Investor Briefing

April 23, 2025

Presenter:
Tanveer Karamat
CEO Octopus Digital

Octopus Digital snapshot

Vision:
Be the top data cloud product company in the digital space serving industrial clients.

Key revenue streams

Digital Business

Thru products:

- OmniConnect™ – Data pipelining & transformation
- Asset Performance X – Digital Twining of Assets
- Fintech Fuel – Fuel accounting & wet stock management
- Digital log – Digitizing Plant operator rounds
- OmniChat – Enabling ChatGPT on industrial data

Thru Services:

- AI/ML use-cases
- KPI Dashboarding
- End-to-end implementation

AMS Business

Thru services:

- Service as agreements (SLAs)
- Build, Train-to-manage, Maintain & Improve (BTMI)
- Spares and accessories
- Customer training
- Preventive and corrective tech support
- Strategic site improvement projects (system upgrades)

Region:
Pakistan, UAE, KSA, Qatar

Future:
North America

Industry:

Manufacturing, Oil and Gas, and other industrial verticals, etc.

Go-to-market strategy:

- Channel Partnership
- Direct outreach

Strategy to move from current state towards desired state

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Current state:

- Proof of concept based entry level use-cases
- Direct sales
- Pakistan and Middle East

Desired state:

- Enterprise-wide and large scale digital projects
- International channel network
- North American expansion

Grow each existing customer's revenue size by 5 times

Achieve the revenue mix:

- 40% from existing customers growth
- 60% from new customers

Launch 4 new products:

- APX Performance
- APX Health
- APX What If
- OmniChat (Powered by ChatGPT)

Data silos:

The challenge of obtaining actionable insights for smart manufacturing

Lack of data unification	Limited actionable intelligence	Proprietary data structures and databases	Barriers to open ML

# A contextualized data lake is the first step in an IoT digital journey

Recommendations: CIOs focused on manufacturing digital transformation and innovation who are driving the smart factory initiative should:

Implement a data-collection engine that will tag IoT data by contextualizing it into hot, warm or cold data tiers.

Establish a data lake that will combine both contextualized hot, warm, and cold IoT data and manufacturing production data per the data schema requirements.
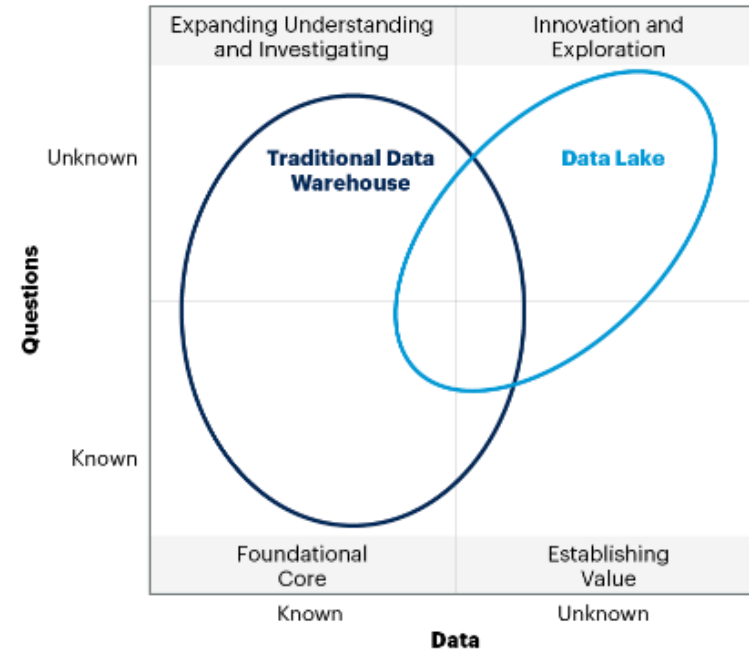
Define what **type of business insights** each critical decision maker requires by auditing the existing dashboards and evaluating the type of data visuals they require.

Steps of Curating IoT Data Into Insights
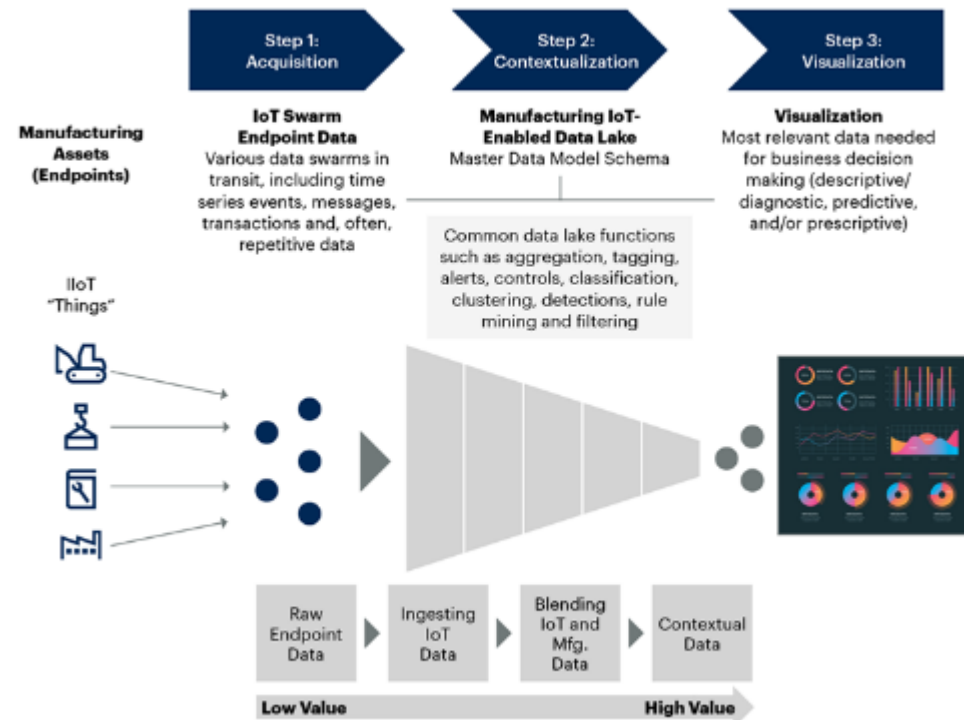
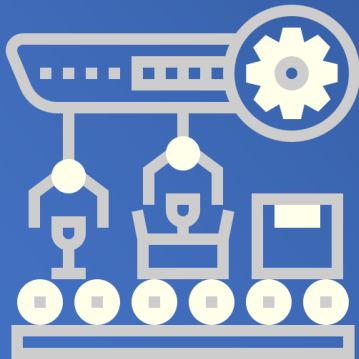Data and Analytics Infrastructure Model — Warehouse Versus Lake

Gartner

5

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Economic impact of IoT in Manufacturing

$1 trillion to $3.3 trillion by 2030
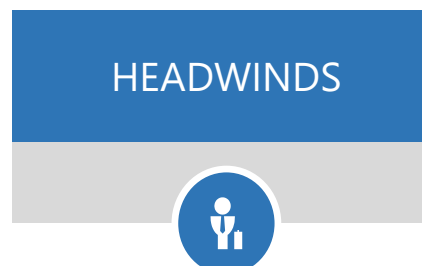
Digital disruption is real.

Source: McKinsey & Co.

Drivers: Headwinds and Tailwinds

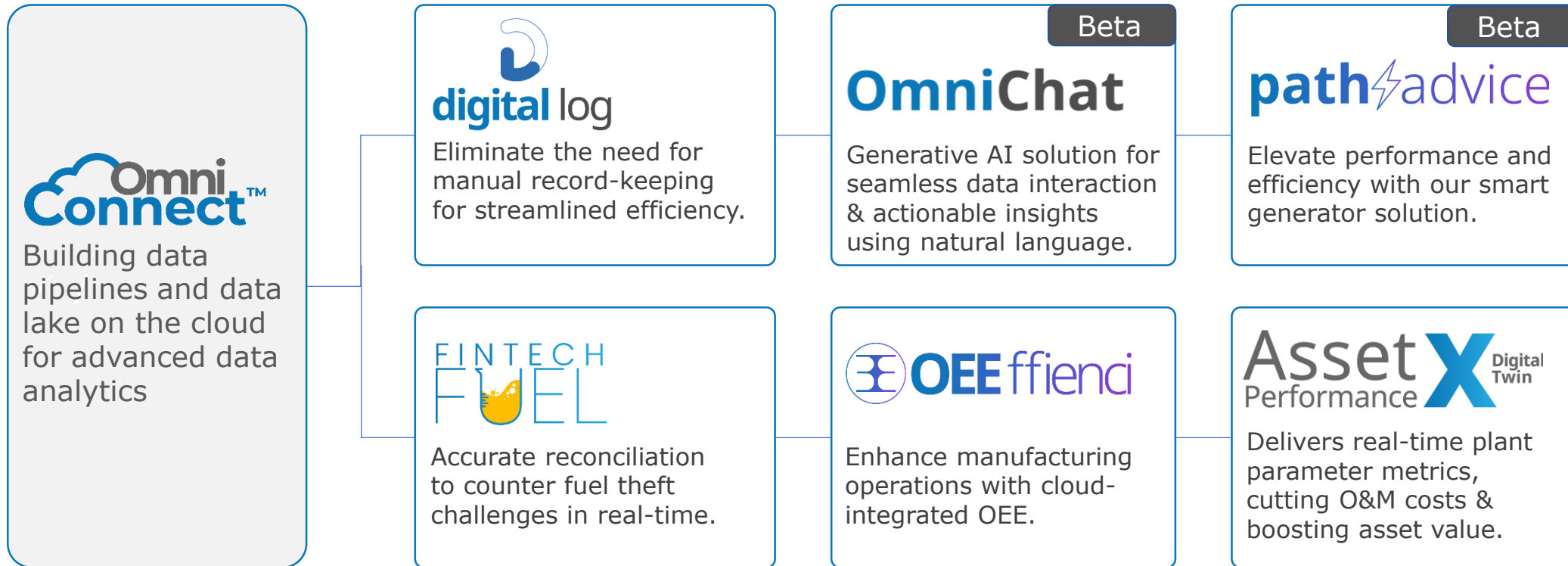Factors affecting IoT Solutions Providers facing 'Pilot Purgatory' when deploying solutions.

TAILWINDS

- Value Proposition
- Technology Performance
- Connectivity Performance

HEADWINDS

- Digital maturity & adoption
- Interoperability
- Cybersecurity
- Privacy
- Change management

Source: McKinsey & Co.

IoT Platform and Apps

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digital log

Eliminate the need for manual record-keeping for streamlined efficiency.

OmniChat   Beta

Generative AI solution for seamless data interaction & actionable insights using natural language.

path⚡advice   Beta

Elevate performance and efficiency with our smart generator solution.

Omni Connect™

Building data pipelines and data lake on the cloud for advanced data analytics

FINTECH FUEL

Accurate reconciliation to counter fuel theft challenges in real-time.

OEE ffienci

Enhance manufacturing operations with cloud-integrated OEE.

Asset Performance X   Digital Twin

Delivers real-time plant parameter metrics, cutting O&M costs & boosting asset value.

IoT Platform   **Apps**

OmniConnect™ Data Cloud Platform

OmniConnect™ unifies IT/OT/ET data by creating highly contextualized data lake through a cloud-native IoT platform and preps the dataset for use cases of **KPI Dashboarding, Advanced Analytics, Asset Optimization, Machine Learning, and Gen AI**

Enterprise Value

Platform	Business	Operational	Economic	Sustainability
Creating central data lake to break data silos (IT/OT/ET unification)	Zero CAPEX	Speedy implementation (configure 10k tags in 10 hours)	Zero maintenance cost	Lower carbon footprint
Contextualizing data prepping it for AI/ML	No hidden costs Guaranteed fixed costs including Azure infra	Zero latency	Zero upgrade costs	
Third-party AI/ML tools work as vertical applications on top	IT/OT uniformity converting OT data into IT format	Unlimited scalability/flexibility	No obsolescence risks	
Plug' n play no-code	Access to customer's c-suite	Bullet-proof security	Skilled HR not required	Zero disaster risk
Cloud-native big data to end dependency on proprietary on-prem solutions	Recurring revenue stream and growth	Real-time executive reporting ensures transparency	Computer servers/historian licenses not required	

Use-case clusters

UAE

Enhanced OEE, enabled predictive maintenance, and **empowered** informed decision-making.

Emirates Macaroni Factory

KSA

Navigated operational challenges, enabling real-time monitoring for agile decision-making.

Zamil Group

Norway

Real-time data lake creation to connect tens of thousands of **data points** distributed over **several buildings** in Norway.

Sastech

Pakistan

Real-time transmission monitoring into gas flow, pressure levels, and consumption across various locations and industry sectors.

SNGPL

Pakistan

Real-time monitoring of equipment availability, blending process efficiency, and tank behavior trends at **Shell Lube Oil Blending Plant.**

Shell

USA

Digitization of water treatment plant and power plant

City of Sabetha

USA

Elevating performance and **efficiency of generator systems** provided by Power Telematics.

Power Telematics

Qatar

Ingest 75,000 data points and store them onto **Microsoft Azure Data Lake** residing in country.

Ashghal

Pakistan

Navigated operational challenges, enabling real-time monitoring for agile decision-making.

Kohinoor Mills

Argentina

Real time dashboarding, and process analytics for Gas dehydration plant**.**

CGC

Use-case clusters

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Pakistan

Accelerated the digital journey, Consolidated data, automated OEE calculations, and data-driven insights.

LCI

Pakistan

Created data pipelines and data lake to monitor real-time OT data and integrate with IT data.

Master textiles

Pakistan

Enhanced OEE, enabled predictive maintenance, and empowered informed decision-making.

MPCL

Pakistan

Enhanced Overall Equipment Efficiency (OEE), streamline processes, and drive data-driven decision-making.
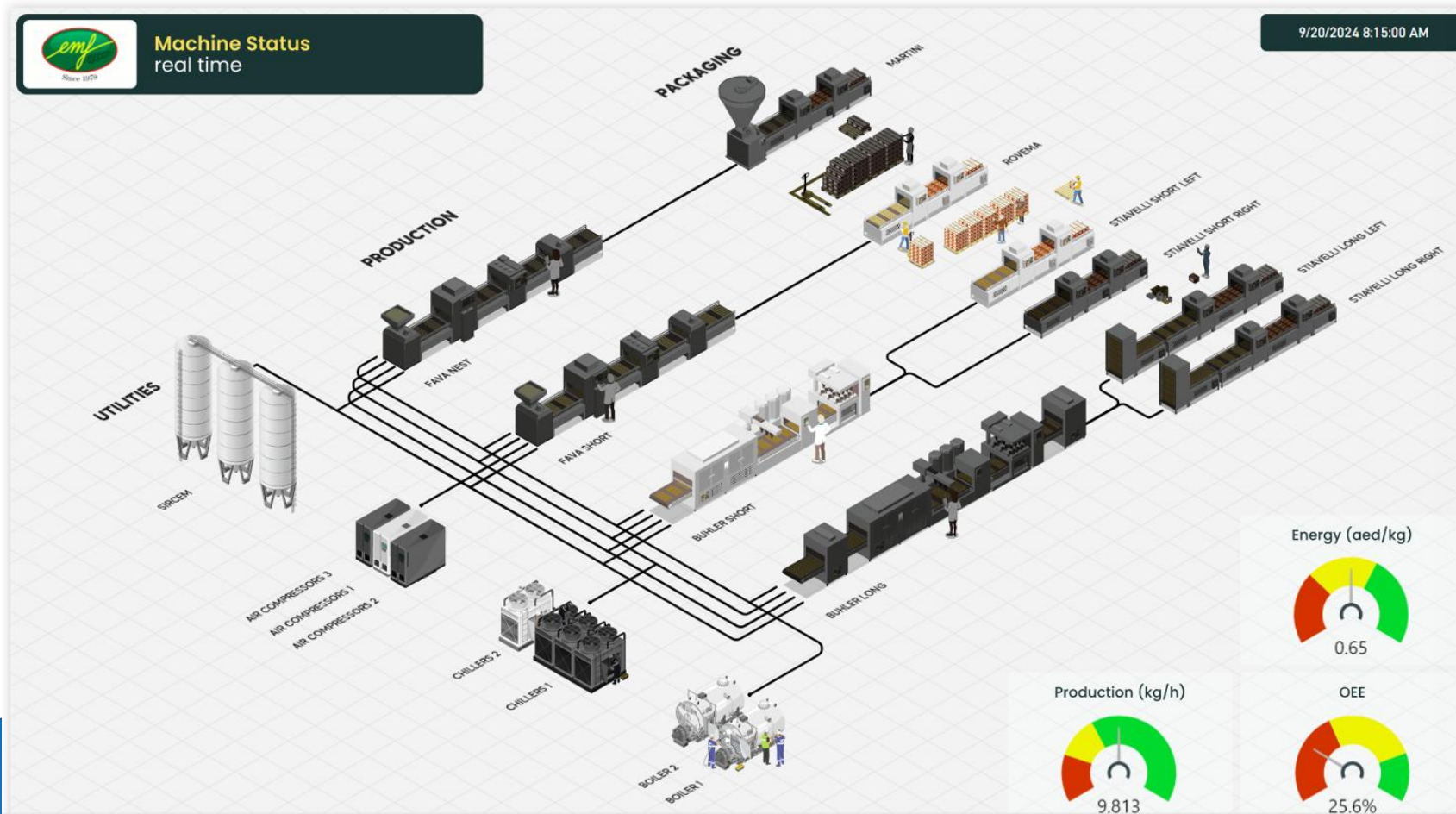
Tapal

Qatar

Largest disaster recovery system on Microsoft Azure cloud for entire Qatar drainage system.

Ashghal

Dashboards

*Data is morphed for client privacy and copyrights.

Dashboards

UAE

Enhanced **Overall Equipment Efficiency (OEE)** and enabled Energy Monitoring for data-driven decision-making.

Emirates Macaroni Factory

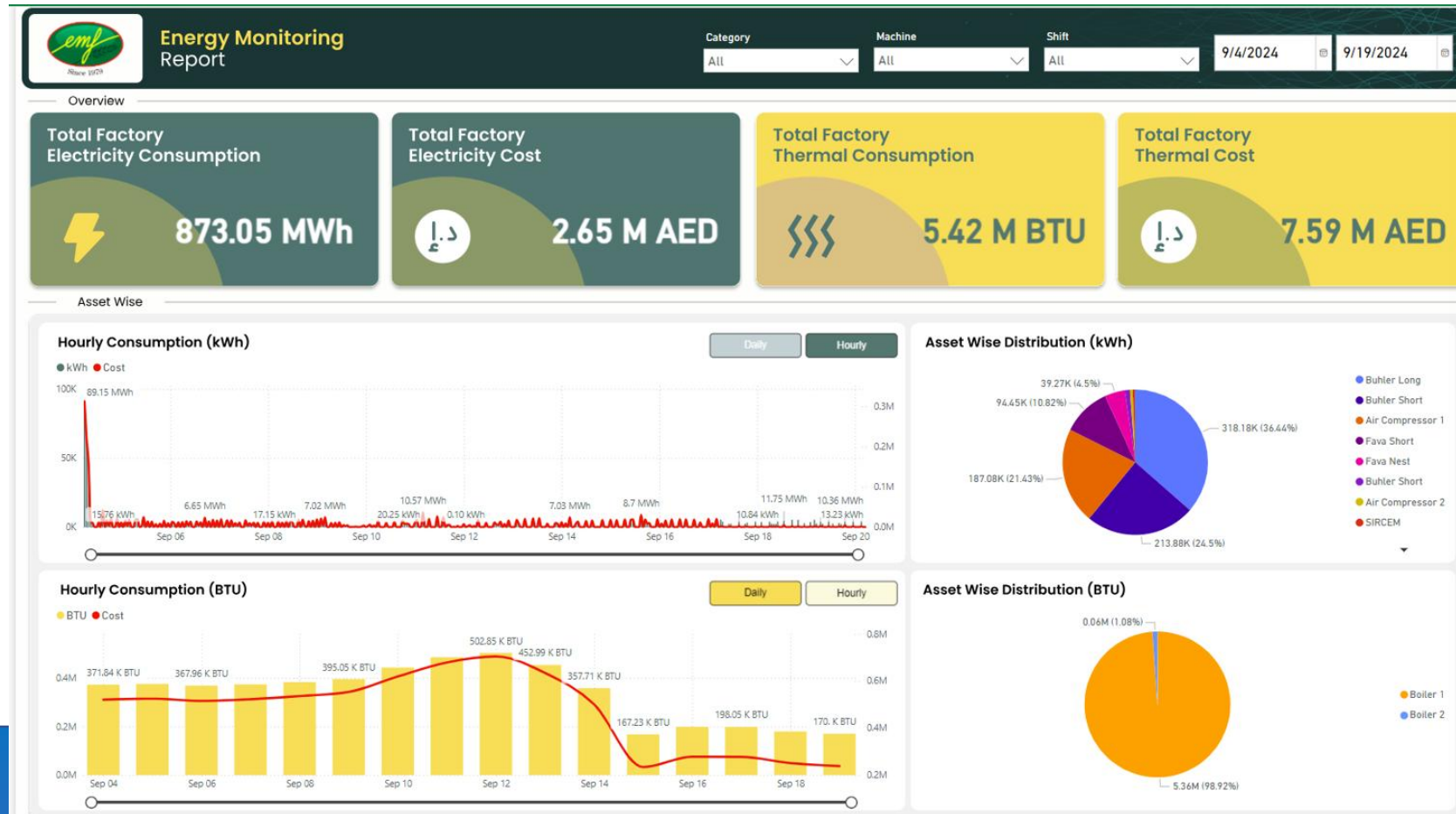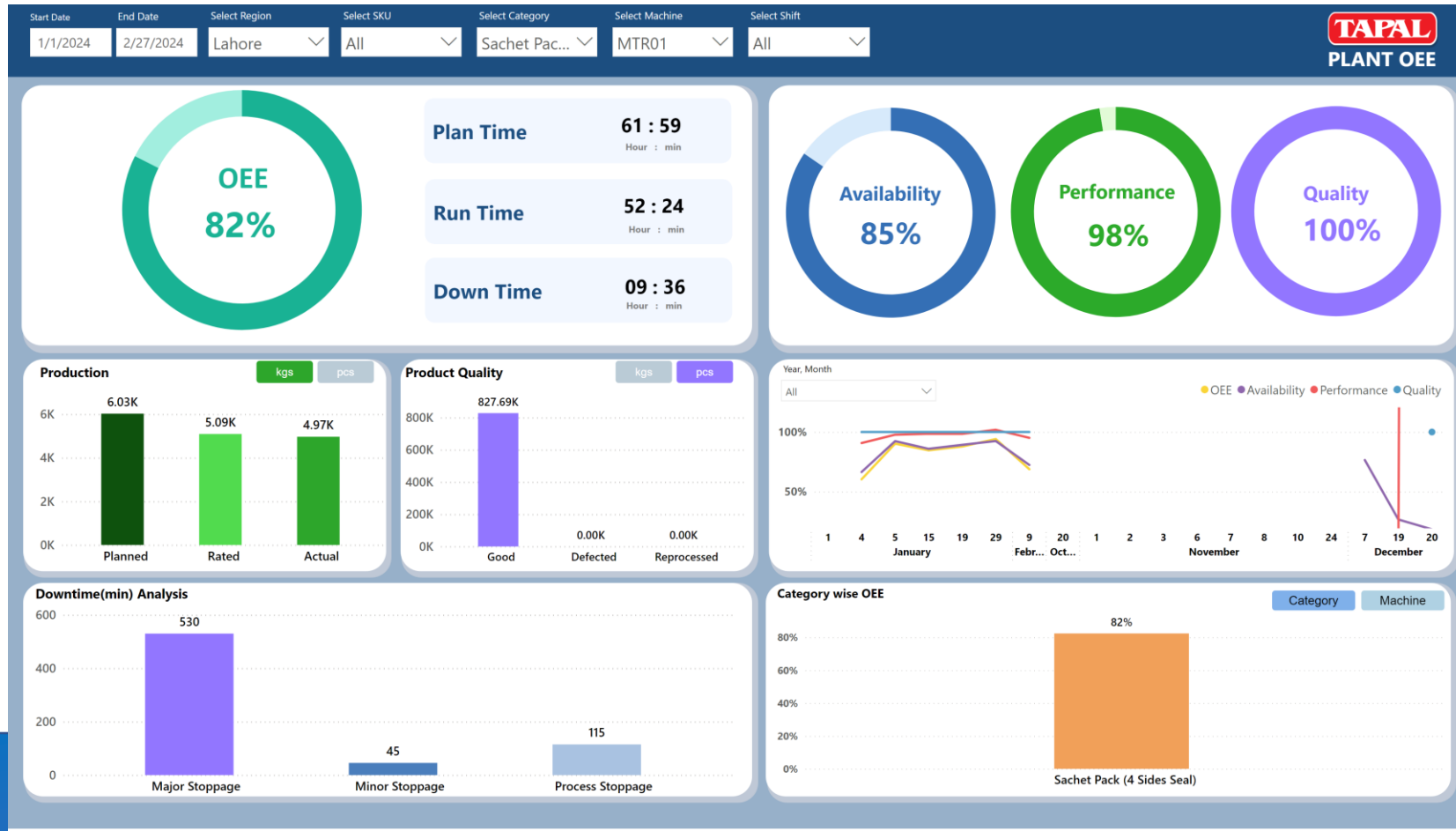*Data is morphed for client privacy and copyrights.

Dashboards

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Dashboards

*Data is morphed for client privacy and copyrights.

Avanceon Limited Pakistan

Octopus Digital Limited (74% Subsidiary)

Empiric AI (Pvt) Limited (100% Subsidiary)

Octopus Digital FZ LLC Dubai (100% Subsidiary)
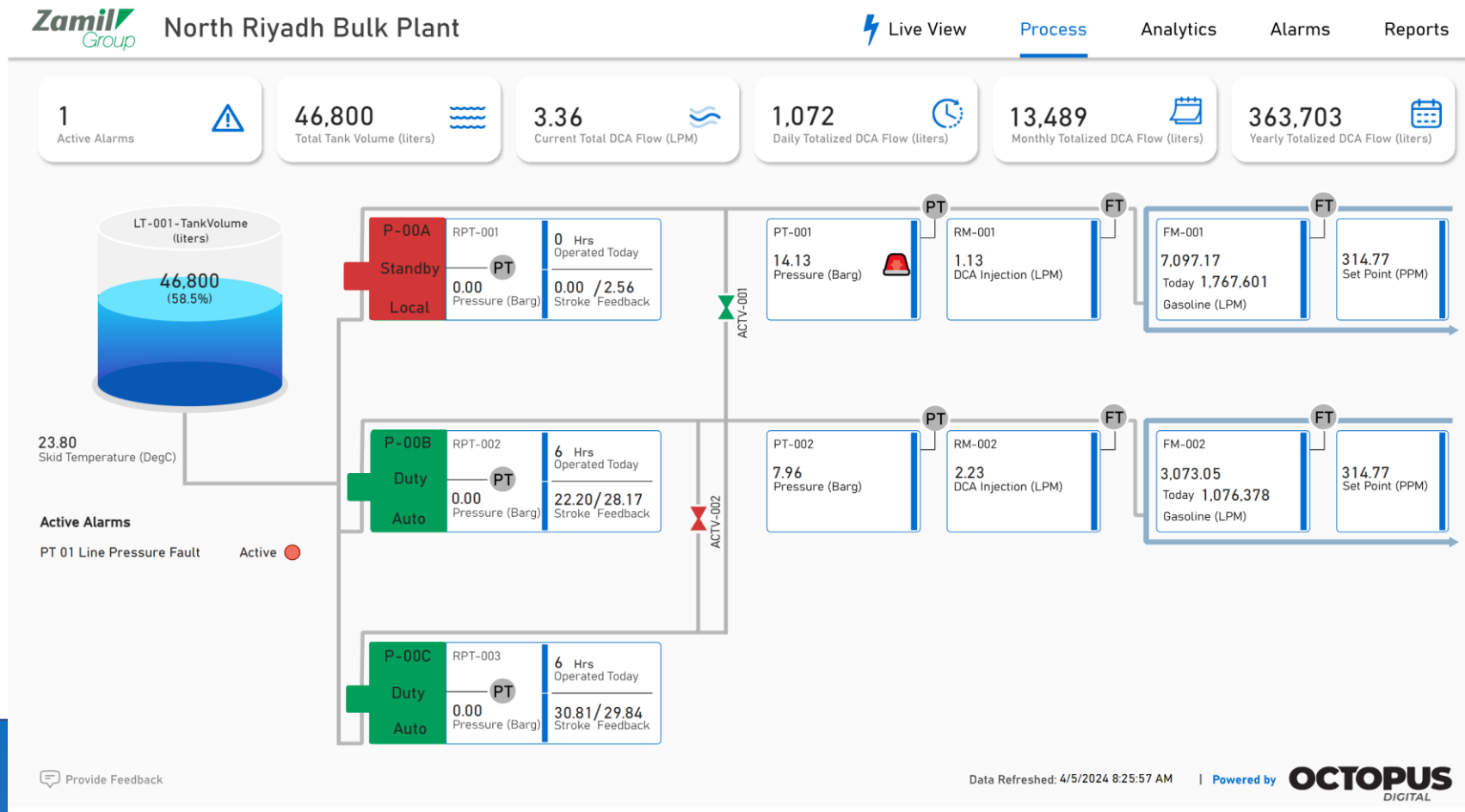
Profit & Loss Consolidated FY 2024
in millions PKR

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	Dec 31, 2024	Dec 31, 2023	Variances FY 2024	
	Rs. in MM		Rs. in MM	%age
Revenues	1266	920	**346**	38%
Cost of revenues	(655)	(546)	**(109)**	20%
Gross Profit/(Loss)	611	374		
GP %	48%	41%		
Admin and selling expenses	(368)	(320)	**(48)**	15%
Other expenses	(59)	(47)	**(11)**	24%
Other income	31	376	**(344)**	-92%
	(396)	8		
Profit/(Loss) from operations	215	382		
Finance costs	(3)	(2)	**(1)**	86%
Profit before income tax	212	380		
Taxation	(6)	(7)	**1**	-8%
Profit After Tax for the period	**206**	**373**	**(167)**	-45%
PAT %	**16%**	**41%**		

Description	FY 2024	FY 2023
PAT	206	373
Exchange (gain) /Loss	34	(234)
Net Profit after Tax	**239**	**140**
PAT %	19%	15%
EPS	1.53	0.89

Octopus Digital Future Plan
2024 – 2027 in PKR Billions Revenue

	2024	2025	2026	2027
Revenue	1.3	2.1	2.6	3.4
PAT	0.21	0.34	0.45	0.68

Revenue **PAT**
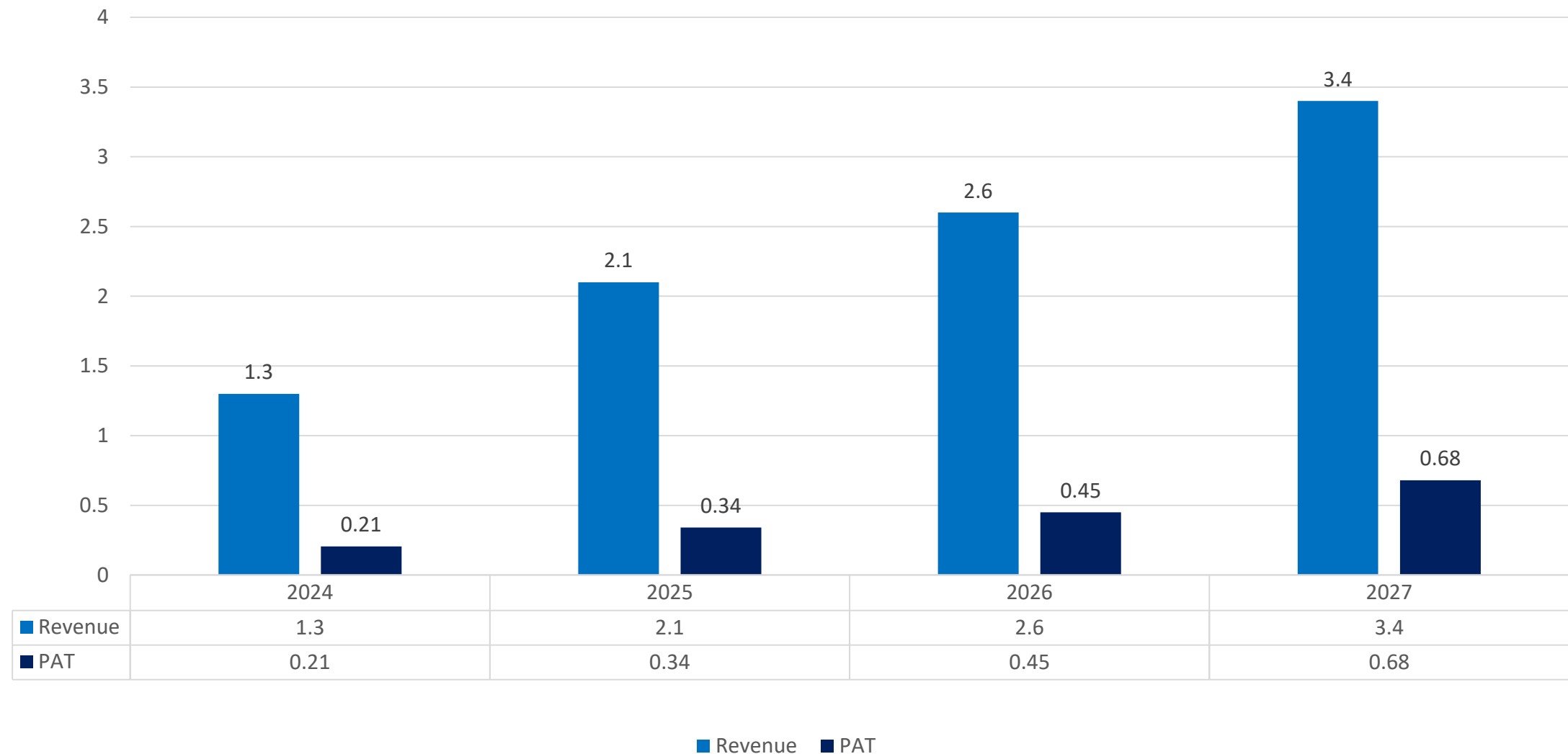
*Existing markets: Pakistan, UAE, KSA, Qatar

Revenue Target – FY 2025
2024 – 2027 in PKR Billions Revenue

Legend: ■ Recurring Revenue ■ Non Recurring Revenue

Year	Non Recurring Revenue	Recurring Revenue	Total
2024	0.24	1.06	1.3
2025	0.35	1.75	2.1
2026	0.42	2.18	2.6
2027	0.51	2.89	3.4
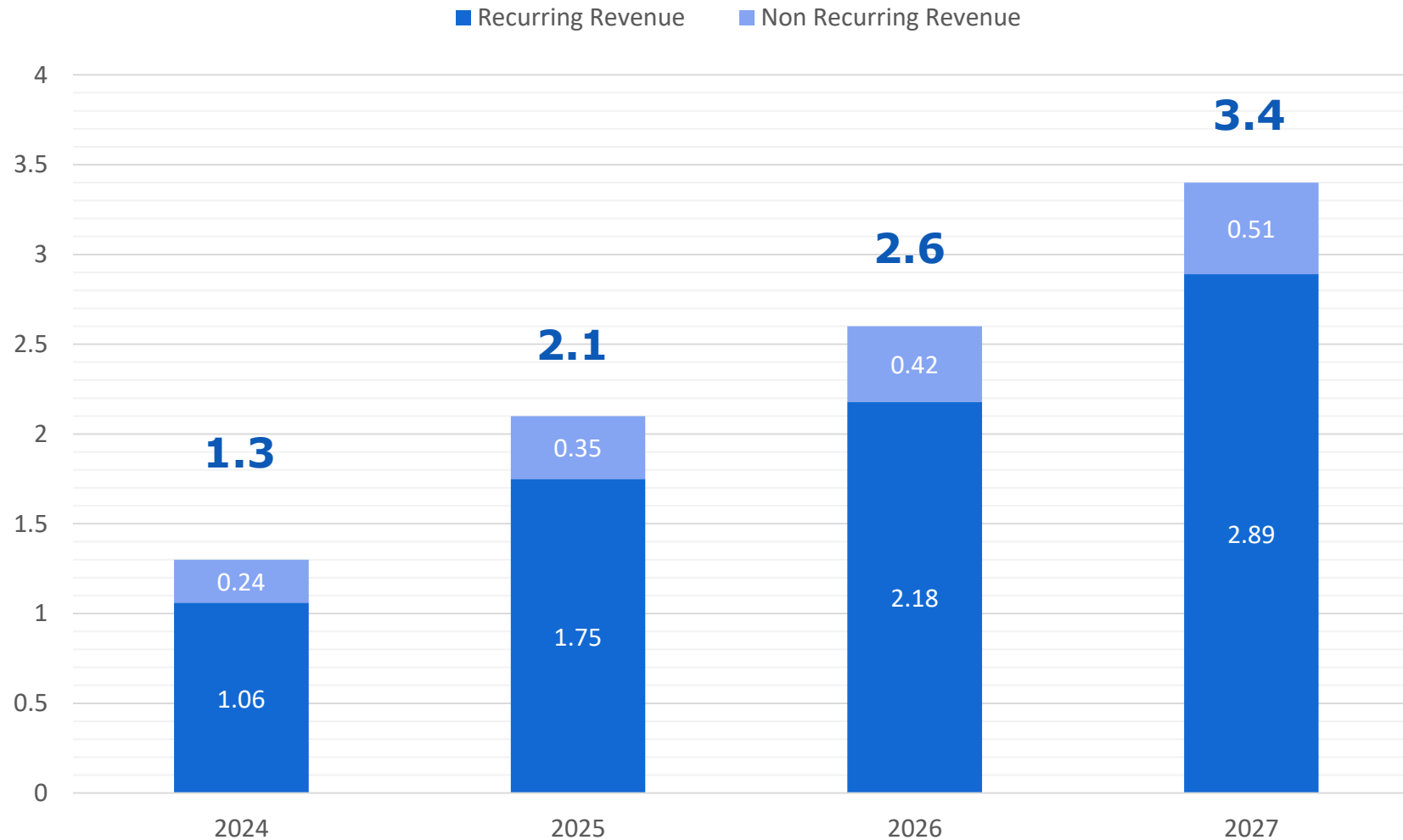
*Existing markets: Pakistan, UAE, KSA, Qatar

All numbers shown so far are for Pak and ME, leveraging our own presence

1

2024 has been a year of successful POCs and strategic customers acquired

2

Raise capital and launch the North American business plan

3

Set up an international network of channels

Octopus Kicks off 2025 with A Strong Pipeline

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Strong Order Book

Starting 2025 with **2.2 billion PKR** orders in hand

Our target is to have **80% of the business** from international customers

Optimal Business Prospects

Surge in **Marketing Qualified Leads**

Good traction with customers in **Digital Transformation Initiatives**

Investor Optimism High

Positive outlook for **share price & earnings**

No dividend for FY2024— **profits reinvested** for future growth

Engineered for the Future

Backed by a solid project pipeline, expansive global reach, and a strong focus on industrial digital innovation

Strategically positioned to drive accelerated growth through 2025 and beyond

Direct sales strategy
Started in Jan 2025

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Objective

- Create sizeable sales funnel backed by strong opportunity pipeline.
- Create strategic pull for prospective channels through direct sales.

Approach

- Marketing to generate Marketing Qualified Leads (MQLs) for sales
- And sales to convert Sales Qualified Leads (SQLs) to deals

Tools

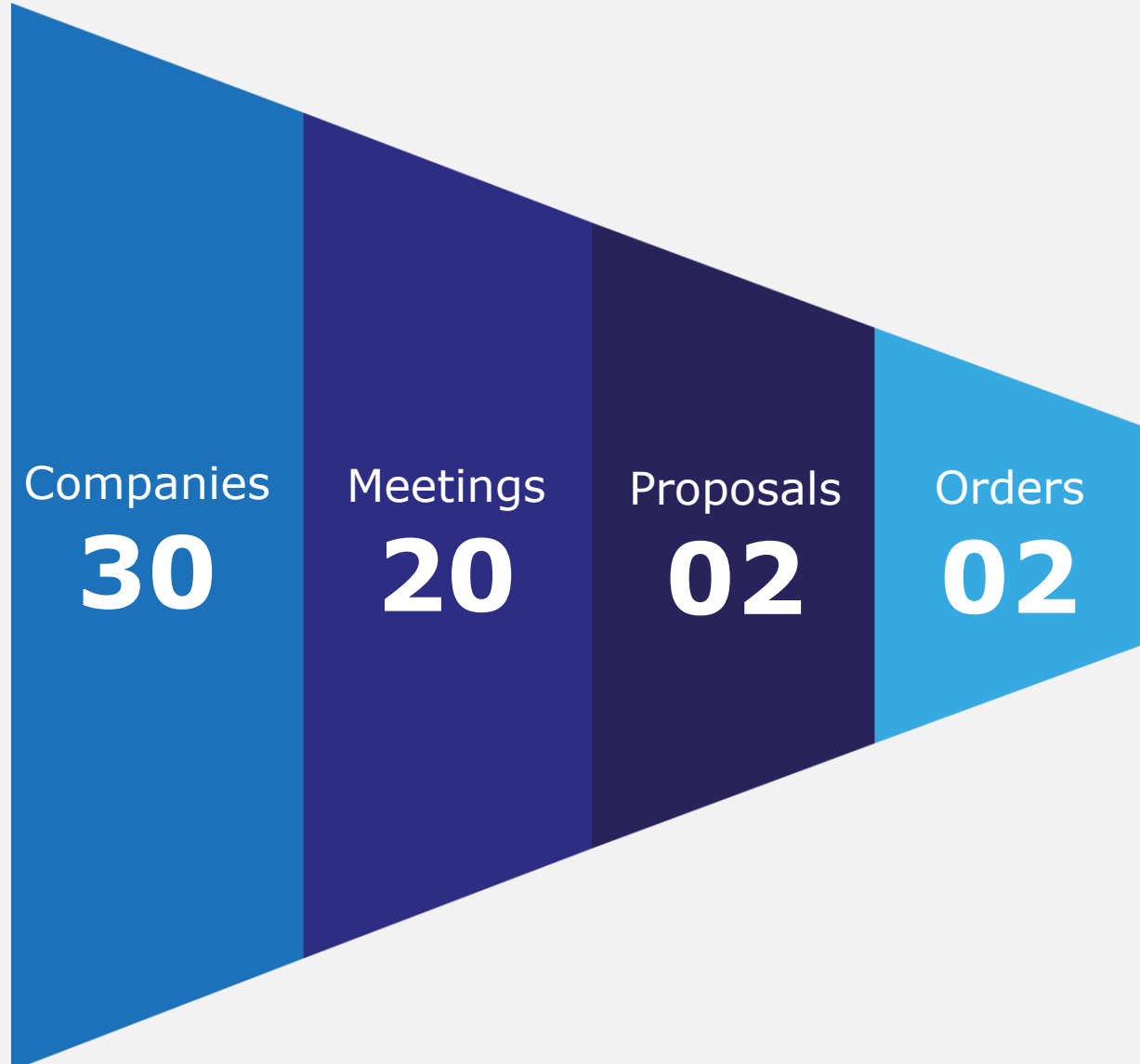- LinkedIn is the channel which is being used predominantly

Other channels to follow:

- Email campaigns
- Referrals/recommendations
- Seminars/webinars/ conferences
- Cold calling

Direct sales activity Middle East – 100% success with one trade show activity

Participated in **Gulfood 2024 Dubai** edition from 19th to 23rd Feb, 2024.

Companies	Meetings	Proposals	Orders
30	**20**	**02**	**02**

AMS Middle East and Pakistan

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AMS ME Pipeline
Size $15M
Expected orders $8M

AMS Pak Pipeline
Size $2.2M
Expected orders $1.2M

Key contracts with 80%+ probability

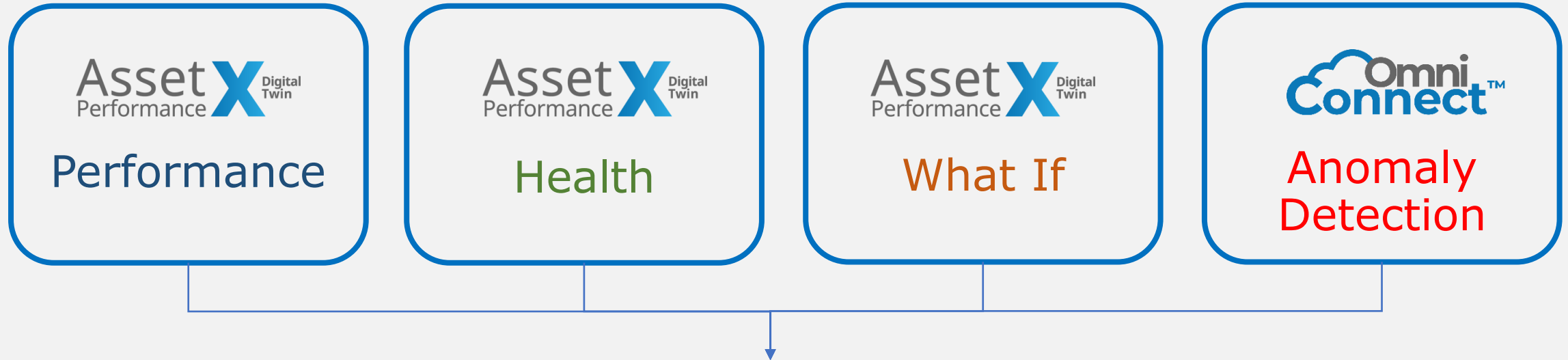| riyadh metro	saudi aramco	metro الدوحة	KAHRAMAA	MAWANI Saudi Ports Authority	ASHGHAL Qatar Deserves The Best	Qatar Foundation
$2M	$1M	$7.5M	$2M	$1M	$1M	$1.5M

New SLA offering: TechPlus Platinum
A **new offering** that will offer OmniConnect™ & DL subscription as an add-on with standard SLA offerings of Silver and Gold.

Products launched in 2025

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Asset Performance X Digital Twin
Performance

Asset Performance X Digital Twin
Health

Asset Performance X Digital Twin
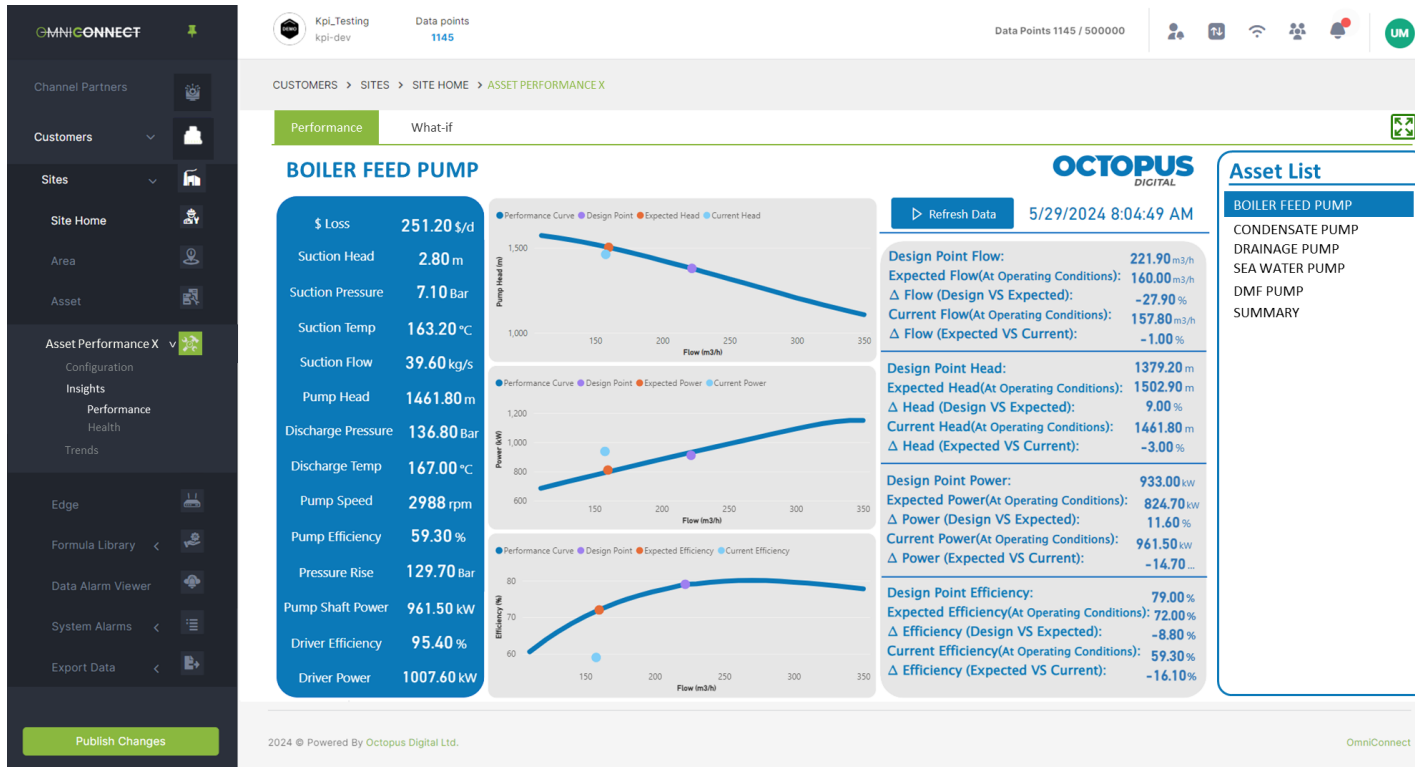**What If**

OmniConnect™
Anomaly Detection

Currently for industrial pumps, planned for other assets, such as, boilers, compressors, motors and heat exchangers from 2025 to 2026.

OmniChat
Powered by ChatGPT

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Asset Performance X: Tools
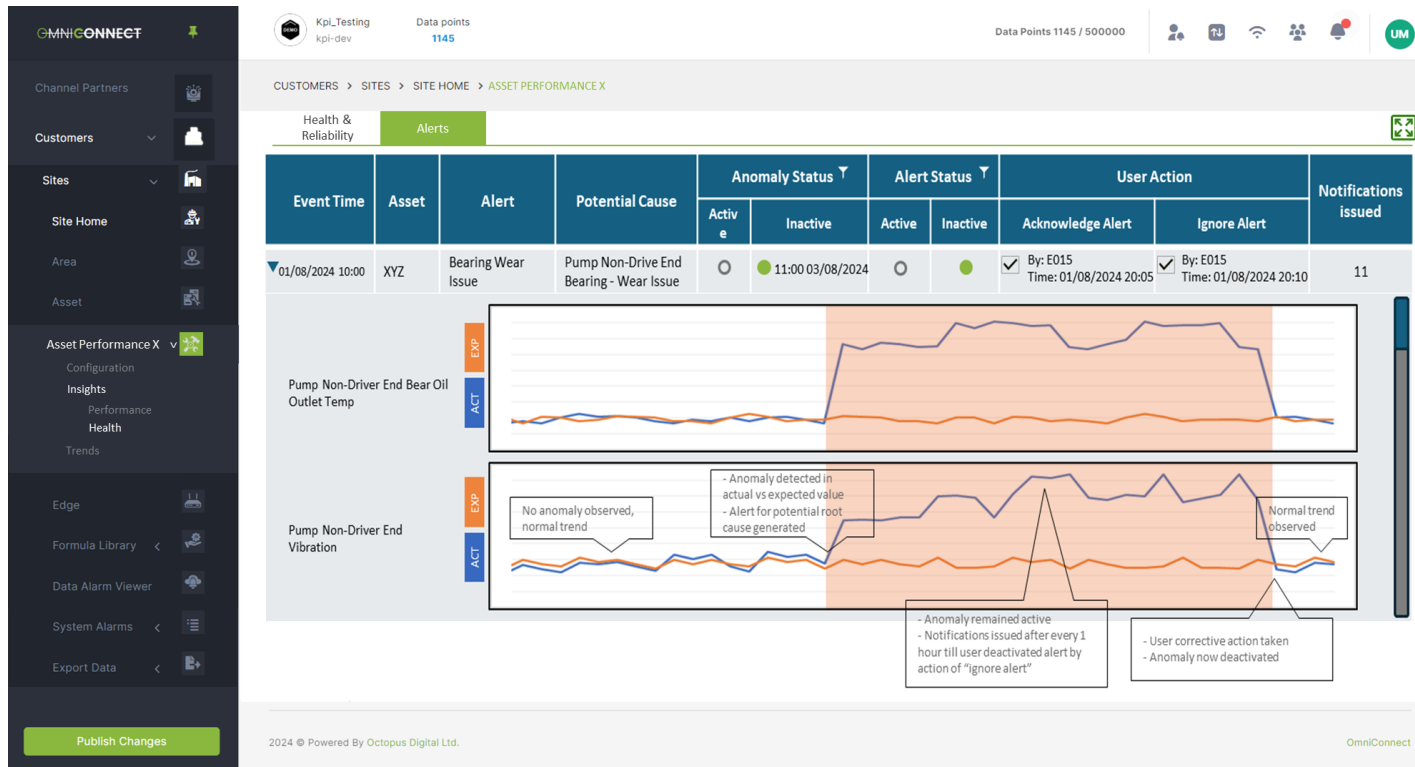
Asset – Performance Monitoring & KPIs

APX Performance
Enables users with advanced analytics to monitor and analyse the operational performance of their assets while comparing with expected performance

Asset Performance X: Tools
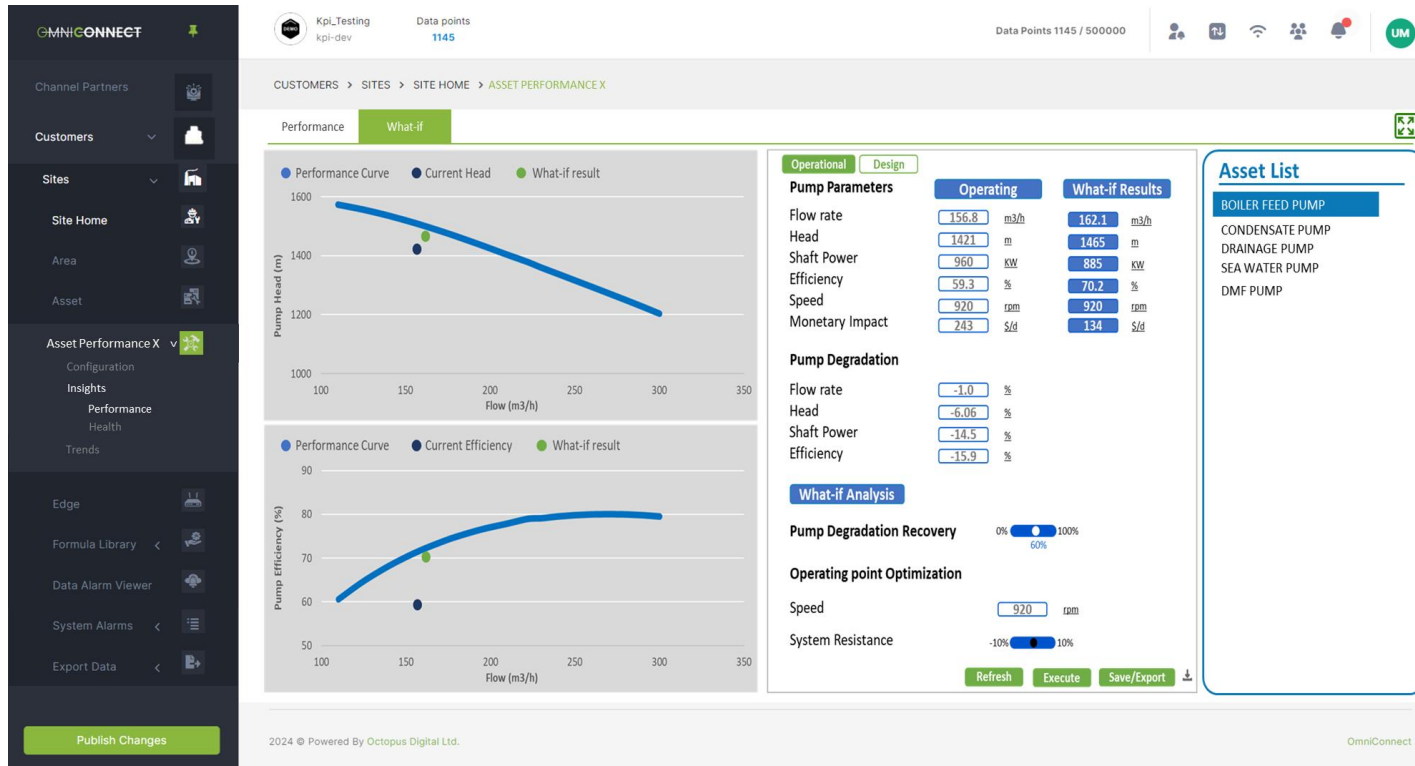
Asset – Health & Reliability Alerts

APX Health
Enables predictive maintenance by early detection of anomalies, determination of potential root cause, generating alerts and effective notifications
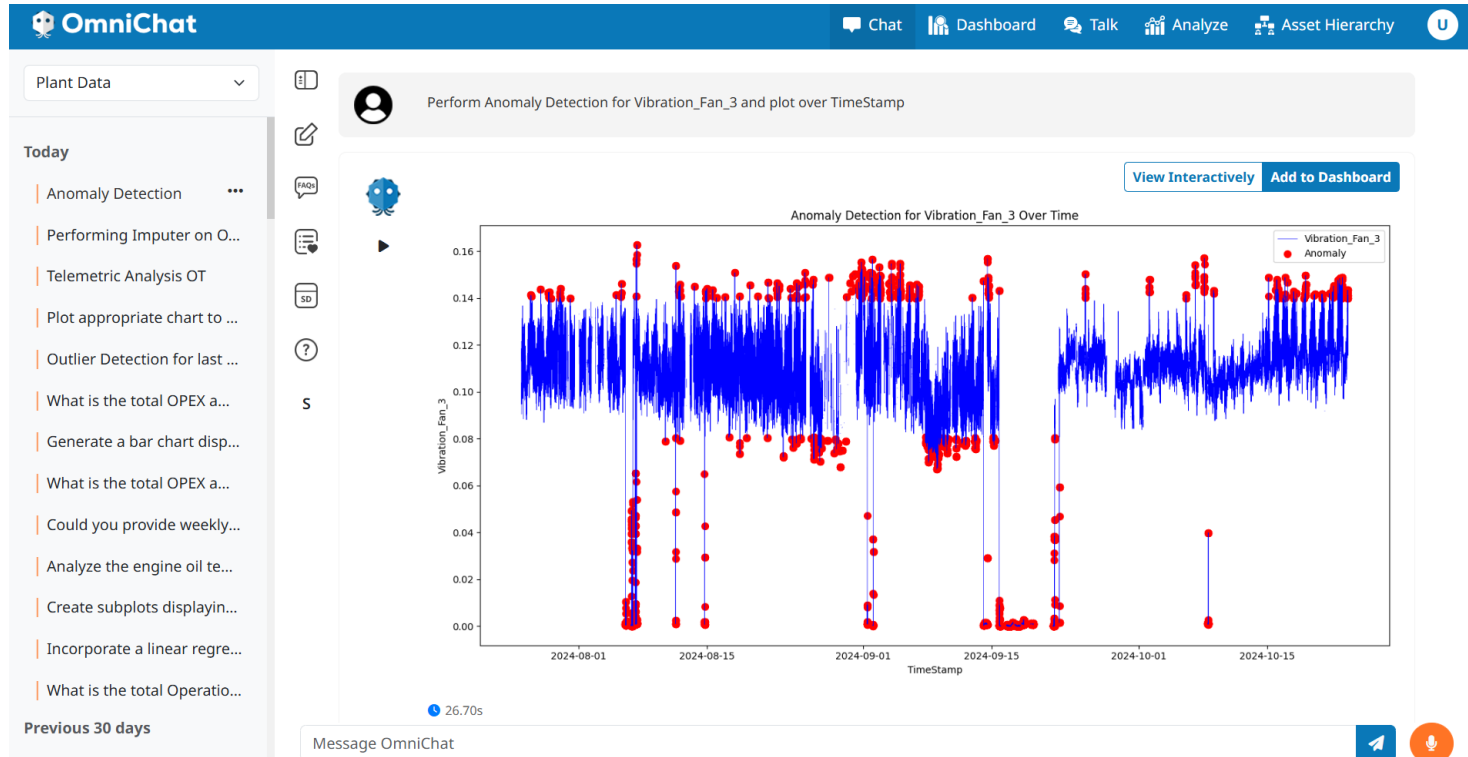
Asset Performance X: Tools

Asset – What If Simulations

APX What If
APX What-If feature offers scenario simulations capability to evaluate asset performance based on user-defined inputs

OmniChat

Generative AI business intelligence solution

OmniChat
Where natural language turns complex data into actionable insights

Cost optimization

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Optimization measures resulted in 12% cost savings

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Long table usage

The data lake is structured to long tables which is as per Big Data recommended practices.

OPC dynamic tag scan rate

User can now set different scan rates for different tags based on their criticality. Less Critical tags could have higher scan rates e.g., 15 mins.

Exception triggered (on-change) data storage

This feature will allow only the changed data from the data source, eventually reducing cost.

Analyze storage usage

By monitoring the type of storage of data lake cluster, we will be moving the data lake cluster from storage optimized to compute optimized.

IoTHUB optimization

Sharing the IoTHub across different customers, will be more cost effective.

Data lake reform:

Reorganize ADX DB's to use Azure Workload Groups (Group-level resource quotas)

Make Azure Blob the primary landing/repository, and enrich ADX for business use cases

Read API smart limits:

This road map helps to reduce redundant calls and fetches that eventually uniform the cluster usage.

Azure credits for Dev:

Microsoft Partner Credits utilization: Utilize Azure Credits of value $4k on monthly basis for staging and development purpose.

Regional & Business Segment Updates

Our strategic wins that will be replicated in 2025

The **first** oil and gas customer with three Machine Learning use-cases running

The **first** multi-end point IoT project with over 450 locations

The **first** Digital Log client exceeding 1,000+ users paid plan

The **first** client having all three products, OC, DL, and APX running

The **first** oil terminal client that monitors and manages wet stock in real-time

The **first** Digital Log client exceeding 800+ checklists in an FMCG setup

The **first** fuel retail using Fintech Fuel at 03 retail sites with a potential to go up to 400+ sites

The **first** power plant client, monitoring environmental KPIs for regulatory compliance

Key AI/ML applications in action

Application

Amine Circulation Pump Monitoring

[View Use Case]

Use case

Improve the reliability and efficiency of Amine Circulation Pumps by shifting from reactive to proactive maintenance.

Outcomes

AI/ML-powered APX & Strainer AI, Predictive Maintenance, Anomaly Detection, Flow Rate & Pressure Monitoring, Clogging Cycle Identification

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Application

Foaming Detection in ASU

[View Use Case]

Use case

Detect early signs of foaming in Amine Sweetening Units to avoid throughput loss, equipment damage, and unplanned shutdowns.

Outcomes

AI/ML-powered Foaming Alert System, Real-time Monitoring, Predictive Analytics, Pressure & Temperature Trend Analysis

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Application

Membrane Lifecycle Management for Gas Processing

[View Use Case]

Use case

Optimize lifecycle management of gas processing membranes by predicting degradation and remaining useful life (RUL).

Outcomes

ML-based Performance Trend Analysis, CO_2 Removal Efficiency Monitoring, Hydrocarbon Recovery Tracking, RUL Prediction, Anomaly Detection

InHand:
Standardizing all on-edge hardware to InHand

Ebsilon:
Standardizing thermodynamic digital twinning within APX using Ebsilon

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