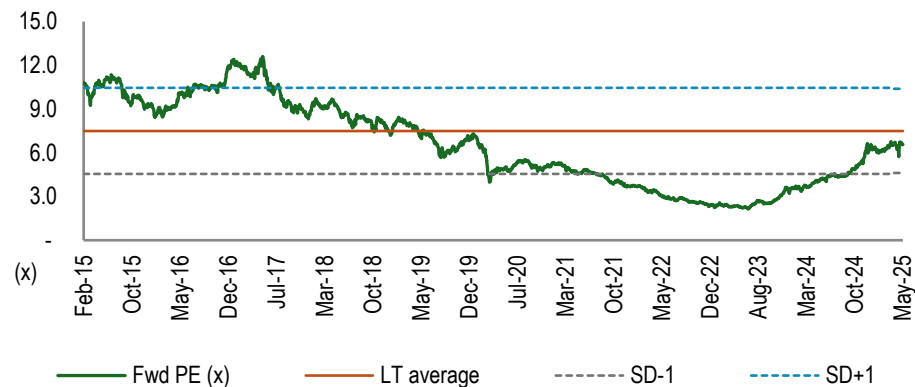


PKR/USD has depreciated moderately in recent past

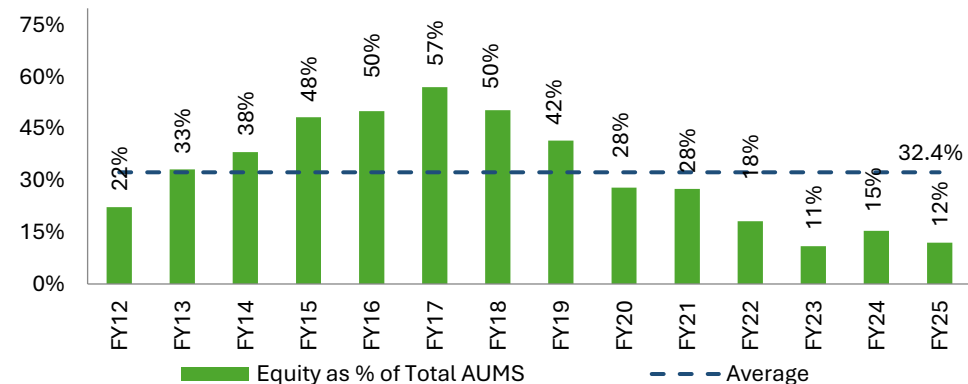




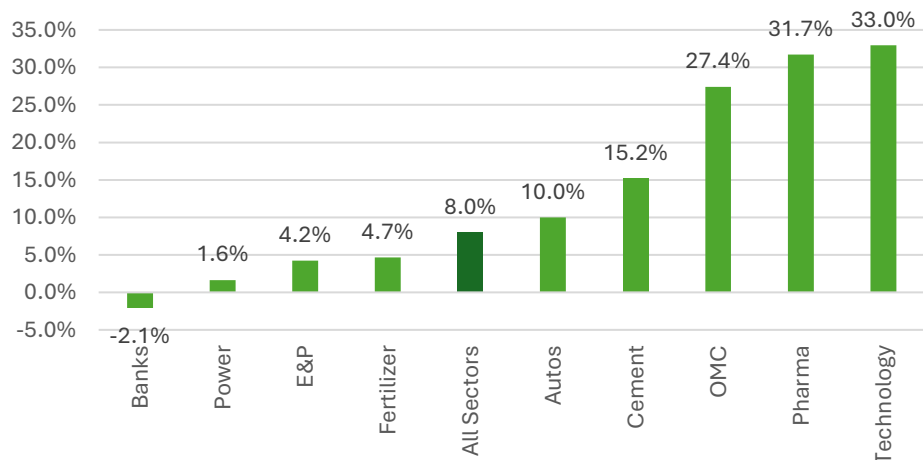
Market Fwd. PE of 6.5x still below 10yr mean of 7.5x



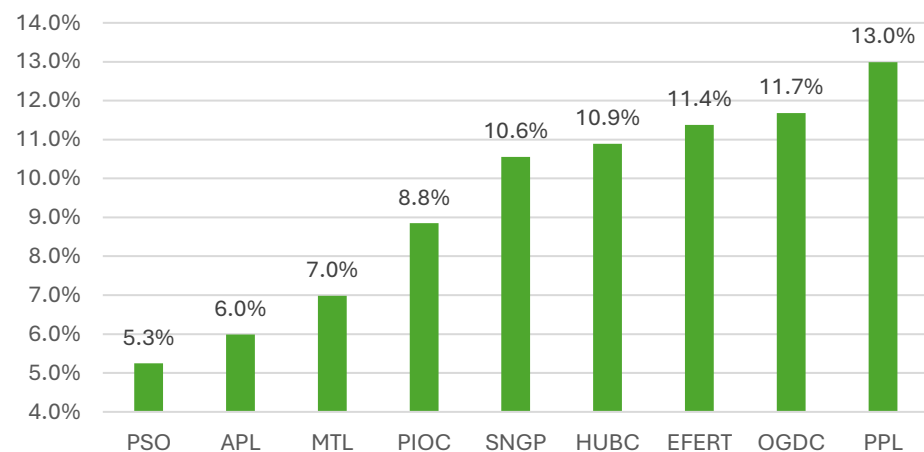
Liquidity from mutual funds is a key driver of re-rating



Strong earnings growth across FY26e



Top DY stocks still have attractive yields



Key Challenges for Investors





Economic

- Low disposable incomes
- Avg. inflation of 9-10%
- Weak fiscal position leading to elevated interest rates
- High taxation on the salaried/middle class
- Sharp PKR devaluation and hence more inflation

Cultural & Social

- Large family sizes and high dependency ratio
- Low awareness about financial products
- Hence distrust for the financial sector
- Cash-based economy and tax evasion

Environmental & Regulatory

- Weak financial inclusion
- Weak regulations for investor protection in the past
- Depth of the capital market (few low-risk debt instruments)
- High / changing taxation on financial products
- Fintech still very niche in Pakistan

Remedies

- Investor awareness programs
- Product development (inflation and USD hedge built-in)
- Promote SIPs for the big expenses of life
- Easier process for account opening and maintenance
- Greater use of Technology

Opportunities for Long-Term Growth





Lucky Investments

GREAT OPPORTUNITY AVAILABLE NOW IN CAPITAL MARKETS

CAPITAL MARKET REVIVAL POST-2023



**DISINFLATION
& LOWER
INTEREST RATES**



**IMPROVED
BALANCE-OF-
PAYMENTS
POSITION**



**RETURN OF
INVESTOR
CONFIDENCE**



RISE OF SHARIAH- COMPLIANT INVESTMENTS



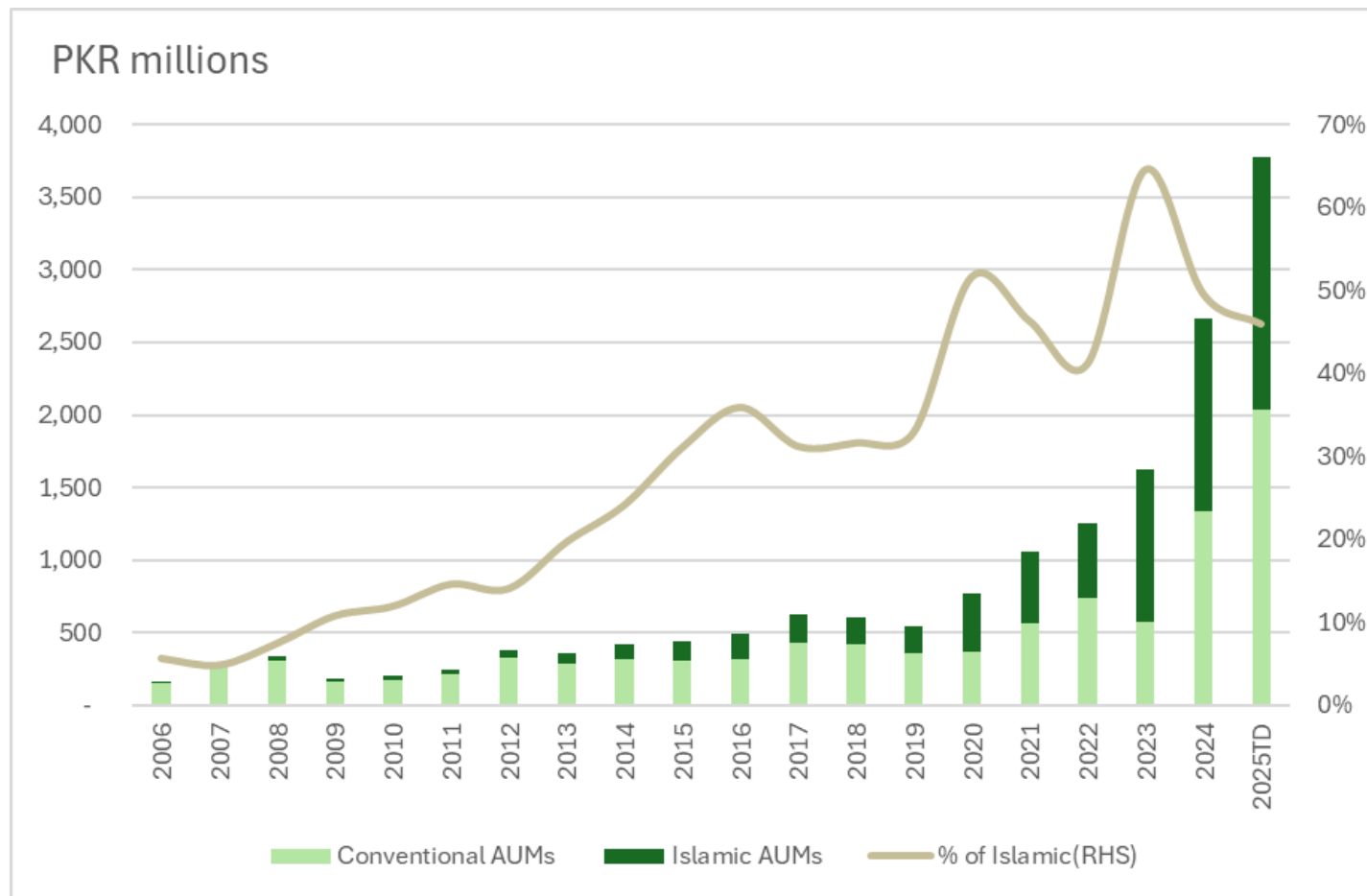
**STRONG DEMAND
ACROSS
DEMOGRAPHICS**



**PAKISTAN'S MUSLIM
MAJORITY**



**REGULATORY PUSH
FOR ISLAMIC FINANCE**



Islamic Mutual Funds have been steadily rising since 2006 and currently have a market share of 46%



Lucky Investments

GREAT OPPORTUNITY AVAILABLE NOW IN CAPITAL MARKETS

DIGITIZATION OF WEALTH MANAGEMENT



**TECH-DRIVEN
DISTRIBUTION
MODELS**



**MOBILE-FIRST
CLIENT ENGAGEMENT**



**ROLE OF AI,
ROBO-ADVISORY
(EMERGING TREND)**

SERVING THE UNDERSERVED



**FOCUS ON HNWI,
INSTITUTIONS &
SALARIED CLASS**



**PENETRATING
TIER 2 & 3 CITIES**



**WOMEN INVESTORS,
YOUTH, FREELANCERS**

Lucky's Recommended Strategic Approach



SIP in a Money Market Fund (E.g. Lucky Islamic Money Market Fund)



Lucky Investments

Monthly Investment	5 years			10 years			20 years			30 years		
	Principal	Return	Total	Principal	Return	Total	Principal	Return	Total	Principal	Return	Total
10,000	600,000	184,450	784,450	1,200,000	906,149	2,106,149	2,400,000	5,686,147	8,086,147	3,600,000	21,465,880	25,065,880
25,000	1,500,000	461,126	1,961,126	3,000,000	2,265,373	5,265,373	6,000,000	14,215,368	20,215,368	9,000,000	53,664,700	62,664,700
50,000	3,000,000	922,252	3,922,252	6,000,000	4,530,746	10,530,746	12,000,000	28,430,737	40,430,737	18,000,000	107,329,399	125,329,399
100,000	6,000,000	1,844,504	7,844,504	12,000,000	9,061,492	21,061,492	24,000,000	56,861,474	80,861,474	36,000,000	214,658,799	250,658,799

Annual return for the money market fund is assumed as 11.0%—which is the average return over the past 20 years of a benchmark fixed income instrument (the average yield of a 10yr PIB).

Disclaimer: All investments in mutual fund are subject to market risks. The NAV of Units may go down or up based on the market conditions. Past performance is not necessarily indicative of the future results. Please read the Offering Document to understand the investment policies and the risks involved.



SIP in a Stock Fund (E.g. Lucky Islamic Stock Fund)

Monthly Investment	5 years			10 years			20 years			30 years		
	Principal	Return	Total	Principal	Return	Total	Principal	Return	Total	Principal	Return	Total
10,000	600,000	365,659	965,659	1,200,000	2,138,275	3,338,275	2,400,000	21,096,126	23,496,126	3,600,000	141,622,799	145,222,799
25,000	1,500,000	914,147	2,414,147	3,000,000	5,345,687	8,345,687	6,000,000	52,740,316	58,740,316	9,000,000	354,056,996	363,056,996
50,000	3,000,000	1,828,293	4,828,293	6,000,000	10,691,374	16,691,374	12,000,000	105,480,632	117,480,632	18,000,000	708,113,993	726,113,993
100,000	6,000,000	3,656,586	9,656,586	12,000,000	21,382,748	33,382,748	24,000,000	210,961,265	234,961,265	36,000,000	1,416,227,985	1,452,227,985

Annual return for the stock fund is assumed as 19.7%—which is based on the return CAGR of KMI-30 index and KSE-100 index since 2009, of 19.8% and 19.9% respectively.

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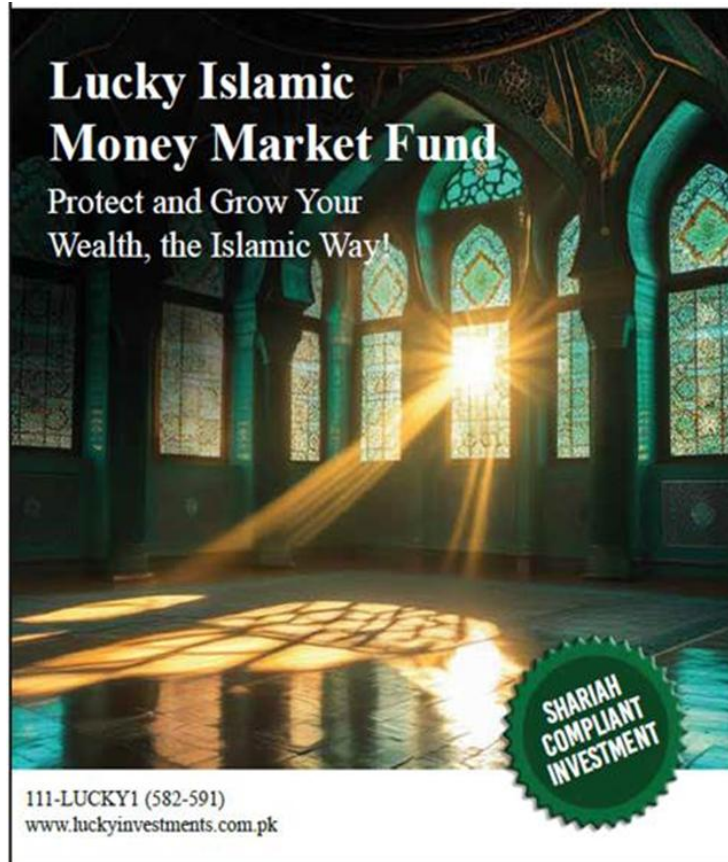
Lucky's Product Examples to Learn





Lucky Investments

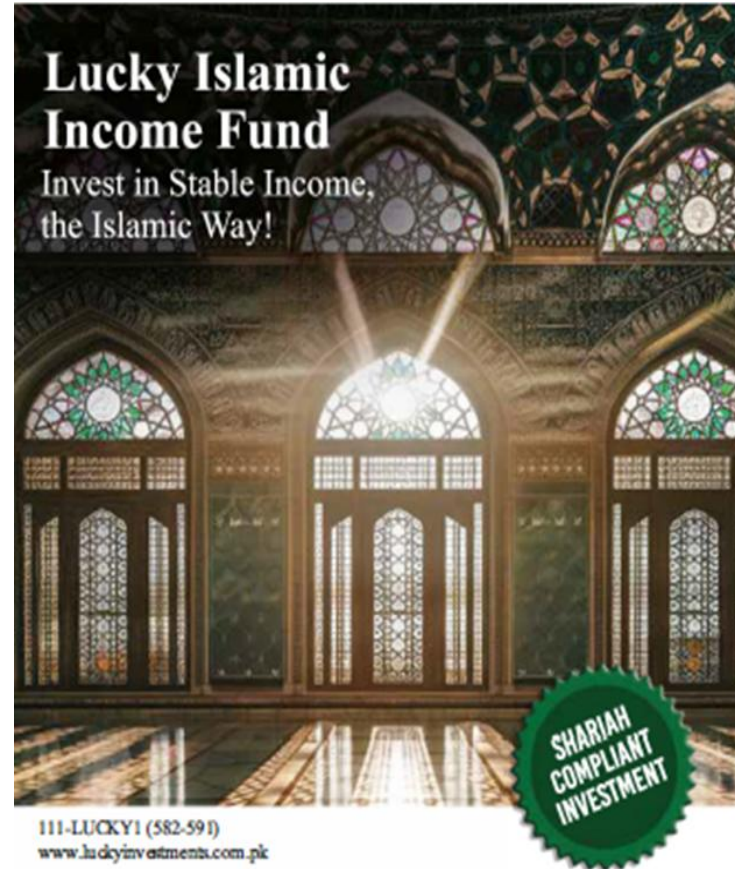
LUCKY INVESTMENTS LIMITED – OUR PRODUCTS



Lucky Islamic Money Market Fund
Protect and Grow Your Wealth, the Islamic Way!

SHARIAH COMPLIANT INVESTMENT

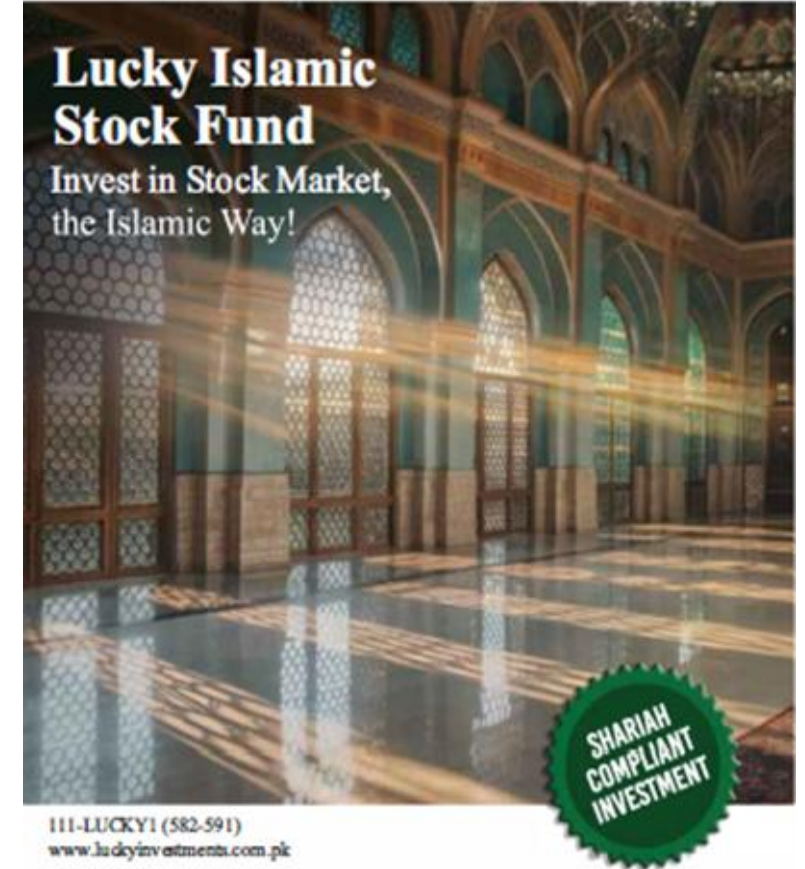
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Lucky Islamic Income Fund
Invest in Stable Income, the Islamic Way!

SHARIAH COMPLIANT INVESTMENT

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Lucky Islamic Stock Fund
Invest in Stock Market, the Islamic Way!

SHARIAH COMPLIANT INVESTMENT

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Closing Thought Summary:

How to Invest
Smartly in Pakistan





HOW TO INVEST SMARTLY IN PAKISTAN

ISLAMIC MUTUAL FUNDS

**ALIGN WITH
YOUR GOALS**



**DIVERSIFY ACROSS
ASSET CLASSES**



**SEEK ADVICE
WHERE NEEDED**





Lucky Investments

SMART INVESTING IN PAKISTAN – QUESTION & ANSWERS TIME

**JAZAKALLAH KHAIR FOR
YOUR PRECIOUS TIME**

**READY FOR YOUR
QUESTIONS**