

April 14, 2017

The General Manager
Pakistan Stock Exchange
(Formerly Karachi Stock Exchange Ltd)
Stock Exchange Building
Stock Exchange Road, Karachi

Dear Sir,

Subject: **MATERIAL INFORMATION**

Our subsidiary Crescent Star Luxury (Private) Limited, has announced their first extravagant Retail store under the brand name of DEFINE to be launched at Lucky One Mall in Karachi in May 2017.

DEFINE is a high-end luxury store with a distinctive retail concept. It will be the first of its kind to cater to both Men and Women giving a platform to express themselves through high-end luxury products and service zones. DEFINE carries authentic and renowned global brands of Fragrances, Cosmetics, Skincare, Bath & Body, Hair care, and Fashion Accessories. The Company aims to take the brand to the next level with a new look & feel that is vibrant, bold and metropolitan but still true to its natural, quality selection. The Company intends to expand its retail outlets very soon all across Pakistan.

You may inform your members accordingly.

Yours Sincerely,
Thanking You,
For and on behalf of Crescent Star Insurance Limited



Malik Mehdi Muhammad
Chief Financial Officer/Company Secretary