

Date: 15-Jun-2024

News Coverage of Press Release

“UK-based Alif Capital Holdings Acquires Pakistani E-commerce firm”

CCP approves acquisition of Alif Innovations

RECORDER REPORT

ISLAMABAD: The Competition Commission of Pakistan (CCP) has approved the acquisition of M/s Alif Innovations (Private) Limited by London-based M/s Alif Capital Holdings Limited.

M/s Alif Capital Holdings Limited, a private limited company registered in England and Wales, acts as a holding company for various investments. The target company, M/s Alif

Innovations (Private) Limited, is registered in Pakistan, specialising in e-commerce services and solutions.

The transaction involves the purchase of shares from the two individual shareholders of Alif Innovations.

Alif Capital Holdings Limited provides an ecosystem of financial and technological solutions. It includes widely used financial app Alif Mobi, a popular buy-now-pay-later pay-

ment system, the online retail platform Alif Shop, and a fast, secure remittance system.

The Phase-I assessment by CCP identified 'E-commerce' as the relevant geographic market. The assessment revealed that Alif Innovations, being a new player, currently holds no market share. Post-acquisition, Alif Capital Holdings is expected to achieve a nominal market share in the relevant market.

CORPORATE CORNER

Alif Capital acquires Alif Innovations

ISLAMABAD. The Competition Commission of Pakistan has approved the acquisition of Alif Innovations (Private) Ltd (AIPL) by London-based Alif Capital Holdings Limited (ACHL). ACHL, a private limited company registered in England and Wales, acts as a holding company for various investments. The target company, AIPL, is registered in Pakistan, specialising in e-commerce services. The transaction involves the purchase of shares from the two individual shareholders of AIPL. ACHL provides an ecosystem of financial and technological solutions. It includes financial app Alif Mobi, a buy-now-pay-later payment system, the online retail platform Alif Shop, and a fast, secure remittance system. PRESS RELEASE

ALIF CAPITAL HOLDINGS ACQUIRES PAKISTANI E-COMMERCE FIRM ALIF INNOVATIONS

Two individuals of Alif innovations sell their shares in e-commerce company

PROFIT

GHULAM ABBAS

DR. Kazim Niaz, Secretary of the Ministry of Economic Affairs, and Lt. Gen. (Retd.) Sajjad Ghani, Chairman of WAPDA, signs the Subsidiary Loan Agreement (SLA) amounting to US\$ 25 million for the Mohmand Dam Hydropower Project in Islamabad on June 14, 2024. H.E. Nassar Abdulrahman Jasser Al. Mutairi, the Ambassador of Kuwait in Pakistan, witnessing the signing ceremony.

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Innovations (Private) Limited by London-based M/s Alif Capital Holdings Limited.

As per details M/s Alif Capital Holdings Limited, a private limited company registered in England and Wales, serves as a holding company for various investments. The target company, M/s Alif Innovations (Private) Limited, is registered in Pakistan and specializes in e-commerce services and solutions.

The transaction involves the purchase of shares from the two individual shareholders of Alif Innovations. Alif Capital Holdings Limited provides an ecosystem of financial and technological solutions, including the widely used financial app Alif Mobi, a

popular buy-now-pay-later payment system, the online retail platform Alif Shop, and a fast, secure remittance system.

The Phase-I assessment by CCP identified 'E-commerce' as the relevant geographic market. The assessment revealed that Alif Innovations, being a new player, currently holds no market share. Post-acquisition, Alif Capital Holdings is expected to achieve a nominal market share in the relevant market.

This acquisition marks a significant step towards building a marketplace that offers unique solutions, connecting retailers, consumers, financial institutions, and technology providers within Pakistan's digital landscape.



CCP نے برطانوی کمپنی کے ذریعے پاکستانی ای کامرس کمپنی کے حصول کی منظوری دیدی

اسلام آباد (ارشاد انصاری سے) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے برطانیہ میں قائم ایک سرمایہ کاری کمپنی کے ذریعے پاکستانی ای کامرس کمپنی کے حصول کی منظوری دے دی ہے۔ اس سلسلے میں سی سی پی نے لندن میں مقیم الف کیپٹل ہولڈنگز لمیٹڈ کے (باقی صفحہ 7 نمبر 7)

سی سی پی

ذریعے الف انوویشنز (پرائیویٹ) لمیٹڈ کے حصول کے لیے مرجر آرڈر پاس کیا۔ ڈاکٹر کبیر احمد سدھو، چیئر مین سی سی پی نے آرڈر پر دستخط کرتے ہوئے، پاکستان میں مارکیٹیں کھولنے اور آزاد منڈی کی سرگرمیوں کو آسان بنانے کے لیے سی سی

پی کے عزم کا اعادہ کیا۔

برطانیہ میں قائم سرمایہ کاری کمپنی

کے ذریعے پاکستانی ای کامرس

کمپنی کے حصول کی منظوری

اسلام آباد (کامرس رپورٹر) برطانیہ میں قائم
الف کیپٹل ہولڈنگز نے پاکستانی ای کامرس فرم کو
حاصل کر لیا، کمپنیشن کمیشن آف پاکستان نے برطانیہ
باقی صفحہ 4 نمبر 43

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منظوری

بقیہ

میں قائم ایک سرمایہ کاری کمپنی کے ذریعے پاکستانی ای
کامرس کمپنی کے حصول کی منظوری دے دی ہے۔ اس
سلسلے میں سی سی پی نے لندن میں مقیم الف کیپٹل
ہولڈنگز لمیٹڈ کے ذریعے الف انوویشنز (پرائیویٹ)
لمیٹڈ کے حصول کے لیے مرجر آرڈر پاس کیا۔ الف
کیپٹل ہولڈنگز لمیٹڈ انگلینڈ اور ویلز میں رجسٹرڈ ایک
پرائیویٹ لمیٹڈ کمپنی ہے جو بنیادی طور پر مختلف سرمایہ
کاری کے لیے ایک ہولڈنگ کمپنی کے طور پر کام کرتی
ہے۔ ٹارگٹ کمپنی الف انوویشنز (پرائیویٹ) لمیٹڈ
پاکستان میں رجسٹرڈ ایک پرائیویٹ لمیٹڈ کمپنی ہے، جو
ای کامرس سروسز اور سلوشنز میں مہارت رکھتی ہے۔ اس
ٹرانزیکشن میں الف انوویشنز کے دو انفرادی شیئر
ہولڈرز سے حصص کی خریداری شامل ہے۔

سی سی پی نے پاکستانی ای کامرس کمپنی کے حصول کی منظوری دیدی

اسلام آباد (نمائندہ خصوصی) کمپین کمیشن آف پاکستان (سی سی پی) نے برطانیہ میں قائم ایک سرمایہ کاری کمپنی کے ذریعے پاکستانی ای کامرس کمپنی کے حصول کی منظوری دے دی ہے۔ اس سلسلے میں سی سی پی نے لندن میں مقیم الف کمپنٹل ہولڈنگز لمیٹڈ کے ذریعے الف انوویشنز (پرائیویٹ) لمیٹڈ کے حصول کے لیے مرجر آرڈر پاس کیا۔ الف کمپنٹل ہولڈنگز لمیٹڈ انگلینڈ اور ویلز میں رجسٹرڈ ایک پرائیویٹ لمیٹڈ کمپنی ہے جو بنیادی طور پر مختلف سرمایہ کاری کے لیے ایک ہولڈنگ کمپنی کے طور پر کام کرتی ہے۔ ٹارگٹ کمپنی ایف انوویشنز (پرائیویٹ) لمیٹڈ پاکستان میں رجسٹرڈ ایک پرائیویٹ لمیٹڈ کمپنی ہے، جو ای کامرس سروسز اور سلوشنز میں مہارت رکھتی ہے۔ اس ٹرانزیکشن میں الف انوویشنز صفحہ 6 پر بقیہ نمبر 54

منظوری

بقیہ 54

کے دو افرادی سیر ہولڈرز سے حصص کی خریداری شامل ہے۔ الف کمپنٹل ہولڈنگز لمیٹڈ مالیاتی اور تکنیکی حلوں کا ایک ماحولیاتی نظام فراہم کرتا ہے، جس میں وسیع پیمانے پر استعمال ہونے والی مالیاتی ایپ الف موبی شامل ہے اس کے علاوہ مقبول خریدو ابھی، بعد میں ادائیگی کا نظام، آن لائن ریٹیل پلیٹ فارم الف شاپ، اور ایک تیز رفتار محفوظ ترسیل کا نظام شامل ہے سی سی پی کی جانب سے فی اجازتے نے ای کامرس کو متعلقہ جغرافیائی مارکیٹ کے طور پر شناخت کیا ہے۔

الف کیپٹل ہولڈنگز نے پاکستانی ای کامرس فرم کو حاصل کر لیا

ٹارگٹ کمپنی ای کامرس سروسز اور سلوشنز میں مہارت رکھتی ہے، کمپنیشن کمیشن پاکستان

اسلام آباد (نامہ نگار خصوصی) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے برطانیہ میں قائم ایک سرمایہ کاری کمپنی کے ذریعے پاکستانی ای کامرس کمپنی کے حصول کی منظوری دے دی ہے۔ اس سلسلے میں سی سی پی نے لندن میں مقیم الف کیپٹل ہولڈنگز لمیٹڈ کے ذریعے الف انوویشنز (پرائیویٹ) لمیٹڈ کے حصول کے لیے مرجر آرڈر پاس کیا، الف کیپٹل ہولڈنگز لمیٹڈ انگلینڈ (باقی صفحہ 6 بقیہ نمبر 26)

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پاکستانی فرم

بقیہ

اور ویلز میں رجسٹرڈ ایک پرائیویٹ لمیٹڈ کمپنی ہے جو بنیادی طور پر مختلف سرمایہ کاری کے لیے ایک ہولڈنگ کمپنی کے طور پر کام کرتی ہے۔ ٹارگٹ کمپنی ایف انوویشنز (پرائیویٹ) لمیٹڈ پاکستان میں رجسٹرڈ ایک پرائیویٹ لمیٹڈ کمپنی ہے، جو ای کامرس سروسز اور سلوشنز میں مہارت رکھتی ہے۔

15-Jun-2024

Page # 6

UK-based Alif capital holdings acquires Pakistani E-commerce firm

 **Commerce Desk**

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The transaction involves the purchase of shares from the two individual shareholders of Alif Innovations. Alif Capital Holdings Limited provides an ecosystem of financial and

technological solutions. It includes widely used financial app Alif Mobi, a popular buy-now-pay-later payment system, the online retail platform Alif Shop, and a fast, secure remittance system.

The Phase-I assessment by CCP identified 'E-commerce' as the relevant geographic market. The assessment revealed that Alif Innovations, being a new player, currently holds no market share. Post-acquisition, Alif Capital Holdings is expected to achieve a nominal market share in the relevant market.

This acquisition marks a significant step towards building a marketplace that offers unique solutions, connecting retailers, consumers, financial institutions, and technology providers within Pakistan's digital landscape.

15-Jun-2024

Online

UK-based Alif Capital Holdings Acquires Pakistani E-commerce Firm

By ProPK Staff | Published Jun 14, 2024 | 9:37 pm

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<https://propakistani.pk/2024/06/14/uk-based-alif-capital-holdings-acquires-pakistani-e-commerce-firm/>

NewsReleases

Financial news, corporate
announcements, analysts' reports

15-Jun-2024

Online

UK-based Alif Capital acquires Pakistani E-commerce firm Alif Innovations

June 15, 2024

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<https://newsreleases.com/2024/06/15/uk-based-alif-capital-acquires-pakistani-e-commerce-firm-alif-innovations/>



15-Jun-2024

Online

UK-based Alif Capital Holdings Acquires Pakistani E-commerce firm

The transaction involves the purchase of shares from the two individual shareholders of Alif Innovations.

ON: JUNE 15, 2024 / IN: COMMERCE AND INDUSTRY / TAGGED: COMPETITION COMMISSION, PAKISTANI E-COMMERCE FIRM, UK COMPANY ACQUIRES

UK-based Alif Capital Holdings Acquires Pakistani E-commerce firm

ISLAMABAD (WEB NEWS)

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<https://www.telecoalert.com/2024/06/15/uk-based-alif-capital-holdings-acquires-pakistani-e-commerce-firm/>

15-Jun-2024

Online

cehtml

Alif Capital Holdings acquires Pakistani e-commerce company Alif Innovations

by Vaseline — June 14, 2024

ISLAMABAD: The Competition Commission of Pakistan (CCP) has approved the acquisition of M/s Alif Innovations (Private) Limited by London-based M/s Alif Capital Holdings Limited.

According to details, M/s Alif Capital Holdings Limited, a private limited company registered in England and Wales, acts as a holding company for various investments. The target company, M/s Alif Innovations (Private) Limited, is registered in Pakistan and specializes in e-commerce services and solutions.

The transaction involves the purchase of shares from the two individual shareholders of Alif Innovations. Alif Capital Holdings Limited offers an ecosystem of financial and technology solutions, including the widely used financial app Alif Mobi, a popular buy-now-pay-later payment system, online retail platform Alif Shop and a fast, secure money transfer system.

CCP's Phase I assessment identified 'E-commerce' as the relevant geographic market. The research showed that Alif Innovations, as a new player, currently has no market share. Post-acquisition, Alif Capital Holdings is expected to gain a nominal market share in the relevant market.

This acquisition marks an important step towards building a marketplace that provides unique solutions and connects retailers, consumers, financial institutions and technology providers across Pakistan's digital landscape.

<https://www.teui.ca/cehtml/78r284375ced46/>

UK-based Alif Capital Holdings is acquiring a Pakistani e-commerce company



Posted on June 15, 2024

by darion

The Competition Commission of Pakistan (CCP) has approved the acquisition of M/s Alif Innovations (Private) Limited by London-based M/s Alif Capital Holdings Limited.

M/s Alif Capital Holdings Limited, a private limited company incorporated in England and Wales, acts as a holding company for various investments. The target company, M/s Alif Innovations (Private) Limited, is registered in Pakistan and specializes in e-commerce services and solutions.

The transaction involves the purchase of shares from two individual shareholders of Alif Innovations. Alif Capital Holdings Limited provides an ecosystem of financial and technology solutions. It includes the widely used Alif Mobi financial app, the popular buy now, pay later payment system, the Alif Shop online retail platform, and a fast and secure money transfer system.

In CCP's Phase I assessment, "e-commerce" was identified as the relevant geographic market. The assessment showed that Alif Innovations, being a new player, does not currently hold any market share. Following the acquisition, Alif Capital Holdings is expected to achieve nominal market share in the relevant market.

This acquisition is a significant step towards building a marketplace with unique solutions, connecting retailers, consumers, financial institutions and technology providers in Pakistan's digital landscape.

<https://solondais.fr/2024/06/15/news121933/uk-based-alif-capital-holdings-is-acquiring-a-pakistani-e-commerce-company/>

15-Jun-2024

Online

Alif Capital Holdings Enters Pakistani Market with Strategic E-commerce Acquisition

A well-reputed company registered in England called M/s Alif Capital Holdings Limited is working as a parent company for dealing with various investments and controlling the ownership of different companies. Its target company is M/s Alif Innovations (Private) Limited which has the utmost expertise in providing e-commerce services and solutions and is registered in Pakistan.

Alif Capital Holdings Limited is known for its financial services and technical assistance, providing people with a platform for transactions to buy shares from two share shareholders of Alif Innovations.

It implies modern technology in its services such as Alif Mobi, and modern financial solutions like its groundbreaking buy-now-pay-later-payment system, an online retail shop, the Alif Shop, and a secure means of transferring money to people in other countries.

CCP assessed E-commerce and Phase 1 of the evaluation stated E-commerce as a relevant geographic market. Moreover, another outcome of the evaluation was the revelation that Alif Innovations, being new to the market, holds no shares. But Alif Capital Holdings after acquiring it might hold a prominent share in the market.

This possession is a crucial step for a better foundation and uplifting of the E-commerce market, providing people with innovative technology and solutions every day, establishing strong connections between providers and consumers, connecting businesses, empowering financial institutions, and taking Pakistan's digital landscape to new heights of development and success.

<https://ecommerce.com.pk/alif-capital-holdings-enters-pakistani-market-with-strategic-e-commerce-acquisition/>