

RATING REPORT

HBL Asset Management Limited (HBL)

REPORT DATE:

December 31, 2024

RATING ANALYSTS:

Musaddeq Ahmed Khan
musaddeq@vis.com.pk

Ibad Ali

ibad.ali@vis.com.pk

RATING DETAILS

Rating Category	Latest Rating	Previous Rating
MQ Rating	AM1	AM1
<i>Rating Date</i>	<i>December 31, 2024</i>	<i>December 29, 2023</i>
Rating Outlook	Stable	Stable
<i>Rating Action</i>	Reaffirmed	Reaffirmed

COMPANY INFORMATION

Incorporated in 2006

External auditors: KPMG Taseer Hadi & Co.

Unlisted Public Limited Company

Chairman of the Board: Mr. Shahid Ghaffar

Key Shareholders (with stake 5% or more):

Chief Executive Officer: Mr. Adil Rashid

Habib Bank Limited ~100%

APPLICABLE METHODOLOGY(IES)

VIS Entity Rating Criteria: Asset Management Companies

<https://docs.vis.com.pk/Methodologies%202024/AMC-Methodology-201906.pdf>

APPLICABLE RATING SCALE(S)

VIS Issue/Issuer Rating Scale

<https://docs.vis.com.pk/docs/VISRatingScales.pdf>

HBL Asset Management Limited

OVERVIEW OF
THE
INSTITUTION

RATING RATIONALE

HBL Asset Management Limited (HBL AMC) was established in 2006 as a public limited company not listed on the stock exchange, in accordance with the Companies Ordinance, 1984. It is authorized to provide asset management and investment advisory services.

Profile of Chairman

Mr. Shabid Ghaffar is an independent director and the chairman of HBL AMC.

He brings extensive experience in capital markets, including project monitoring, managing debt/ fixed income and equity portfolios, and overseeing trading desks.

Previously, he served as the Managing Director of NIT and was the CEO of HBL

AMC for over six years, from 2005 to 2012. Mr. Ghaffar holds an MBA from Gomal University in

D.I. Khan, Khyber Pakhtunkhwa (formerly NWFP), Pakistan.

Profile of CEO

Mr. Mir Adil Rashid has been serving as the CEO since September 2019. With nearly 20 years of diverse experience in portfolio management, brokerage, and managing both retail and

The assigned rating reflects HBL AMC's adequate corporate governance framework, supported by a well-structured Board and Committees that adhere to best governance practices. Additionally, the senior management team comprises seasoned professionals with extensive industry knowledge and expertise, driving sustained growth of the AMC.

As of Sep'24, HBL AMC was ranked 3rd in the AMC industry with a market share of 9.6%, maintaining its relative standing in the competitive landscape. Notably, it emerged as the largest AMC in the Money Market Funds segment, while retaining seventh position in the Equity Fund Market, and ranked 4th in the Income Fund Market.

As of FY24, the portfolio allocation of assets under management (AUMs) reflects shift towards fixed-income instruments, which rose significantly in absolute term, driven by investor preference. Equity funds, conversely, experienced a decline in FY24. Retail client base of the AMC improved, supported by targeted outreach initiatives and improved market sentiment. While the concentration of AUMs in the top five funds is on a declining trend it, however, remains high. HBL AMC's client base expanded, with 94% categorized as active investors. Fund performance challenges, however, persist, with the proportion of AUMs in the top two quartiles declining. Performance metrics indicate subdued returns across key fund categories relative to peers.

Despite these challenges, HBL AMC's efforts to diversify its portfolio, reduce concentration risks, and expand its retail footprint highlight its strategic focus on long-term growth. Ongoing initiatives, including sandbox testing of alternative asset class funds, reflect adaptability in meeting evolving market demands. However, the declining trend in fund performance poses risks to competitive positioning, necessitating a stronger focus on operational efficiencies and investment strategies to improve returns. Going forward, maintaining market leadership and improving the relative performance of its funds will remain important from a ratings perspective.

Company Profile

HBL AMC is a wholly owned subsidiary of Habib Bank Limited (HBL), the largest commercial bank in Pakistan in terms of deposit base. With a strong brand reputation and a proven track record of nearly 17 years in the asset management industry, HBL AMC has grown significantly. The AMC manages 35 funds as of Sep'24, including Mutual Funds, Exchange-Traded Funds, and Pension Funds.

During the review period, there were two management changes: Mr. Imad Ansari, who was the Head of Risk, left the AMC in September 2024. Additionally, Mr. Faheem Elahi, who was working as Country Head of Corporate Sales, departed in April 2024. The AMC has

institutional client relationships, he brings a wealth of expertise in investment portfolios. Prior to this, Mr. Rashid was the Chief Executive Officer of the former PICIC Asset Management Company Limited for six years.

conducted interviews of eligible candidates and is in the progress of replacing both candidates in the near future.

Market Position

As of Sept'24, HBL AMC was ranked 3rd in the AMC industry holding 9.6% market share, holding its relative position in the market. It has emerged as the largest asset management company (AMC) in the Money Market Funds segment, retained its seventh position in the Equity Fund Market, and dropped to fourth place in the Income Fund Market.

Table 1: Market Share

AUMs (in PKR Bn)	Jun'23	Jun'24	Sep'24
HBL AMC	160.5	256.0	291.5
Industry	1,621.0	2,687.7	3,036.0
Market Share (Conventional)	12.0%	12.0%	12.5%
Market Share (Shariah Compliant)	7.5%	6.9%	6.2%
Number of Funds	33	37	35

During FY24, HBL AMC registered a growth of 59.5% YoY in its overall AUMs compared to the industry growth of 65.8% during the same period. Resultantly, the market share of the AMC slightly declined. During 1QFY25, the AMC's AUMs grew further by 13.9%, marginally outpacing the industry growth of 13.0%, leading to an improvement in its market share to 9.6% as of Sep'24. Cumulatively, HBL AMC witnessed a growth of 81.6% against an industry growth of 87.3% during the 15-month period (Jun'23-Sep'24).

As of Sep'24, HBL AMC's market share in the Shariah-compliant asset management category stood at 6.2% (Jun'24: 6.9%, Jun'23: 7.5%), reflecting a decline as the AMC's Islamic AUM growth lagged the industry's Islamic AUM growth of 75.2%. This was also influenced by some of the existing players growing their Islamic AUMs at a higher rate.

As of Sep,'24, HBL AMC's market share in the conventional asset management category stood at 12.5% (Jun'24: 12.0%, Jun'23: 12.0%), reflecting an increase as the AMC's Conventional AUM growth was higher than the Industry's Conventional growth of 87.3%.

Investment Process

There are two Investment Committees at HBL AMC: the Investment Committee for Fixed Income funds and the Investment Committee for Equity funds. Both committees are chaired by the Chief Executive Officer (CEO), with members including the Chief Investment Officer (CIO), the Head of Research, and the Head of Risk. For the Fixed Income Committee, the Head of Fixed Income is also a member, while the Equity Committee includes the Head of Equity as a key participant. This composition ensures that the committees have a balanced representation of expertise across investment domains, fostering well-informed decision-making.

HBL AMC operates within a comprehensive governance framework built on detailed codes, policies, and controls, all of which are reviewed periodically to ensure their continued

relevance and effectiveness. The AMC employs a set of performance indicators tailored to each investment strategy, ensuring precise and reliable performance monitoring.

Exposure limits are closely monitored, demonstrating the organization's cautious approach to managing risk. This structured framework enables the management team to proactively identify and address potential market challenges, ensuring resilience and stability in the investment management process. The collaborative approach across committees, combined with effective oversight mechanisms, underscores HBL AMC's commitment to maintaining sound and sustainable investment practices.

Portfolio

In FY24, the portfolio allocation of AUMs experienced notable shifts, driven by changes in the economic environment and investor preferences. Fixed-income funds, comprising Income and Money Market Funds, collectively rose to 92.5% of the total AUMs as of Jun'24, up from 91.3% in Jun'23. This trend reflects investor inclination toward stability in earnings amid high-interest rates, which enhanced the appeal of fixed-income instruments.

Conversely, equity funds witnessed a decline in proportion, dropping to 4.4% of total AUMs by Jun24, from 5.1% in Jun'23.

Table 2: Segmentation of AUMs

Fund Type	AUMs (in PKR Bn)			Proportion		
	Jun'23	Jun'24	Sep'24	Jun'23	Jun'24	Sep'24
Equity	8,149	11,383	11,385	5.1%	4.4%	3.9%
Income	37,402	85,541	87,138	23.3%	33.4%	29.9%
Money Market	109,164	151,022	178,491	68.0%	59.0%	61.2%
Others	5,768	7,935	14,518	3.6%	3.1%	5.0%

The AMC introduced 9 new funds during FY24, notably HBL Financial Sector Income Fund Plan II reporting the highest AUMs amongst the new funds at PKR 10.0 bn by end-Jun'24, followed by HBL Mehfooz Munafa Fund Plan I at PKR 5.4 bn, and HBL Islamic Savings Plan I at PKR 5.2 bn.

HBL AMC is poised to expand its portfolio with introduction of various alternate asset class funds. Currently it's managing Livestock Fund under sandbox testing with SECP.

Fund & Retail Concentration

Similar to industry trends, HBL's AUMs remain concentrated in 5 key funds though the concentration level has been declining:

- As of Jun'24, the AMC's top 5 funds- HBL Cash Fund (HCF), HBL Financial Sector Income Fund Plan 1 (HFSIF), HBL Islamic Money Market Fund (HISMM), HBL Money Market Fund (HMMF), HBL Islamic income fund (HISF) - accounted for 81.9% of total AUMs (Jun'23: 88.8%). By Sep'24, the concentration in these top 5 funds had further declined to 81.0%.

The retail share of AUMs increased to 44.9% of total AUMs as of Sep'24 (Jun'24: 41.5%; Jun'23: 36.5%). The surge in retail participation highlights the success of targeted outreach initiatives, the growing appeal of investment products among individual investors, and improving market sentiment during the period.

- Retail presence in Top 5 Funds: As of Sep'24, concentration of retail investors in the top five funds—HCF, HFSIF, HISMM, HMMF, HISF—accounted for 37.4% of total AUMs (Jun24: 35.3%, Jun'23: 31.8%).
- Client Base Growth: The client base of HBL AMC expanded by 10.5% over the 15-month period from Jun'23 to Sep'24, reaching 71.13K clients by Sep'24 (Jun'24: 69K; Jun'23: 64.38K). Of these, approximately 94% are active clients.
- The client concentration has trended down, as reflected by top-10 investors holding 23.0% (Jun'23: 46.6%) of the total AUMs.

Fund Performance

The performance of HBL AMC's funds depicts a downward trend in recent periods, as indicated by declining returns relative to peers. The proportion of AUMS in the upper two quartiles dropped from 82.5% in FY23 to 74.7% in FY24 and further to 35.6% during 1QFY25, reflecting a notable change. Moreover, the number of funds ranked in the top two quartiles fell from 11 in June 2023 to 4 by September 2024, while those in the bottom quartile rose to 7. This indicates a broader shift of funds into lower quartiles.

Table 3: Quartile wise breakup of AUMs (Ex. Fund of funds)

<i>PKR In million</i>	<i>23-Jun</i>	<i>24-Jun</i>	<i>24-Sep</i>
Total AUMs in Q1	54,511	81,374	278
Total No. funds in Q1	6	3	1
Total AUMs in Q2	77,914	109,818	103,593
Total No. funds in Q2	5	7	3
<i>Q1 & Q2 Proportion of AUMS</i>	82.5%	74.7%	35.6%
Total AUMs in Q3	4,302	9,052	123,833
Total No. funds in Q3	4	5	9
Total AUMs in Q4	19,649	33,324	37,239
Total No. funds in Q4	7	5	7

Equity funds, along with money market and income funds, have consistently underperformed their peers over both short and long-term horizons, further exacerbating the situation. However, the flagship HBL Cash Fund stands out as a positive exception, maintaining robust growth in AUMs and retaining its position in the top quartiles, showcasing its strong performance track record. **Governance**

The Board of Directors (BoD) comprises a team of experienced professionals who provide strategic oversight and governance to the organization. The board is led by Mr. Shahid Ghaffar, serving as Chairman, with Mir Adil Rashid as the Chief Executive Officer. The governance structure is supported by four board-level committees to ensure effective

oversight which includes Audit Committee, Human Resources Committee, Risk and Investment Committee and Technology Committee. Management team is composed of highly qualified and experienced professionals who drive the organization's operations and strategic initiatives.

Profitability

The profitability of the AMC is supported by significant revenue growth and a conservative financial risk profile. The AMC's total revenue surged to PKR 1,583 million in FY24, marking a substantial increase of 107.6% compared to PKR 763 million in FY23. This significant growth was driven by a 97.7% rise in management fees reaching PKR 1,392 million in FY24 (FY23: PKR 704 million). The growth in management fees can be attributed to the growth in AUMs of the AMC's top three funds: the HBL Money Market Fund, the HBL Financial Sector Income Fund, and the HBL Cash Fund. The revenue growth has outpaced recurring expenses, resulting in a marked improvement in the AMC's efficiency ratio, which declined to 43.7% in FY24 from 68.3% in FY23. Despite this progress, a marginal increase in the efficiency ratio to 45.5% was observed during 1QFY25, indicating a slight uptick in expense pressure. HBL AMC maintains a conservative financial risk profile, further strengthened by a debt-free balance sheet.

HBL Asset Management Limited

FINANCIAL SUMMARY		Appendix I		
HBL Money Market Fund		Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)		13,224	22,481	27,895
Return (%)		16.66%	21.54%	21.10%
Benchmark (%)		16.92%	20.90%	20.01%
Retail Proportion (%)		78.00%	77.68%	81.4%
Ranking Against Peers		24 out of 24	27 out of 27	25 out of 28
HBL Cash Fund		Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)		50,334	56,424	85,505
Return (%)		17.56%	22.20%	21.80%
Benchmark (%)		16.92%	20.90%	20.01%
Retail Proportion (%)		24.00%	34.71%	29.6%
Ranking Against Peers		10 out of 24	14 out of 27	15 out of 28
HBL Income Fund		Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)		2,108	4,973	7,486
Return (%)		17.03%	22.35%	22.11%
Benchmark (%)		18.33%	21.87%	20.69%
Retail Proportion (%)		76.00%	65.06%	56.4%
Ranking Against Peers		10 out of 25	14 out of 26	20 out of 29
HBL Financial Sector Income Fund Plan I		Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)		27,434	50,709	45,704
Return (%)		18.26%	23.01%	22.44%
Benchmark (%)		18.33%	0.00%	20.69%
Retail Proportion (%)		46.00%	51.26%	54.4%
Ranking Against Peers		5 out of 25	9 out of 26	15 out of 29
HBL Financial Sector Income Fund Plan II		Jun'23	Jun'24*	Sep'24*
Fund Size (in Rs. millions)		NA	9,957	3,306
Return (%)		NA	18.51%	17.83%
Benchmark (%)		NA	21.26%	18.49%
Retail Proportion (%)		NA	0.00%	0.00%
Ranking Against Peers		NA	NA	NA
HBL Government Securities Fund		Jun'23	Jun'24	Sep'24

Fund Size (in Rs. millions)	706	2,060	8,263
Return (%)	14.88%	20.92%	23.33%
Benchmark (%)	18.14%	21.69%	20.44%
Retail Proportion (%)	47.00%	74.47%	66.5%
Ranking Against Peers	4 out of 10	10 out of 11	8 out of 11
HBL Multi Asset Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	104	125	130
Return (%)	4.05%	62.74%	52.32%
Benchmark (%)	5.54%	65.35%	55.88%
Retail Proportion (%)	55.00%	26.24%	27.2%
Ranking Against Peers	1 out of 4	2 out of 4	3 out of 4
HBL Stock Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	157	225	218
Return (%)	-3.15%	85.59%	65.58%
Benchmark (%)	4.41%	94.99%	81.35%
Retail Proportion (%)	61.00%	82.32%	82.9%
Ranking Against Peers	14 out of 26	11 out of 25	16 out of 25
HBL Energy Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	236	567	615
Return (%)	-0.38%	77.92%	46.20%
Benchmark (%)	4.41%	94.99%	81.35%
Retail Proportion (%)	60.00%	59.96%	68.6%
Ranking Against Peers		18 out of 25	20 out of 25
HBL Equity Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	323	192	197
Return (%)	-8.46%	78.55%	61.35%
Benchmark (%)	-0.21%	89.24%	75.45%
Retail Proportion (%)	46.00%	49.55%	51.2%
Ranking Against Peers	17 out of 26	16 out of 25	18 out of 25
HBL Growth Fund - Class A	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	4,238	5,655	5,560
Return (%)	-22.95%	49.79%	33.55%
Benchmark (%)	-0.21%	89.24%	75.45%

Retail Proportion (%)	57.00%		
Ranking Against Peers	24 out of 26	22 out of 25	22 out of 25
HBL Growth Fund - Class B	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	908	1,499	1,519
Return (%)	-5.03%	88.16%	64.77%
Benchmark (%)	-0.21%	89.24%	75.45%
Retail Proportion (%)			56.7%
Ranking Against Peers	10 out of 26	10 out of 25	17 out of 25
HBL Investment Fund - Class A	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	1,506	2,019	1,977
Return (%)	-24.64%	49.62%	33.30%
Benchmark (%)	-0.21%	89.24%	75.45%
Retail Proportion (%)	70.00%		
Ranking Against Peers	25 out of 26	23 out of 25	23 out of 25
HBL Investment Fund - Class B	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	451	694	698
Return (%)	-6.17%	84.00%	70.04%
Benchmark (%)	-0.21%	89.24%	75.45%
Retail Proportion (%)			75.1%
Ranking Against Peers	20 out of 26	13 out of 25	14 out of 25
HBL Pension Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	1,141	2,047	2,172
Return (%) - Money Market Sub Fund	17.87%	21.73%	21.29%
Return (%) - Debt Sub Fund	18.06%	22.15%	25.14%
Return (%) - Equity Sub Fund	-3.55%	71.60%	56.45%
HBL Total Treasury Exchange Traded Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	122	509	543
Return (%)	17.83%	21.40%	22.71%
Benchmark (%)	18.01%	24.97%	26.30%
Retail Proportion (%)		0.00%	
Ranking Against Peers		6 out of 6	4 out of 5
HBL Mehfooz Munafa Fund Plan I	Jun'23	Jun'24*	Sep'24*

Fund Size (in Rs. millions)	NA	5,362	5,618
Return (%)	NA	20.39%	18.95%
Benchmark (%)	NA	20.40%	18.40%
Retail Proportion (%)	NA	0.00%	NA
Ranking Against Peers	NA	NA	NA
HBL Mehfooz Munafa Fund Plan II	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	2,914	NA	NA
Return (%)	20.63%	NA	NA
Benchmark (%)	21.90%	NA	NA
Retail Proportion (%)	59.26%	NA	NA
Ranking Against Peers		NA	NA
HBL Mehfooz Munafa Fund Plan III	Jun'23	Jun'24	Sep'24*
Fund Size (in Rs. millions)	NA	NA	1,461
Return (%)	NA	NA	17.44%
Benchmark (%)	NA	NA	18.22%
Retail Proportion (%)	NA	NA	NA
Ranking Against Peers	NA	NA	NA
HBL Mehfooz Munafa Fund Plan V	Jun'23	Jun'24	Sep'24*
Fund Size (in Rs. millions)	NA	NA	5,500
Return (%)	NA	NA	0.00%
Benchmark (%)	NA	NA	0.00%
Retail Proportion (%)	NA	NA	NA
Ranking Against Peers	NA	NA	NA
HBL Financial Planning Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	111	NA	NA
Return (%) – Active Allocation Plan	14.20%	NA	NA
Return (%) – Conservative Allocation Plan	11.47%	NA	NA
Return (%) – Strategic Allocation Plan	-	NA	NA
HBL KPK Pension Fund	Jun'23	Jun'24*	Sep'24*
Fund Size (in Rs. millions)	NA	40	43
Return (%) - Money Market Sub Fund	NA	20.77%	19.69%
Return (%) - Debt Sub Fund	NA	20.77%	19.69%
Return (%) - Equity Sub Fund	NA	0.00%	0.00%

Return (%) - Equity Index Sub Fund	NA	0.00%	0.00%
HBL Islamic Money Market Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	44,532	65,102	57,742
Return (%)	17.24%	21.98%	21.18%
Benchmark (%)	6.23%	10.28%	10.85%
Retail Proportion (%)	28.00%	24.30%	37.3%
Ranking Against Peers	6 out of 22	5 out of 24	10 out of 25
HBL Islamic Income Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	7,643	14,899	19,274
Return (%)	17.55%	21.83%	20.61%
Benchmark (%)	6.06%	10.10%	10.91%
Retail Proportion (%)	53%	80.62%	76.9%
Ranking Against Peers	6 out of 27	7 out of 31	22 out of 33
HBL Islamic Asset Allocation Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	101	192	278
Return (%)	-6.31%	76.64%	57.84%
Benchmark (%)	2.03%	70.72%	55.21%
Retail Proportion (%)	86%	87.03%	93.4%
Ranking Against Peers	9 out of 12	2 out of 12	2 out of 12
HBL Islamic Asset Allocation Fund - Plan I	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	1,929	1,147	358
Return (%)	16.54%	22.76%	22.03%
Benchmark (%)	4.16%	6.97%	7.59%
Retail Proportion (%)		0.00%	0.00%
Ranking Against Peers	3 out of 12	9 out of 12	10 out of 12
HBL Islamic Asset Allocation Fund - Plan II	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	494	600	630
Return (%)	19.75%	21.69%	21.04%
Benchmark (%)	3.88%	7.01%	7.59%
Retail Proportion (%)		0.00%	0.00%
Ranking Against Peers	2 out of 12	11 out of 12	11 out of 12
HBL Islamic Stock Fund	Jun'23	Jun'24	Sep'24

Fund Size (in Rs. millions)	159	142	147
Return (%)	-11.83%	75.47%	62.22%
Benchmark (%)	2.88%	78.70%	60.62%
Retail Proportion (%)	68%	81.14%	83.2%
Ranking Against Peers	19 out of 20	10 out of 19	8 out of 19
HBL Islamic Equity Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	97	126	204
Return (%)	-5.88%	74.48%	53.67%
Benchmark (%)	2.88%	78.70%	60.62%
Retail Proportion (%)	87%	59.43%	75.6%
Ranking Against Peers	14 out of 20	13 out of 19	18 out of 19
HBL Islamic Dedicated Equity Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	0	0	0
Return (%)	0.00%	0.00%	0.00%
Benchmark (%)	2.88%	78.70%	60.62%
HBL Islamic Fixed Term Fund Plan I	Jun'23	Jun'24*	Sep'24*
Fund Size (in Rs. millions)	NA	1,669	1,746
Return (%)	NA	19.18%	18.37%
Benchmark (%)	NA	20.24%	17.55%
Retail Proportion (%)	NA	0.00%	0.0%
Ranking Against Peers	NA	NA	NA
HBL Islamic Savings Fund Plan I	Jun'23	Jun'24*	Sep'24*
Fund Size (in Rs. millions)	NA	5,249	5,383
Return (%)	NA	19.83%	17.47%
Benchmark (%)	NA	11.23%	10.80%
Retail Proportion (%)	NA	82.35%	92.5%
Ranking Against Peers	NA	NA	NA
HBL Islamic Financial Planning Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	103	NA	NA
Return (%) – Active Allocation Plan	14.65%	NA	NA
Return (%) – Conservative Allocation Plan	17.43%	NA	NA
Return (%) – Strategic Allocation Plan	-	NA	NA
Return (%) – Islamic Capital Protection Plan	-	NA	NA

HBL Islamic Pension Fund	Jun'23	Jun'24	Sep'24
Fund Size (in Rs. millions)	642	1181	1322
Return (%) - Money Market Sub Fund	17.16%	21.74%	21.10%
Return (%) - Debt Sub Fund	16.94%	21.82%	22.06%
Return (%) - Equity Sub Fund	-7.82%	72.93%	55.50%
HBL KPK Islamic Pension Fund	Jun'23	Jun'24*	Sep'24*
Fund Size (in Rs. millions)	NA	38.5	41.5
Return (%) - Money Market Sub Fund	NA	18.85%	23.43%
Return (%) - Debt Sub Fund	NA	18.85%	23.43%
Return (%) - Equity Sub Fund	NA	0.00%	0.00%
Return (%) - Equity Index Sub Fund	NA	0.00%	0.00%

FINANCIAL SUMMARY <i>(amounts in PKR millions)</i>		Appendix II	
<u>BALANCE SHEET</u>	CY22	CY23	9M'CY24
Paid Up Capital	2000.0	2000.0	2000.0
Total Equity	2,917.7	3,485.2	4,262.0
<u>INCOME STATEMENT</u>			
Net Sales	763.14	1,583.96	2,188.08
Profit Before Tax	241.86	892.25	1,192.59
Profit After Tax	176.73	568.45	777.44
<u>RATIO ANALYSIS</u>			
Current Ratio (x)	2.01	3.03	3.31
Gearing	0.07	0.09	0.10
Leverage	0.26	0.32	0.32

REGULATORY DISCLOSURE		Appendix		
III				
Name of Rated Entity	HBL Asset Management Limited			
Sector	Mutual Funds			
Type of Relationship	Solicited			
Purpose of Rating	Management Quality Rating			
Rating History	Rating Date	Medium to Long Term	Outlook	Rating Action
	12/31/2024	AM1	Stable	Reaffirmed
	12/29/2023	AM1	Stable	Reaffirmed
	12/30/2022	AM1	Stable	Initial
Instrument Structure	N/A			
Statement by the Rating Team	VIS, the analysts involved in the rating process and members of its rating committee do not have any conflict of interest relating to the credit rating(s) mentioned herein. This rating is an opinion on Management quality only and is not a recommendation to buy or sell any securities.			
Probability of Default	N/A			
Disclaimer	Information herein was obtained from sources believed to be accurate and reliable; however, VIS does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Copyright 2024 VIS Credit Rating Company Limited. All rights reserved. Contents may be used by news media with credit to VIS.			
Due Diligence Meetings Conducted	Name	Designation	Date	
	Muhammad Ali Bhabha	CIO	16 December, 2024	
	Muhammad Ali Ansari	Country Head Retail		
	Nouman Qurban	CFO		