



The Pakistan Credit Rating Agency Limited

Rating Report

AL Habib Capital Markets (Pvt.) Limited | BMR

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Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
19-Jul-2022	BMR2+	-	Stable	Maintain	-
07-Sep-2021	BMR2+	-	Stable	Initial	-

Rating Rationale and Key Rating Drivers

The Broker Management Rating of AL Habib Capital Markets (Pvt.) Limited ("AHCML" or "The Company") reflects the Company's association with a well-established bank which is one of the dominant players in the banking sector. The rating incorporates the Company's strong sponsor support, sound governance framework, seasoned management team, and well-established compliance protocols. The Company has well developed organizational structure to manage its operations and implemented appropriate policies to protect the client's interest. The Company has established rigorous protocols regarding risk assessment by implementing KYC, CDD, AML and CFT which bodes well for the rating. The IT infrastructure allows full integration of the front and back-office functions, allowing generation of real-time reports. The Company has an in-house internal audit department, which monitors implementation of the policies and procedures of AHCML. Audit Committee further ensures an effective control environment. The average traded volumes during CY21 registered an upward trajectory and improved by ~44% to ~474mln shares (CY20: ~330mln) depicting an increased participation in the equity market led by increasing investor confidence in the country's economic rebound and decline in COVID-19 cases. The topline of the Company, commensurate with trading volumes of the Pakistan Stock Exchange, reflected an increase of ~33% YoY. The topline of the Company is concentrated in the equity brokerage income and clocked in at ~PKR 125mln for CY21 (CY20: ~PKR 94mln). The Company successfully managed to maintain its market share. The bottom line of the Company also improved to ~PKR 41mln during CY21 (CY20: ~PKR 30mln). Due to low leveraging, capitalization indicators are considered strong. The Company has proprietary investments, hence exposed to some market risk. The Net Capital Balance of the Company clocked in at ~PKR 257mln with an equity base of ~PKR 373mln at end-Dec'21.

The ratings are dependent on the management's ability to retain its market share and diversification of revenue to improve its competitive position in the brokerage industry. Retention of key personnel, adherence to regulatory requirements, and sustainability of profitability will remain imperative from ratings perspective.

Disclosure

Name of Rated Entity	AL Habib Capital Markets (Pvt.) Limited BMR
Type of Relationship	Solicited
Purpose of the Rating	Broker Management Rating
Applicable Criteria	Assessment Framework Broker Management Rating(Jun-22)
Related Research	Sector Study Brokerage & Securities(Jan-22)
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Ownership

Ownership Structure Bank AL Habib Limited (BAHL) is the major shareholder of AHCML, accounting for two third of the ownership. The remaining one third is held by Habib Family, friends, and associates.

Stability Habib Group has been historically involved in the banking sector for about 80 years. With a market share of ~6.5% at end-Dec'21, BAHL operates through a network of 956 branches /sub-branches, including 138 Islamic banking branches at end-Dec'21.

Business Acumen The CEO, Mr. Aftab Q. Munshi possesses diversified experience in capital markets. He is serving on the Board of Directors of AHCML as Chief Executive since its incorporation. Mr. Munshi served with the Jahangir Siddiqui Group for almost 12 years in multiple roles. He headed their Equity Operations for about five years.

Financial Strength The sponsors have sizeable net worth and may provide support to the Company with the increasing quantum of operations. Bank AL Habib Limited enjoys a rating of AAA, assigned by PACRA. The assets of BAHL stood at ~PKR 1,849bln at end-Dec'21.

Governance

Board Structure The Company has six directors on the board including CEO and Chairman. There are 5 non-executive directors and 1 executive director. Presence of independent insight would be an encouraging factor from the ratings perspective.

Members' Profile The board possess the necessary skills and experience required for capital markets. The board members, on-average, possess more than ~20 years of experience in the field of finance and capital markets.

Board Effectiveness During the period under review, three board meetings were conducted and attended by majority of the board members. The board is always provided with MIS pack prior to the meeting and the meeting discussions are properly documented in the form of minutes.

Financial Transparency The external auditors of the Company are EY Ford Rhodes, Chartered Accountants. They have expressed an unqualified opinion on the financial statements for CY21. The firm is QCR rated by ICAP and is in the A Category of SBP's panel of auditors.

Management

Management Team The management of AHCML is well qualified and experienced to manage the Company's operations efficiently. The CFO Mr. Rizwan Hashmi is a Fellow Member of Association of Chartered Certified Accountant. He has been serving as CFO & Company Secretary of AL Habib Capital Markets (Pvt.) Limited since March 2017.

Organizational Structure The Company has well developed organizational structure to manage its operations and appropriate policies to protect the client's interest and to preserve their good faith and trust. The Company operates through one branch office and the Head Office located in Karachi. The COO and CFO report to the Company's CEO. However, the internal audit and compliance departments report to the Audit Committee.

Client Servicing AHCML regularly publishes reports on market strategy, economy, daily news and market updates. AHCML has provided direct links to relevant institutions and departments on their website. Moreover, various channels, including a mobile app and online trading platforms, are available to execute and monitor the transactions.

Complaint Management A designated officer has been assigned the responsibility for handling and rectification of complaints. Complaints can also reach the Company through telephone, email, and website. Direct links for PSX and SECP are also available on website to lodge complaints.

Extent Of Automation / Integration AHCML has comprehensive and effective IT arrangement to deal with dynamic technological environment prevailing in the capital markets arena. The "Catalyst System" is deployed for online trading transactions with PSX and online monitoring of the margin exposure.

Continuity Of Operations AHCML has established a recovery plan for all essential infrastructure elements, systems, networks, and key business activities. The business continuity plan provides a framework for business departments if a major incident occurs, causing disruption to pre-defined critical services.

Risk Management Framework The Company has an in-house internal audit department, which monitors implementation of the policies and procedures of AHCML. Audit Committee further ensures an effective control environment. For an effective control environment and compliance with reporting standards, AHCML has constituted an Audit Committee and Investment Committee at the board level. Management Committee of AHCML reviews/monitors risk management of the Company amongst other matters.

Regulatory Compliance Compliance Department ensures regular monitoring of controls and systems, which ensures that all functions are in-line with the applicable policies, procedures and regulations. Research analyst policy has also been formulated.

Business Sustainability

Business Risk The operating environment of the brokerage industry is directly correlated to the political and economic environment both of which have become highly uncertain in the last couple of months. Since Oct'21, the market volumes are on a declining trend which has impacted the profitability of the equity brokers. The market however is trading at a historically lowest multiples and a hint of any good news on the macroeconomic front may provide a highly needed breather to the declining market trend. Going forward, the market is lucrative, and good volumetric activity is expected once clarity emerges on the macroeconomic front.

Business Profile AHCML's service offering includes Equity Brokerage and Economic and Investment Research. The clientele of the Company is segmented into three categories i) HNWI's ii) Financial Institutions iii) Retail.

Revenue And Profitability Analysis The Company's operating revenue is mainly concentrated in equity brokerage. During CY21 the equity brokerage revenue contributed ~65% to the total revenue. The Company reported a net profit of ~PKR 41mln in CY21 compared to ~PKR 30mln in CY20.

Financial Sustainability

Credit Risk For the assessment of client's credit worthiness, the Company has formulated detailed KYC/CDD policies. Limits have been defined, which are strictly monitored. The exposure limits as a whole and on individual basis are monitored and any shortfalls are immediately reported to senior management for prompt action.

Market Risk AHCML has maintained a proprietary portfolio. However, major exposure is in Government securities. The Company has formalized an investment policy whereby limits have been defined to mitigate the risks. The compliance department monitors the limits consistently.

Liquidity Profile The liquidity profile of AHCML is strong. The Company reported current assets of ~PKR 1,065mln in CY21 as compared to current liabilities of ~PKR 716mln.

Financial Risk At end-Dec'21, the Net Capital Balance (NCB) of the Company stood at ~PKR 257mln. The Company has an equity base of ~PKR 373mln at end-Dec'21.



AL Habib Capital Markets (Pvt.) Limited
Private Limited

Dec-21	Dec-20	Dec-19
12M	12M	6M

A BALANCE SHEET

1 Finances	452	0	0
2 Investments	192	256	259
3 Other Earning Assets	193	118	6
4 Non-Earning Assets	252	798	211
5 Non-Performing Finances-net	0	0	0
Total Assets	1,089	1,173	476
6 Funding	464	229	17
7 Other Liabilities (Non-Interest Bearing)	252	597	140
Total Liabilities	716	826	157
Equity	373	347	319

B INCOME STATEMENT

1 Fee Based Income	139	94	41
2 Operating Expenses	(112)	(87)	(71)
3 Non Fee Based Income	67	34	26
Total Operating Income/(Loss)	94	41	(4)
4 Financial Charges	(24)	(5)	(1)
Pre-Tax Profit	71	36	(5)
5 Taxes	(15)	(6)	(7)
Profit After Tax	55	30	(11)

C RATIO ANALYSIS

1 Cost Structure

Financial Charges / Total Operating Income/(Loss)	25.4%	12.1%	-30.2%
Return on Equity (ROE)	21.2%	16.9%	-5.8%

2 Capital Adequacy

Equity / Total Assets (D+E+F)	34.2%	29.6%	67.0%
Free Cash Flows from Operations (FCFO) / (Financial Charges + Current Maturity of Long Term Debt + Uncovered Short Term Borrowings)	2.22	527.5%	-1037.8%

3 Liquidity

Liquid Assets / Total Assets (D+E+F)	22.7%	46.4%	65.2%
Liquid Assets / Trade Related Liabilities	107.2%	95.9%	236.4%

4 Credit & Market Risk

Accounts Receivable / Short-term Borrowings + Advances from Customers + Payables to Customers	7.7%	36.0%	34.2%
Equity Instruments / Investments	62.7%	37.7%	43.5%

Broker Management Rating

An independent opinion on the quality of management and services provided by a broker

Scale	Definition
BMR 1A	Excellent. Excellent regulatory compliance, control environment, and financial management; governance and risk management frameworks are extremely effective; HR, IT, and customer services are strongly proactive.
BMR 1++ BMR 1+ BMR 1	Strong. Strong regulatory compliance, control environment, and financial management; governance and risk management frameworks are highly effective; HR, IT, and customer services are highly proactive.
BMR 2++ BMR 2+ BMR 2	Sound. Sound regulatory compliance, control environment, and financial management; governance and risk management frameworks are effective; HR, IT, and customer services are proactive.
BMR 3++ BMR 3+ BMR 3	Adequate. Adequate regulatory compliance, control environment, and financial management; governance and risk management frameworks are satisfactory; HR, IT, and customer services are adequate.
BMR 4++ BMR 4+ BMR 4	Inadequate. Inadequate regulatory compliance, control environment, and financial management; governance and risk management frameworks need improvements; HR, IT, and customer services are insufficient.
BMR 5	Weak. Weak regulatory compliance and business practices.

<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) cessation of underlying entity, c) the rating remains suspended for six months, or/and d) 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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(1) Rating is just an opinion about the creditworthiness of the entity and does not constitute recommendation to buy, hold or sell any security of the entity rated or to buy, hold or sell the security rated, as the case may be | Chapter III; 14-3-(x)

2) Conflict of Interest

i. The Rating Team or any of their family members have no interest in this rating | Chapter III; 12-2-(j)

ii. PACRA, the analysts involved in the rating process and members of its rating committee, and their family members, do not have any conflict of interest relating to the rating done by them | Chapter III; 12-2-(e) & (k)

iii. The analyst is not a substantial shareholder of the customer being rated by PACRA [Annexure F; d-(ii)] Explanation: for the purpose of above clause, the term "family members" shall include only those family members who are dependent on the analyst and members of the rating committee

Restrictions

(3) No director, officer or employee of PACRA communicates the information, acquired by him for use for rating purposes, to any other person except where required under law to do so. | Chapter III; 10-(5)

(4) PACRA does not disclose or discuss with outside parties or make improper use of the non-public information which has come to its knowledge during business relationship with the customer | Chapter III; 10-7-(d)

(5) PACRA does not make proposals or recommendations regarding the activities of rated entities that could impact a credit rating of entity subject to rating | Chapter III; 10-7-(k)

Conduct of Business

(6) PACRA fulfills its obligations in a fair, efficient, transparent and ethical manner and renders high standards of services in performing its functions and obligations; | Chapter III; 11-A-(a)

(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 | Clause 11-(A)(p).

(8) PACRA prohibits its employees and analysts from soliciting money, gifts or favors from anyone with whom PACRA conducts business | Chapter III; 11-A-(q)

(9) PACRA ensures before commencement of the rating process that an analyst or employee has not had a recent employment or other significant business or personal relationship with the rated entity that may cause or may be perceived as causing a conflict of interest; | Chapter III; 11-A-(r)

(10) PACRA maintains principal of integrity in seeking rating business | Chapter III; 11-A-(u)

(11) PACRA promptly investigates, in the event of a misconduct or a breach of the policies, procedures and controls, and takes appropriate steps to rectify any weaknesses to prevent any recurrence along with suitable punitive action against the responsible employee(s) | Chapter III; 11-B-(m)

Independence & Conflict of interest

(12) PACRA receives compensation from the entity being rated or any third party for the rating services it offers. The receipt of this compensation has no influence on PACRA's opinions or other analytical processes. In all instances, PACRA is committed to preserving the objectivity, integrity and independence of its ratings. Our relationship is governed by two distinct mandates i) rating mandate - signed with the entity being rated or issuer of the debt instrument, and fee mandate - signed with the payer, which can be different from the entity

(13) PACRA does not provide consultancy/advisory services or other services to any of its customers or to any of its customers' associated companies and associated undertakings that is being rated or has been rated by it during the preceding three years unless it has adequate mechanism in place ensuring that provision of such services does not lead to a conflict of interest situation with its rating activities; | Chapter III; 12-2-(d)

(14) PACRA discloses that no shareholder directly or indirectly holding 10% or more of the share capital of PACRA also holds directly or indirectly 10% or more of the share capital of the entity which is subject to rating or the entity which issued the instrument subject to rating by PACRA; | Reference Chapter III; 12-2-(f)

(15) PACRA ensures that the rating assigned to an entity or instrument is not be affected by the existence of a business relationship between PACRA and the entity or any other party, or the non-existence of such a relationship | Chapter III; 12-2-(i)

(16) PACRA ensures that the analysts or any of their family members shall not buy or sell or engage in any transaction in any security which falls in the analyst's area of primary analytical responsibility. This clause shall, however, not be applicable on investment in securities through collective investment schemes. | Chapter III; 12-2-(l)

(17) PACRA has established policies and procedure governing investments and trading in securities by its employees and for monitoring the same to prevent insider trading, market manipulation or any other market abuse | Chapter III; 11-B-(g)

Monitoring and review

(18) PACRA monitors all the outstanding ratings continuously and any potential change therein due to any event associated with the issuer, the security arrangement, the industry etc., is disseminated to the market, immediately and in effective manner, after appropriate consultation with the entity/issuer; | Chapter III | 18-(a)

(19) PACRA reviews all the outstanding ratings on semi-annual basis or as and when required by any creditor or upon the occurrence of such an event which requires to do so; | Chapter III | 18-(b)

(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)

Probability of Default

(22) PACRA's Rating Scale reflects the expectation of credit risk. The highest rating has the lowest relative likelihood of default (i.e, probability). PACRA's transition studies capture the historical performance behavior of a specific rating notch. Transition behavior of the assigned rating can be obtained from PACRA's Transition Study available at our website. (www.pacra.com). However, actual transition of rating may not follow the pattern observed in the past | Chapter III | 14-(F-VII)

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