



**136,118**  
Touchpoints



**1,675**  
Branches



**2,282**  
ATMs



**51,170**  
Konnect  
Agents



**40,018**  
POS terminals



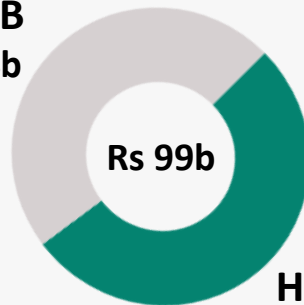
**40,211**  
QR Codes



**762**  
IPG  
Merchants

## Agri Finance

HMFB  
Rs 44b



HBL  
Rs 55b

HBL Market Share: 30%

## SME Finance



**Rs 99b**

Market Share: 18%

## Transaction Banking



**9,000+**  
Mandates

## Consumer Lending - Rs 148b



**Rs 50b** ▲ Rs 0.3b  
Personal Loans



**Rs 43b** ▲ Rs 1.5b  
Credit Cards



**Rs 35b** ▲ Rs 2.0b  
Car Loans



**Rs 20b** ▲ Rs 1.6b  
Mortgages



**Best Board of the Year**



**Best Conventional Bank of the Year**



**Best Bank**



**Best Bank for ESG  
Best Corporate Bank**



**Best Islamic Finance  
Local Currency – Asia**



**Best Bond Advisor  
Best Syndicated Loan**



**Best Bank for SMEs**



**Best Investment Bank  
Pakistan**

## Independent Recognition

*A testament to HBL's  
continued endeavors  
to raise the bar*



**Social Infrastructure –  
Education  
Deal of the Year**



**Best Sukuk – Pakistan**



**Best Corporate Bank –  
Large Corp & MNCs  
Best Investment Bank  
Domestic  
Best DCM/ECM House**



**Best Trade Partner  
Bank – Middle East**



**Project Finance House  
of the Year**



**HBL ranked #1  
HBLMFB ranked #2**



**Corporate &  
Investment Bank of  
the Year**



**Domestic Project  
Finance Bank of the  
Year**



**Equity/Debt Deal of  
the Year Pakistan**



**Silver Effie in Finance  
Category**

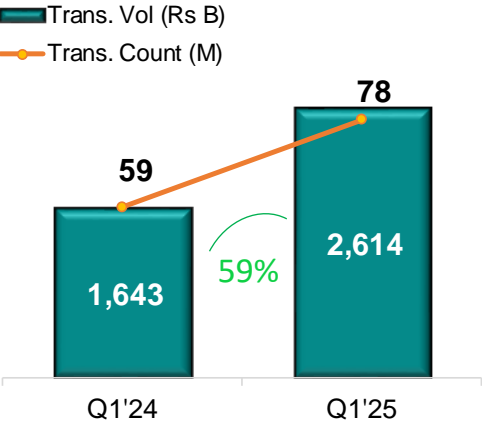


**Best Social Media  
Campaign - TikTok**



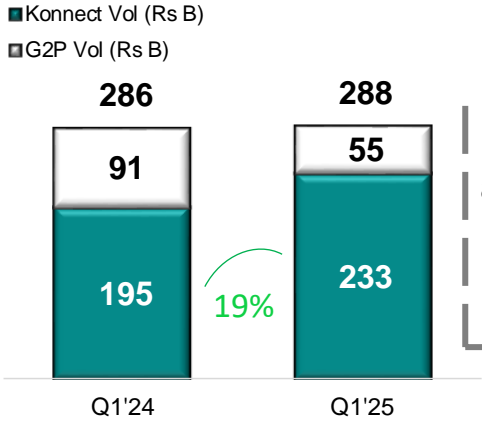
**Won best practice in 14  
out of 15 categories in  
2024**

Mobile / Internet Banking – ~4.7M users, 3.7M+ monthly active



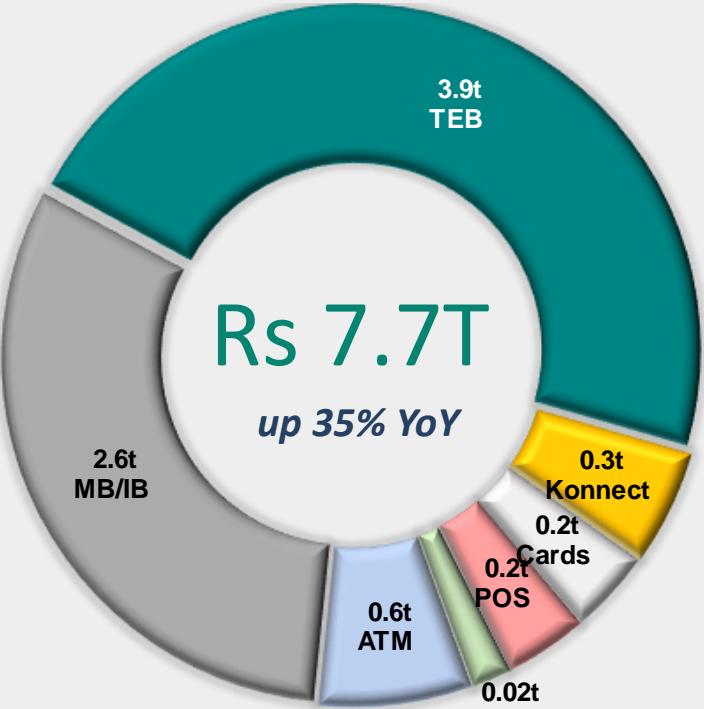
Growing user base and ticket sizes (up 19%) uplift volumes

Konnect – Core business focus drives 19% growth in volumes

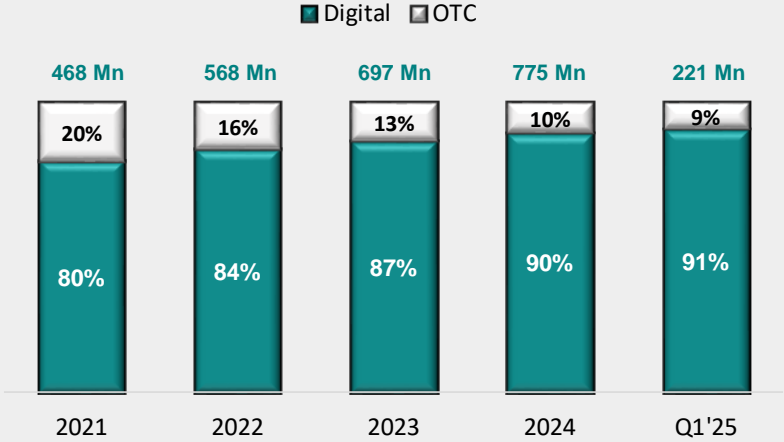


Growing acceptance drives higher ticket sizes and transaction count

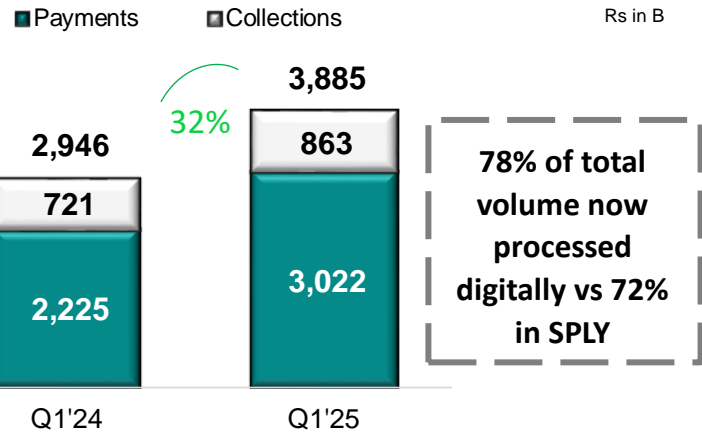
# Digital Throughput



..Continuing to digitize more and more customer-initiated transactions



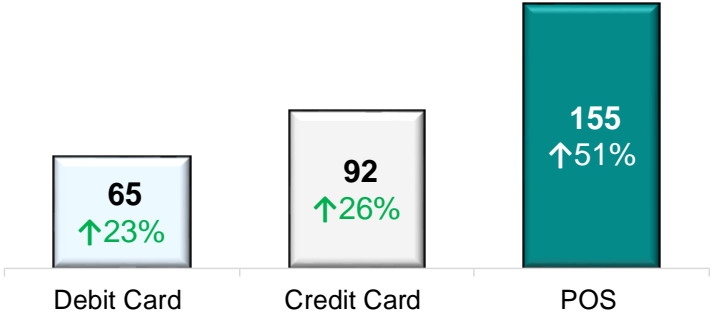
## Cash Management – Digital volumes



78% of total volume now processed digitally vs 72% in SPLY

## Cards base – 6.7M+

Spend (Rs B)

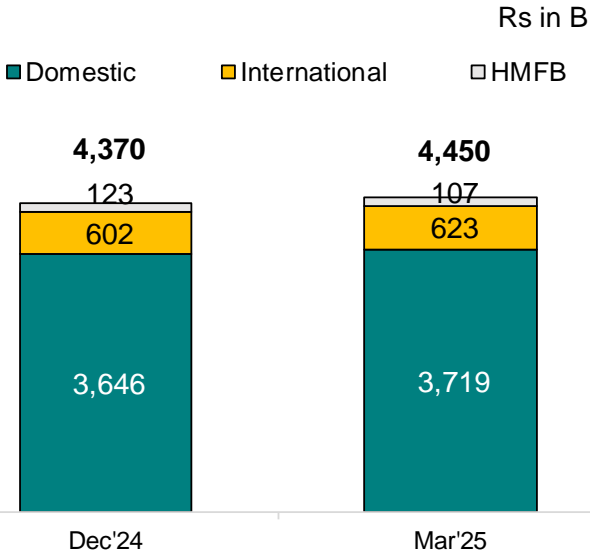


### Industry Share

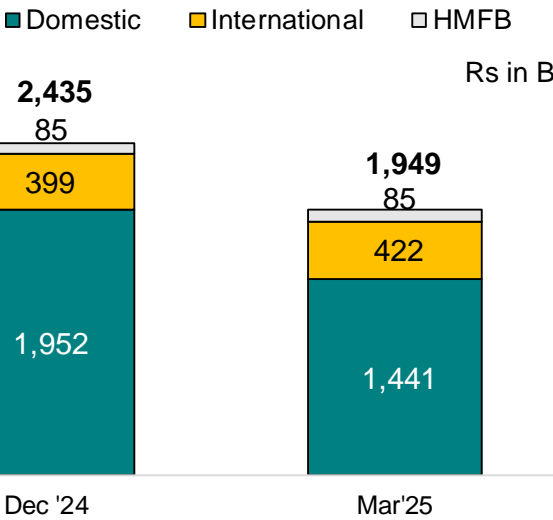


16% of spend is on HBL cards  
37% of spend is on HBL cards  
30% of spend is on HBL machines

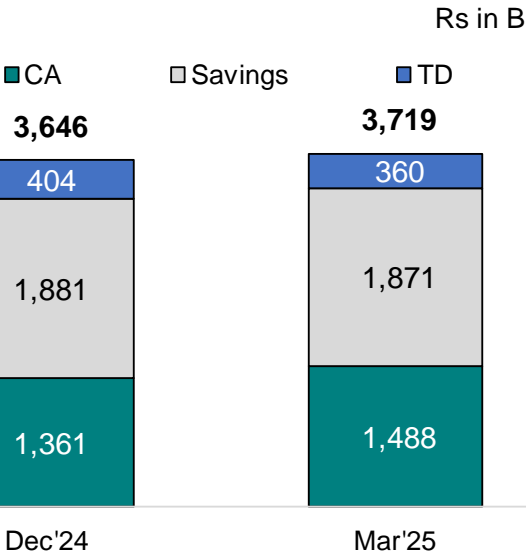
Deposits



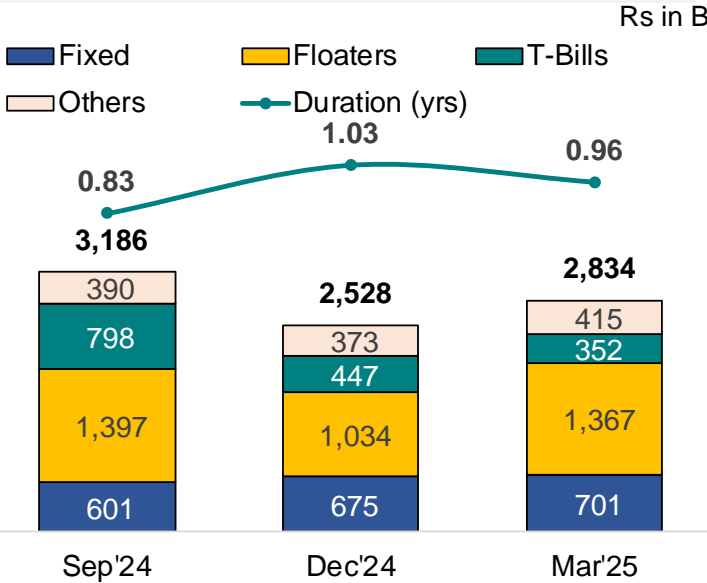
Advances



Domestic Deposits – by category



Investments



Deposits

- Total deposits grew by 1.8% over Dec'24 to ~Rs 4.5T.
- Current accounts increased by Rs 127b, the highest Q1 growth in the last 5 years.
- Average domestic deposits grew by Rs 226b, purely driven from low-cost deposits. Average current accounts increased by 18%.
- International deposits increased by \$64m to \$ 2.2b.

Advances & Investments

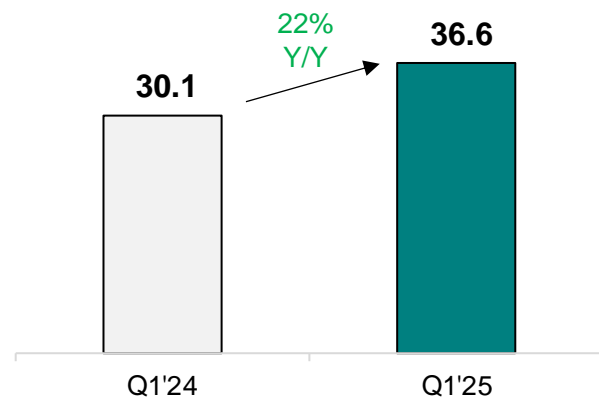
- Domestic net advances expectedly came down from their Dec'24 peak when banks had sought to increase lending in Q4'24.
- All the businesses exhibited decline barring Consumer, where lending continued to grow steadily to Rs 148b.
- International advances have increased by \$75m (5%) over Dec'24, crossing \$1.5B.
- The liquidity from the advances run-down was re-deployed to investments which reached Rs 2.8T.
- Since Q4'24, the Bank has been building duration in anticipation of further interest rate reductions.



# Q1'25 – Record PBT of Rs 36.6b, up 22%

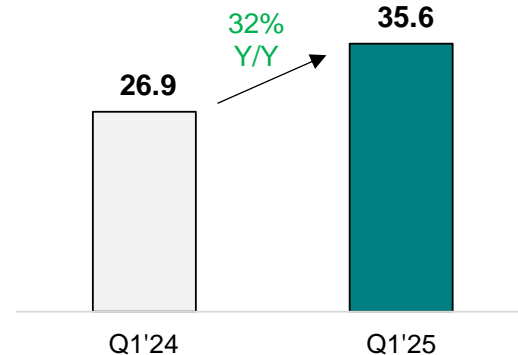
## Group

Rs in B

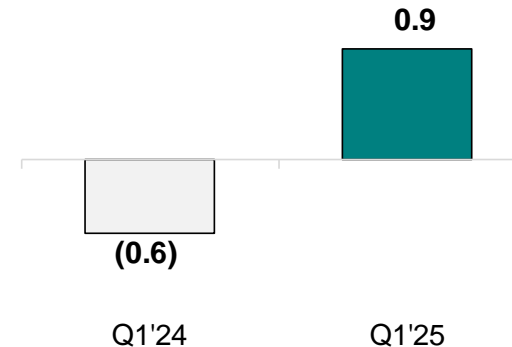


## Core domestic business

Rs in B



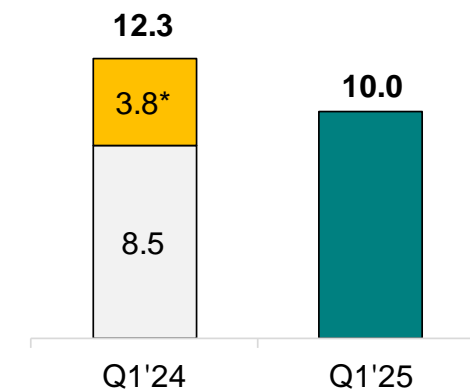
## Domestic Subsidiaries



## Core International

\$ in M

\* one-offs

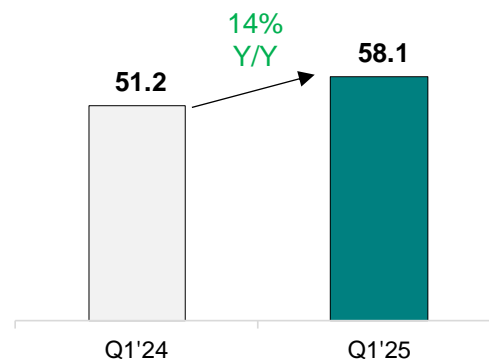


### PBT up by 22% to Rs 36.6b

- Core domestic PBT is up 32% to Rs 35.6b due to strong revenue, contained expenses and provisions.
- International profitability – Core PBT of \$10.0m is down YoY due to exceptional recoveries in Q1'24. Excluding these, Core international PBT is 17% higher than last year.

### NII up 14% YoY to Rs 58.1b

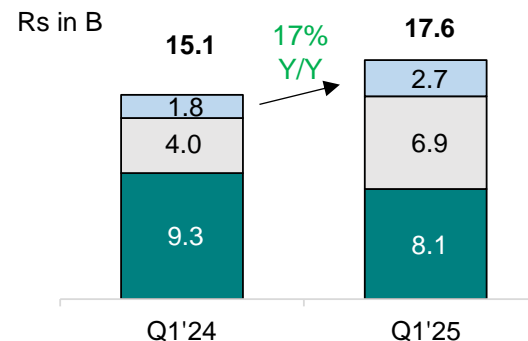
Rs in B



- NII growth driven by a Rs 454b increase in average balance sheet
- Despite a drop of ~1000 bps in KIBOR, margins down by only 15 bps

### NFI up 17% to reach Rs 17.6b

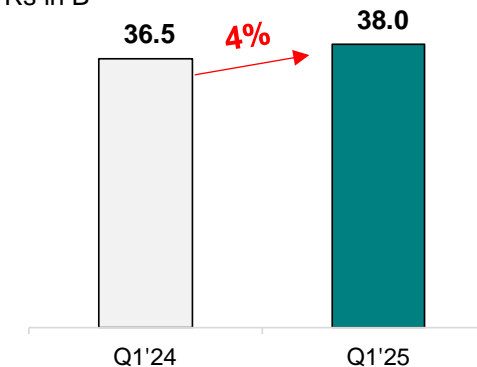
Rs in B



- Cards fee contributing >50% of total; double-digit growth in Banking fees & Bancassurance.
- Capital gains on fixed income portfolio boost Treasury income

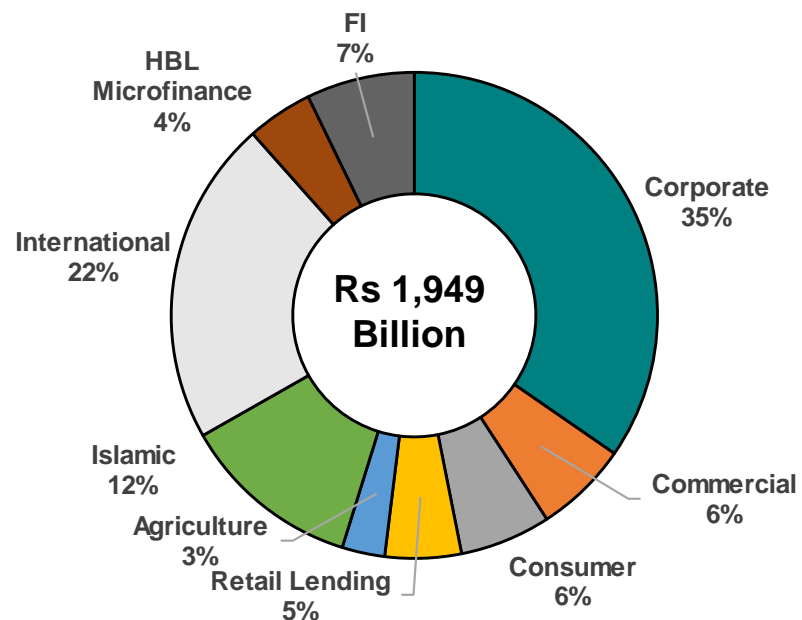
### Admin. Expenses – cost optimization strategies result in ~20% reduction in targeted lines

Rs in B

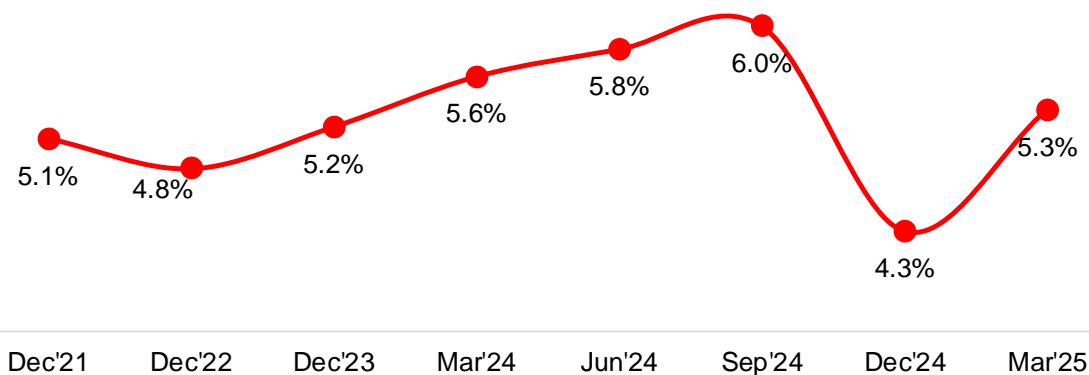


YoY expense growth contained at 4%, well below industry

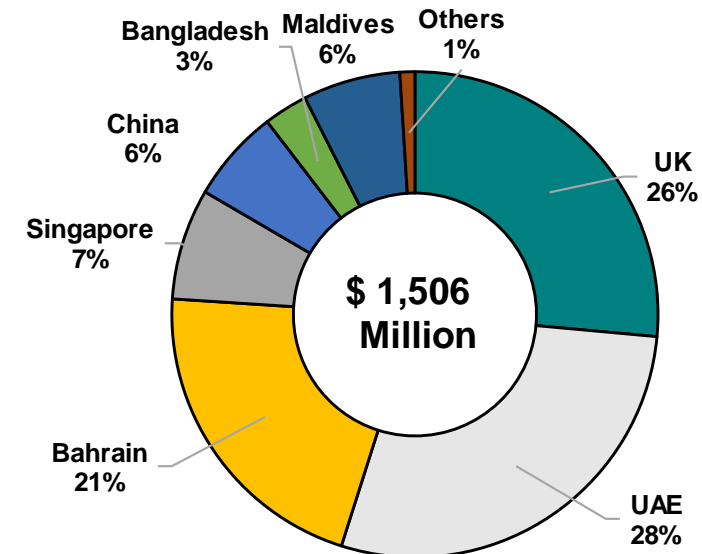
## Loan Portfolio composition by line of business



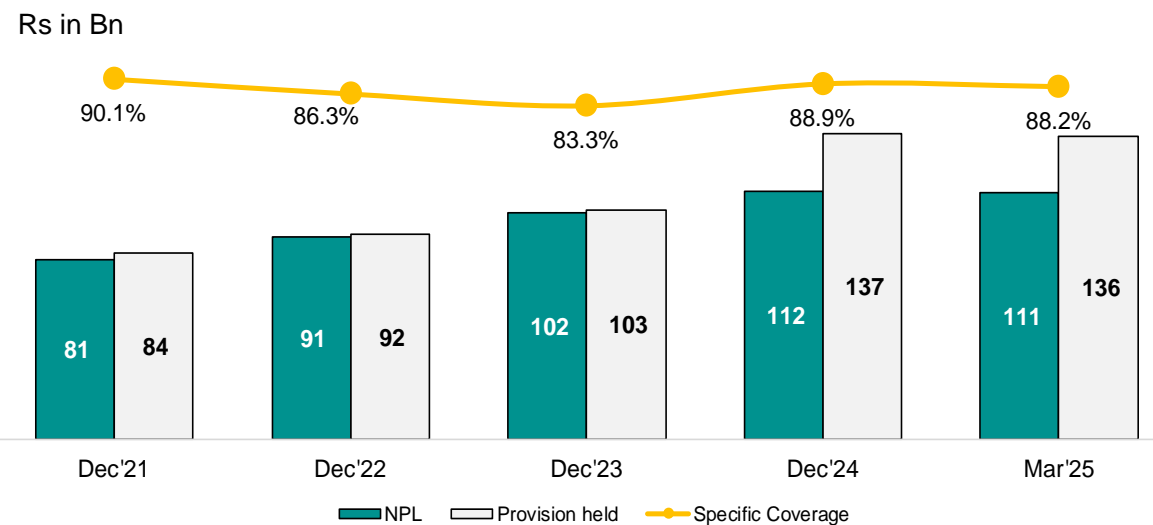
## Infection ratio – normalizes as advances revert to pre-Dec levels



## International Loan Portfolio – Location wise

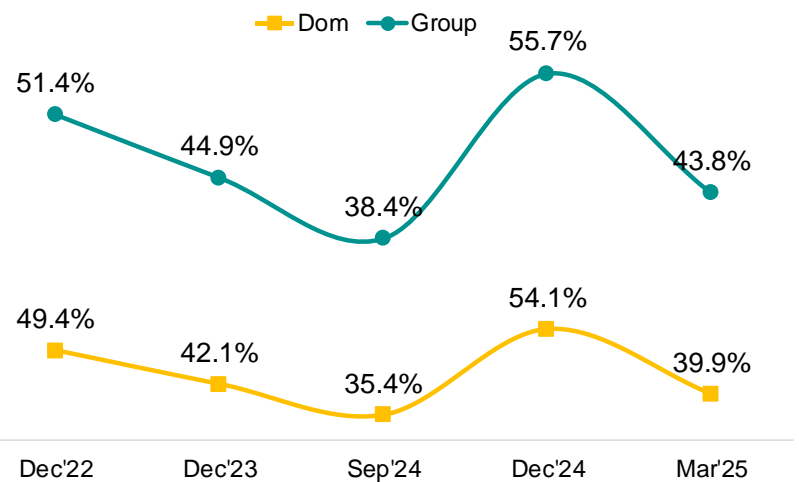


## Specific coverage at nearly 90%

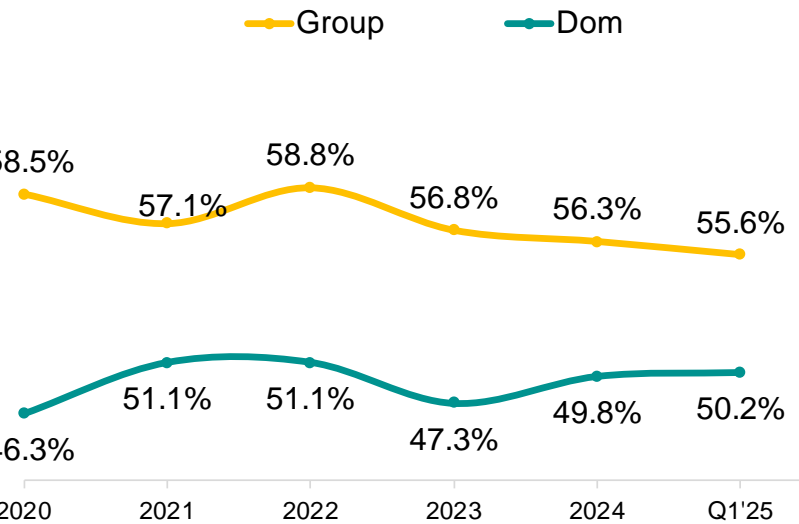


Key Performance Metrics

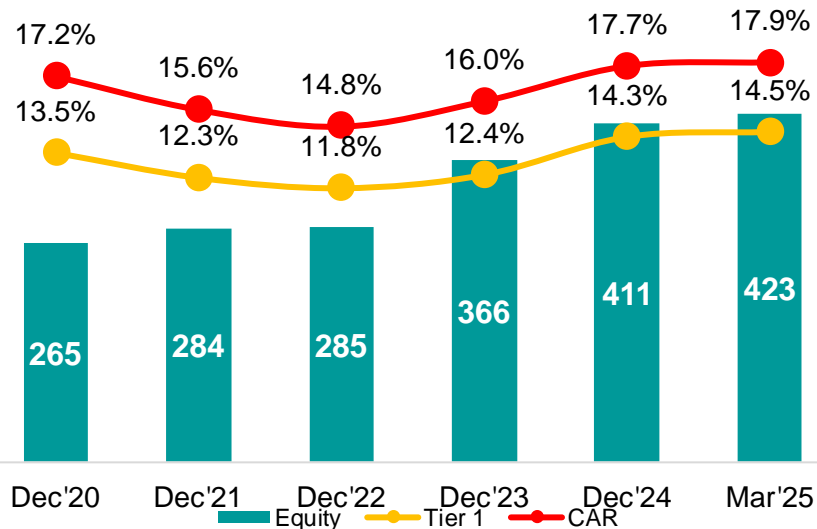
ADR normalizes as expected with advances coming off



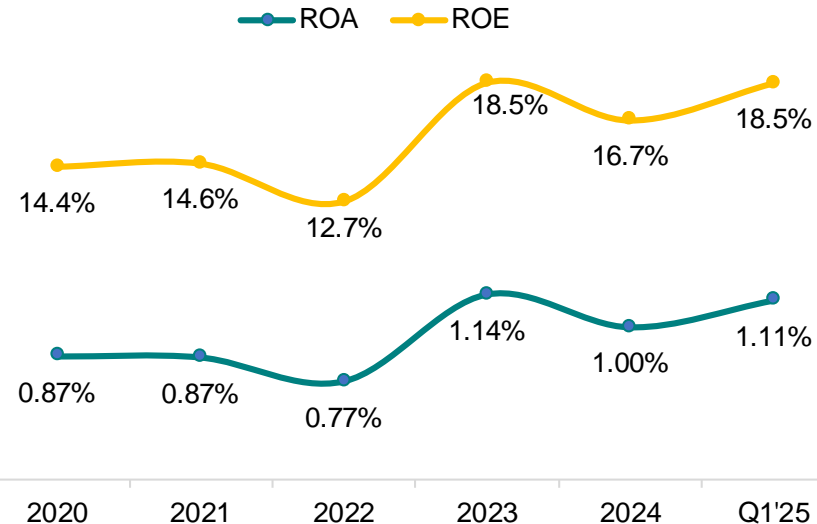
Cost to income ratio – slowly trending down



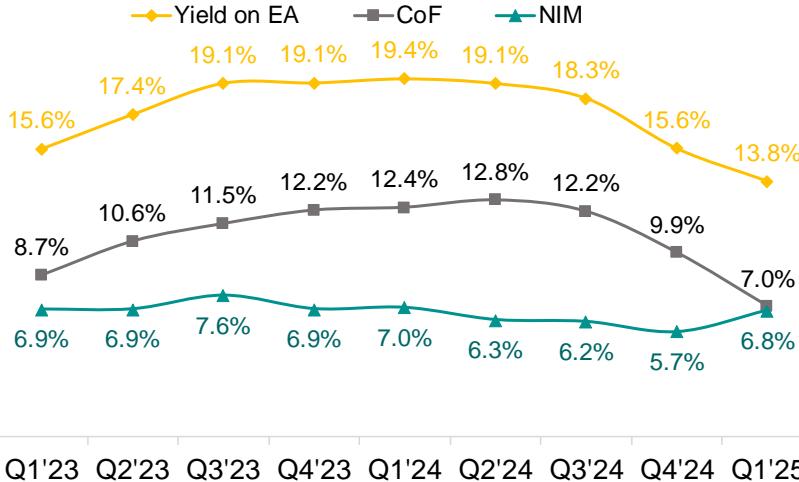
CAR – strengthens further on profitability



ROA & ROE – returns strengthen on higher margins



NIM – shows an uptick as deposit cost drops ahead of asset repricing



BVPS & EPS – shows improvement from a suppressed Q4'24

