

AUTHORIZATION

This is to confirm that

Avanceon
19 Km Main Multan Road
Lahore 54660
Pakistan

—
has been appointed as distributor of Siemens Schweiz AG, Building Technologies Division, International Headquarters, Switzerland ("BT") for Contractual Products in the Territory and is granted the non-exclusive sales rights for Contractual Products in the Territory.

The Territory is **Pakistan**.

Contractual Products are the following standard products, systems and services:

- Comfort Systems & Products
- Fire Safety Systems & Products

In this capacity, **Avanceon** is authorized to market and sell Contractual Products in the Territory.

The conclusion of any contract or agreement on behalf of BT or any action imposing any financial or other obligation on BT requires the prior written consent of BT.

This Authorization is valid until **September 30, 2018**.

Zug, January 12, 2018

Siemens Schweiz AG
Building Technologies Division
International Headquarters



Güliz Kaletürk Sulejmani
Head BA BT International



Damien Nirousset
Head BT International



Dated – May 08, 2018
For Immediate Release

To the Clients, Investors & Shareholders of Avanceon:

For the past three decades, Avanceon has played an integral role in the burgeoning field of Industrial Automation and System Integration. Its footprint and experience in the South Asia and the Middle Eastern market has helped in the expansion of its expertise in new technologies and sectors.

Continuing its pledge to growth and innovation as part of its Highway 50 commitment, Avanceon will be expanding its Systems Integration capability into the Buildings Market.

By providing a complete suite of Building Technologies, Avanceon will offer services in Integrated BMS (Building Management Solution) and Fire Safety along with Access Control, Video Surveillance, Lighting Control and other Smart Technologies sub systems.

To facilitate this venture, Avanceon has partnered with market leader Siemens Schweiz AG to establish presence in the region. Headquartered in Zug, Switzerland, Siemens Schweiz AG is a leading provider of automation technologies and services for commercial, industrial and public buildings and infrastructures across their entire lifecycle.

South Asian Economy & Building Market Insight in Pakistan

According to Business Monitor Pakistan, the GDP YOY growth for Pakistan will remain above 4% until 2020. This is mainly due to the Investment by China for the China-Pakistan Economic Corridor (CPEC). Businesses in the power sector are expected to experience consistent growth.

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A study by the International Monetary Fund (IMF) states that the Pakistan government's infrastructure spending over the past few years is expected to lead to buoyancy in construction activity, and increased production of cement and allied industries. The China- Pakistan Economic Corridor (CPEC) will further spur growth in these sectors and create the infrastructure necessary for growth.



South Asia Regional Office

Avanceon Building | 19 km Main Multan Road

Lahore, Pakistan | www.avanceon.ae

The Building Technologies Division at Avanceon

To ensure its success in the Building Market domain, Avanceon has launched the Building Technologies (BT) division, a SBU (Strategic Business Unit) with P&L responsibility.

General Manager Sales (South Asia) Junaid Mushtaq Paracha heads the BT division by bringing more than two decades of experience in the region. The BT sales team has already been inducted and trained. The team is currently pursuing strong leads for the BT division.

The Business Development division will assist in identifying and developing potential projects by initiating high level networking, gathering market intelligence and create awareness through contacts, consultants and key clients.

Avanceon's Business Development division will assist in identifying and developing potential projects by initiating high level networking, gathering market intelligence and creating awareness through contacts, consultants and key clients. The existing marketing group will develop communication and marketing strategy with the collaboration of Sales and Business Development divisions.

Joint Building Technology Strategy with Siemens Schweiz AG as OEM Technology Partner

Having Siemens Schweiz AG as OEM technology partner in the region, Avanceon is expanding its system integration capabilities by providing a complete suite of building technologies, with below milestones.

- a) Add value to the Building Market sector through its innovative solution design, disciplined execution and aftermarket support. Avanceon aims to achieve market recognition as the leading system integrator for the building and infrastructure sector in Pakistan over the next five years.
- b) Avanceon is currently ramping up its organizational capability to support its BT objectives. This includes training and hiring of more technology specific resources, gathering market intelligence, business development and preparation for project acquisitions.

Strategic Direction

The target market for Avanceon's BT business will include hotels, hospitals, malls, metros, IT Parks, commercial buildings, airports and industrial plants covering the entire Pakistan region. The strategic direction will see Avanceon targeting medium to large projects requiring high level design and implementation skills. By positioning itself as a large integrator with sound engineering implementation and project management expertise, Avanceon plans to introduce Building Automation as a Service (BaaS) to strategic clients and projects.

Avanceon's Strengths and Opportunities

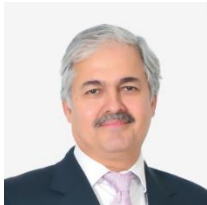
Avanceon's reputation stems from international standards recognition for corporate and technological integrity. Its presence in three continents has established Avanceon as a market leader in the automation and system integration industry. By adopting a value-selling culture, the BT division plans to capitalize on its strong reputation within the local market and presence in all the major regions in Pakistan.

International key projects such as Dubai Metro, Doha Metro, Environment Control System for Utility Tunnels, Command & Control Center for Empower and ongoing BMS projects in Qatar will serve as a proof of concept and value proposition for the local market.

With the value based AMS model, Avanceon already has market penetration. Initial indicators have shown a positive response to the BaaS idea. As the demand for Grade A Office space increases in all the major cities due to a stable economy, rising local incomes, consumer confidence, foreign investment and improving education, Avanceon's BaaS model and BT division will be positioned perfectly to become a market leader in this domain.

The conditions are perfect for the BT initiative in Pakistan... the market for high rise and energy efficient buildings in Pakistan is on the rise due to CPEC and Avanceon already has market penetration with the value based AMS model

In closing, Avanceon is dedicated to achieving our primary goal of delivering value for our shareholders. We have accomplished much in 2017 but there is no doubt in our mind that our best days are in front of us. Thank you for your continued interest in and commitment to Avanceon. Please do not hesitate to contact us directly with any additional questions. We can be reached at investors@avanceon.ae.



Sincerely,

Tanveer Karamat - Chief Operating Officer

About Avanceon - Avanceon is an automation consultation and system integration entity that follows an ethical, proactive and sustainable approach to business. As an innovator and disrupter within the automation industry, Avanceon provides state of the art automation solutions on three continents. Established in 1984, with experience of more than three decades, Avanceon is committed to providing excellence to its clients and partners. Providing end to end solutions, which include Design, Supply, Engineering, Installation, Testing, Commissioning and Maintenance, Avanceon's executive management has more than a hundred years of experience and insight within the automation industry.