



The Pakistan Credit Rating Agency Limited

Rating Report

Pak Oman Asset Management

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Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
11-Mar-2022	AM3++	-	Positive	Maintain	-
06-Aug-2021	AM3++	-	Stable	Upgrade	-
15-Feb-2021	AM3+	-	Positive	Maintain	-
28-Aug-2020	AM3+	-	Stable	Maintain	-
28-Aug-2019	AM3+	-	Stable	Maintain	-
26-Feb-2019	AM3+	-	Stable	Maintain	-
28-Aug-2018	AM3+	-	Stable	Upgrade	-
08-Dec-2017	AM3	-	Positive	Maintain	-
08-Jun-2017	AM3	-	Positive	Maintain	-
17-Nov-2016	AM3	-	Stable	Initial	-

Rating Rationale and Key Rating Drivers

The rating recognizes Pak Oman Asset Management Company Limited's ("POAMCL" or the "Company") association with an established and renowned financial institution, Pak Oman Investment Company Limited. The rating reflects the Company's experienced management, structured investment decision making process and adequate governance framework. Over the past few years, the AUMs of the Company have shown a significant growth of ~79%, since Jun'19. Currently, the AUMs are standing at PKR ~8bln, while the average market share remained 0.8%, at Dec'21. The Company is eying to boost its market share in rapidly growing market. The overall, fund performance of the Company remained above the benchmark except for asset allocation category which underperformed and has limited size. The Company has also improved its cost control measures and has also posted a steady growth in revenue leading to reduction in accumulated losses. To enhance the assets under management, a number of initiatives are being taken including the expansion of sales force and ongoing focus on alternative distribution channels for enhanced retail market penetration. In order to strengthen its position, in the industry, the Company is also diversifying its product slate and currently launched a new fund in Islamic daily dividend category. The financial risk profile of the AMC is supported by adequate capital structure, which bodes well for the rating.

Change in outlook assigned to the Company, reflects the growing AUMs, diversifying fund slate, retail penetration and sponsor's commitment to support equity base. The rating is dependent on the Company's ability to enhance its market position, gain in terms of assets under management and maintaining strong performance of its funds. Meanwhile, upholding high governance standards and strengthening of risk management is crucial for the rating.

Disclosure

Name of Rated Entity	Pak Oman Asset Management
Type of Relationship	Solicited
Purpose of the Rating	Asset Manager Rating
Applicable Criteria	Methodology Asset Manager Rating(Jun-21),Criteria Rating Modifiers(Jun-21)
Related Research	Sector Study Asset Managers(Jun-21)
Rating Analysts	Muhammad Zain Ayaz zain.ayaz@pacra.com +92-42-35869504



Profile

Structure Pak Oman Asset Management Company Limited ("POAMCL" or "The Company") was incorporated on July 28, 2006 as a public unlisted company.

Background On 31st May 2017, 100% shares of Askari Investment Management Limited were acquired by Pak Oman Asset Management for an amount of PKR 551mln. The merger was successfully completed and effective from October 31, 2017. POAMCL is licensed to carry out asset management company and investment advisory services under NBFC Rules, 2003 and NBFC Regulations, 2008.

Market Share The market share of the Company remained on average at 0.8% at Dec'21.

Diversification Of Fund Mix The Company's diversified fund slate includes nine open-end funds, representing asset allocation, income, aggressive fixed income, money market, and other shariah compliant categories.

Investor Concentration The average top ten investors concentration is above ~80% at end Dec'21. The average related party holdings represents ~10% of total assets under management of the Company as at end Dec'21. Recently, the Company has launched a fund in islamic daily dividend category, to further strengthen its fund slate.

Ownership

Ownership Structure The Company is a majority owned subsidiary of Pak Oman Investment Company Limited (98%) and remaining shareholders include Oman International Development and Investment Company (0.84%), and Bank Muscat (0.43%).

Business Acumen The parent company, Pak Oman Investment Company Limited, was formed as a joint venture between the Governments of Pakistan and Sultanate of Oman in July 2000. Pak Oman Investment Company, along with its subsidiaries, provides corporate banking, investment banking and treasury services.

Financial Strength POAMCL derives its financial strength from Pak Oman Investment Company. Pak Oman Investment company is AA+ (long term) rated.

Governance

Board Structure The Company's board of directors comprise six members with three non-executive directors, one executive and two independent directors.

Members' Profile The board members have strong educational backgrounds and carry extensive diversified experience. The Chairman, H.H Juland Jaifer Salim Al-Said, successor of H.E. Yahya Bin Said has over 15 years of experience at the Oman Investment Authority (OIA) (Previously known as State General Reserve Fund), the largest sovereign wealth fund of the Sultanate of Oman in the areas of Private Equity, Real Estate, and Risk Management.

Board Effectiveness To ensure its effectiveness, the board has formulated the audit and HR and remuneration committees.

Transparency The internal audit function is outsourced to Sarwars & Co. Chartered Accountants. The external auditors are EY Ford Rhodes Chartered Accountants, which fall into the 'A' category of SBP audit firm rankings.

Management

Organizational Structure The organizational structure aligns with the operations of the Company. The Company operates through eight main departments which fall under the purview of the CEO except for the internal audit department which reports to the audit committee.

Management Team The Company's management team consists of qualified and experienced professionals. The CEO, Ms. Sadaf Kazmi holds a Masters degree in public administration and carries substantial experience of over a decade in the asset management industry.

Technology Infrastructure The Company had outsourced its back-office functions such as unit management, settlement and fund accounting to IT Minds Limited. During the current period, the management has successfully migrated from IT Minds and developed an in-house system for back-office functions. The Company has deployed ERP software developed by Sidat Hyder & Co. (Pvt.) Limited which provides additional business modules of investments, unit management and general ledger. The modules also generate tailor-made MIS reports for analytical purposes.

Control Environment Internal Audit plan, approved by Audit Committee encompasses the review of internal control system which includes policies/procedures, physical safeguards, KYC/AML and monitoring of compliance function pertaining to NBFC regulations. For operational risk management, the Company has outsourced its disaster recovery system to CubeXS Weatherly. The compliance and risk functions are not segregated and are overseen by one dedicated person.

Investment Risk Management

Credit Risk Internal assessment modules are used with a combination of qualitative and quantitative analysis. Excel based credit risk scorecards are in place which provide statistical estimates for counter party credit risk. The fund managers ensure the credit portfolio of the fund exposed to credit risk is broadly diversified.

Liquidity Profile The Company invests significant portion of the funds' assets in liquid investment avenues to maintain sufficient liquidity. The compliance department regularly generates liquidity reports along with common statistical tools like VAR analysis for assessing liquidity risks. The portfolio allocations are monitored on ongoing basis and matched to the approved allocation limits and any breach in exposure limit is reported to the investment committee in prompt manner.

Market Risk The Company has set appropriate metrics to measure its exposure to market risk factors such as sensitivity analysis and stress testing. The Company's management places special focus on monitoring exchange rates and global commodity prices and a macro-economic model has been developed in order to have a macroeconomic fundamental review regularly.

Portfolio Management

IC Composition The investment committee comprises CEO, CFO, CIO, fund managers. Mr Syed Saifullah Kazmi is the Chief Investment Officer Leading Investment Management team. He has done his graduation from Kingston University, UK with Honours in Business Management. He has extensive experience of 15 years in managing Equity, Fixed Income, discretionary and non-discretionary portfolios. He worked in companies like IGI funds, Alfalah GHP and Lakson Investments Limited. He also has an experience of working in bank treasuries of Faysal Bank and Bank of Punjab.

Effectiveness The investment committee meets formally on weekly basis. However, daily informal meetings are held for making decisions pertaining to asset allocations and fund management.

Investment Research And Analysis The Company is using researches of top ten brokerage houses.

Customer Relationship

Investor Services The Investor Services Department provides investor education, personalized solutions, and client reporting. The company has deployed an in-house customer relationship management software named "UHA" developed by Sidhat Hyder. The access is given to ISD personnel and it provides quick facilities for customers and saves cost for the Company. Retail customer outreach is expected to enhance by allowing investments in Company's mutual funds through the digital platform of Emlaak.

Investor Reporting In addition to publishing fund manager reports on monthly basis, the company also disseminates unit holder statement every month through email (subscribed) which comprises net asset value and month end closing values.

Distribution And Sales Network The Company has segregated the marketing and distribution department into two departments: i) Sales and Marketing which is responsible for the corporate sales, separately managed accounts and investor services ii) Retail Sales which is responsible for penetration into the retail market.

Performance

Asset Under Management The assets under management of the Company have shown an increase of ~28% and stood at ~PKR 8bln at end Dec'21 (Jun'21: PKR 6.25bln). The overall fund performance of the Company remained below benchmark except for money market and income categories.

Asset Manager The core income of the Company has increased by ~32.5% and stood at ~PKR 57mln, at Dec'21 (SPLY: ~PKR 43mln). The Company reported net profit of ~PKR 2.4mln at Dec'21 (SPLY: ~PKR -11.8mln). The equity stood at ~PKR 314mln at end Dec'21 which is above the regulatory limit.

Fund's Performance | Pak Oman AMC

Sr. No.	Fund Name	Category	Weight (%)	AUMs (PKR "mln")				CY21 - 12 Months Return				
				Dec'21	Jun'21	Dec'20	Jun'20	Return	Ind. Avg.	Bench.	Fund vs. Industry	Fund vs. Bench.
1	Askari Asset Allocation Fund	Asset Allocation	0.0%	-	116	113	105	-13.4%	3.8%	2.3%	-17.22%	-15.7%
2	Askari High Yield Scheme	Aggressive fixed Income	21.8%	1,726	2,133	3,051	1,168	7.1%	5.8%	8.6%	1.31%	-1.5%
3	Askari Cash Fund (Formerly Askari Sovereign Cash Fund)	Money Market	35.9%	2,846	1,575	1,600	1,328	8.2%	6.9%	6.9%	1.22%	1.3%
4	Askari Sovereign Yield Enhancer	Income	2.3%	184	213	227	242	7.2%	7.4%	8.0%	-0.15%	-0.8%
5	Pak Oman Advantage Asset Allocation Fund	Asset Allocation	1.1%	84	101	99	95	-15.3%	3.8%	2.6%	-19.05%	-17.8%
6	Pak Oman Advantage Islamic Income Fund	Shariah Compliant Income	15.4%	1,225	1,768	1,193	1,013	7.6%	7.0%	3.2%	0.61%	4.4%
7	Pak Oman Income Fund	Income	14.7%	1,167	158	157	257	6.2%	7.4%	8.0%	-1.19%	-1.9%
8	Pak Oman Islamic Asset Allocation Fund	Shariah Compliant Asset Allocation	1.9%	149	190	183	220	-15.1%	2.1%	5.7%	-17.20%	-20.7%
9	Pak Oman Daily Dividend Fund	Shariah Compliant Money Market	6.9%	551	-	-	-	-	-	-	-	-
Sum/Average:			100%	7,932	6,254	6,624	4,428					

Asset Manager Rating

An independent opinion on the quality and expertise deployed by an asset management company

Scale	Definition
AM1	Very high quality. Asset manager meets or exceeds the overall investment management industry best practices and highest benchmarks.
AM2++ AM2+ AM2	High quality. Asset manager meets high investment management industry standards and benchmarks with noted strengths in several of the rating factors.
AM3++ AM3+ AM3	Good quality. Asset manager meets investment management industry standards and benchmarks.
AM4++ AM4+ AM4	Adequate quality. Asset manager demonstrates an adequate organization that meets key investment management industry standards and benchmarks.
AM5	Weak. Asset manager does not meet the minimum investment management industry standards and benchmarks.

<p>Outlook (Stable, Positive, Negative, Developing) Indicates the potential and direction of a rating over the intermediate term in response to trends in economic and/or fundamental business/financial conditions. It is not necessarily a precursor to a rating change. ‘Stable’ outlook means a rating is not likely to change. ‘Positive’ means it may be raised. ‘Negative’ means it may be lowered. Where the trends have conflicting elements, the outlook may be described as ‘Developing’.</p>	<p>Rating Watch Alerts to the possibility of a rating change subsequent to, or, in anticipation of some material identifiable event with indeterminable rating implications. But it does not mean that a rating change is inevitable. A watch should be resolved within foreseeable future, but may continue if underlying circumstances are not settled. Rating watch may accompany rating outlook of the respective opinion.</p>	<p>Suspension It is not possible to update an opinion due to lack of requisite information. Opinion should be resumed in foreseeable future. However, if this does not happen within six (6) months, the rating should be considered withdrawn.</p>	<p>Withdrawn A rating is withdrawn on a) termination of rating mandate, b) the debt instrument is redeemed, c) the rating remains suspended for six months, d) the entity/issuer defaults., or/and e) PACRA finds it impractical to surveil the opinion due to lack of requisite information.</p>	<p>Harmonization A change in rating due to revision in applicable methodology or underlying scale.</p>
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Surveillance. Surveillance on a publicly disseminated rating opinion is carried out on an ongoing basis till it is formally suspended or withdrawn. A comprehensive surveillance of rating opinion is carried out at least once every six months. However, a rating opinion may be reviewed in the intervening period if it is necessitated by any material happening.

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- (7) PACRA uses due care in preparation of this Rating Report. Our information has been obtained from sources we consider to be reliable but its accuracy or completeness is not guaranteed. PACRA does not, in every instance, independently verifies or validates information received in the rating process or in preparing this Rating Report.
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- (20) PACRA initiates immediate review of the outstanding rating upon becoming aware of any information that may reasonably be expected to result in downgrading of the rating; | Chapter III | 18-(c)
- (21) PACRA engages with the issuer and the debt securities trustee, to remain updated on all information pertaining to the rating of the entity/instrument; | Chapter III | 18-(d)

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