

A Message from Our CEO

May 2022

100,000 satisfied clients FY 2023. Challenge accepted.

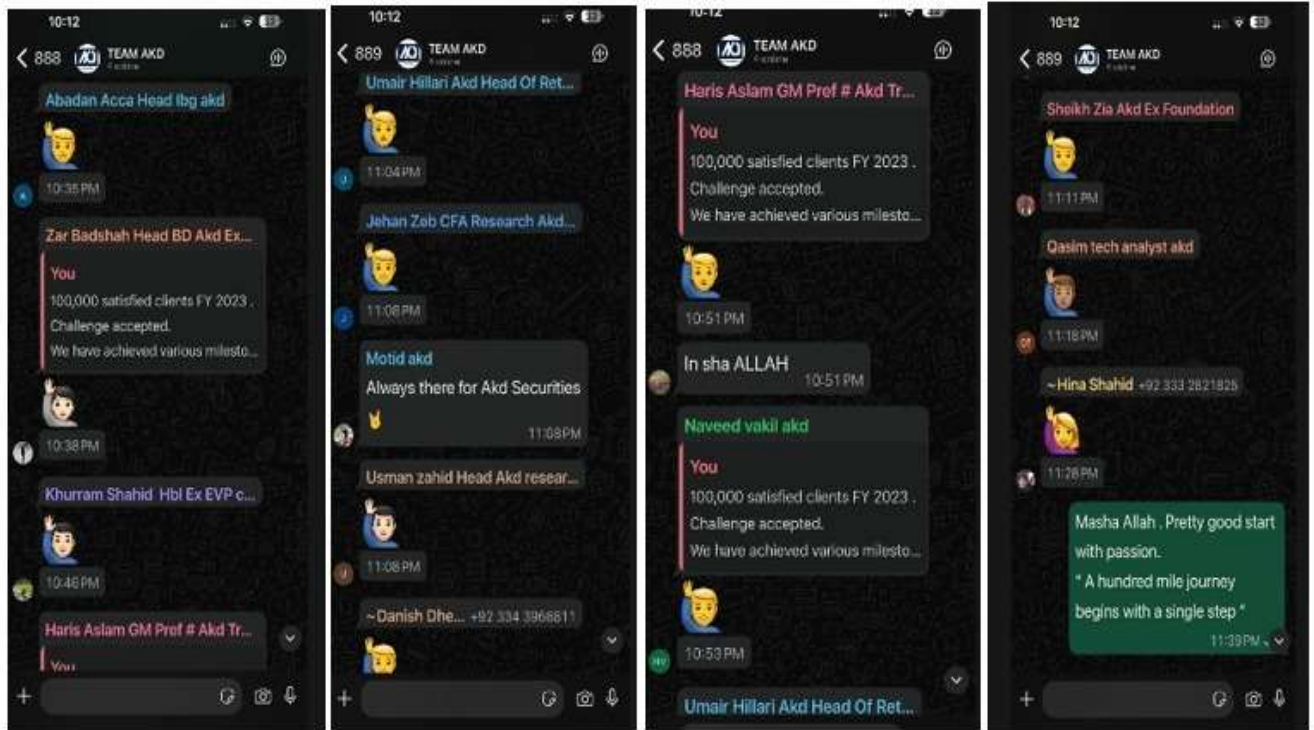
We have achieved various milestones in the past and let's show to the world we can achieve this as well.

If Mercedes team can do it, we Akd Securities are Mercedes of our industry why can't we.

I am confident of my team, we just have to show team work, Can DO attitude.

Team A let's take the challenge?

Please come forward raise hands 🙋 if you agree Can we have first 10 volunteers please.



18 May 2026-

Good evening everyone,

Four years ago, we stood together and accepted a challenge — to cross 100,000 satisfied clients. At that moment, it wasn't just a target... it was a belief, a commitment, and for many of us, a leap of faith.

I asked for 10 volunteers to step forward and take ownership of this challenge — and within minutes, my team rose to the occasion. That spirit, that readiness, defined who we are.

The journey tested us. There were difficult days, long nights, and moments when the goal seemed distant. Along the way, some of our valued teammates

moved on to new opportunities. In fact, more than half of my trusted lieutenants took new paths.

And yet, we are proud of them — because their contributions are woven into this achievement. Their legacy remains a part of our story.

To those who stayed — I salute you. You showed grit, unity, and an unshakable “can do” spirit. You didn’t just work... you believed. And belief makes all the difference.

I once asked, “If Mercedes can do it, why can’t we?”

Today, I no longer ask that question.

Because today, we have proven that we are not just participants in the brokerage industry... we define it.

Let me conclude with a few lines from one of my favorite poet;

ستاروں سے آگے جہاں اور بھی ہیں،
ابھی عشق کے امتحاں اور بھی ہیں۔
جو ٹھہرے تو کھو جائے منزل کی روشنی،
چلتے رہو کہ کارواں اور بھی ہیں۔
ہم نے ارادوں کو یقین میں ڈھالا ہے،
”تب جا کے یہ مقام سنبھالا ہے۔“

Thank you — this achievement belongs to all of you.-

MUHAMMAD FARID ALAM, FCA
CEO of AKD Securities Limited,