

Investment Advisory Services



Atlas Asset Management Limited

Atlas Asset Management Limited (AAML), an Atlas Group Company, was incorporated on 20th August, 2002 as an unlisted public limited company. AAML as a Non-Banking Finance Company (NBFC) is licensed & regulated by Securities & Exchange Commission of Pakistan to perform Asset Management, Investment Advisory Services, Private Equity and Venture Capital Fund Management Services and REIT Management Services, as per the NBFC (Establishment and Regulations) Rules, 2003 & NBFC and Notified Entities Regulations, 2008, Private Funds Regulation, 2015, and the Real Estate Investment Trust Regulations, 2022, as a Pension Fund Manager to manage voluntary pension funds (under Voluntary Pension System Rules, 2005). AAML is a wholly owned subsidiary of Shirazi Investments (Pvt.) Limited, managing assets on behalf of retirement funds, welfare organizations, insurance companies, multinationals, NBFCs and individuals.

AAML strives to be a market leader in providing quality fund management services with customer satisfaction as its aim, and is consistently committed to offering its investors the best possible returns on a diverse range of products, meeting not only the customers current requirements but also exceeding their future expectations. Moreover, with its strong emphasis on systems and controls, quality human resource and backing of Atlas Group, AAML enjoys a distinct advantage.

Rating: The Pakistan Credit Rating Agency assigned the Company an asset manager rating of "AM1" as of November 07, 2025. For the updated rating, please visit our website at www.atlasfunds.com.pk. This rating reflects that the Company meets high standards and benchmarks within the investment management industry, with noted strengths in several rating factors.

Vision

To be a market leader in providing quality fund management services with customer satisfaction as our premier goal.

Mission

We are committed to offering our investors the best possible risk adjusted returns on a diverse range of products, providing a stimulating and challenging environment for our employees, and committing to the highest ethical and fiduciary standards. We firmly believe that by placing the best interests of our clients first, we will also serve the best interest of our employees, our shareholders and the communities in which we operate.

About Investment Advisory Services



We believe that confidence in your investment comes from knowing that you have a combination of the right investment strategy and solutions.

Investment Advisory Services are designed for managing discretionary or non-discretionary portfolios for both individual and institutional clients and include the business of advising others as to the value of securities or as to the advisability of investing in, purchasing or selling of securities.

We believe that each investor is unique and requires a different portfolio allocation depending on their individual liquidity requirements, return expectations, risk appetite and investment horizon.

We will steer you towards your most valued financial goals; capital preservation, capital growth/appreciation, and/or regular income or any particular benchmark that you wish to achieve. Your portfolio of investments and the asset allocation will be custom-made according to your needs and requirements.

The choice is yours: You can delegate your investment decisions and portfolio monitoring to us or we can offer you support in making investment decisions. In doing so, we offer you reliable guidance as you navigate the world of the financial markets. We recognise developments, weigh up opportunities and risks and keep them on our radar at all times.

What We Offer

We provide individualised Discretionary & Non-Discretionary Portfolio Management and Advisory Services to Institutional Clients as well as High Net-Worth Individuals (HNWIs). Our Investment Advisory Services include:

Discretionary Portfolio Management

YOUR PORTFOLIO - STEERED BY US

Professional portfolio management

Your investments will be managed by our experienced investment professionals with in-house research and fund management capabilities to help you achieve your financial ambitions. Portfolio management will be driven by the client's investment objective, permissible instrument choices, asset allocation and risk profile.

More time for you

A convenient solution - in line with your financial objectives. This approach allows you to concentrate on your business and personal needs, confident in the knowledge that your assets are being professionally managed.

Non-Discretionary Portfolio Management

YOUR PORTFOLIO - EXECUTED BY US

Drive your own portfolio

For those clients who wish to enjoy a greater degree of participation in the management of their investments, we offer the non-discretionary investment management service whereby we contact clients to advise and discuss investment matters. No transactions are carried out without the client's approval.

Ease of execution

You can execute trades through us.

Advisory Services

YOUR DECISIONS - WITH OUR SUPPORT AND ADVICE

Advice to suit you

We will consider your experience, ambitions, personal circumstances and risk profile, and tailor our advice accordingly. Once we have discussed our recommendations with you in detail, any final decisions will be down to you.

Resources and capabilities

You will be kept abreast of the latest trends and themes - and we will make sure you are alerted of any opportunities that arise. And, while the decisions are always down to you, we will support you with regular updates, reports and recommendations.

Designing Your Customized Investment Strategy

Every client is unique and so will be their goals. Your investment strategy needs to reflect the following:

Vision

Where are you headed?

Strategy

How do you plan to reach your vision?

Objective

What are your specific objectives?

Time Horizon

When do you want to achieve your vision?

Risk Profile

What level of risk are you willing to accept to reach your vision?

Our way of working is designed to help you reach your financial goals. You work with us to define your objectives, your expectations, the limits to be met and the risks to be avoided.

Your work is then done. But it is when ours really starts. Our Investment Advisory Services operate within a framework you determine and utilizes our strong investment experience to achieve your financial goals.

**// THE RIGHT MIX OF INVESTMENTS, SELECTED
AND ASSEMBLED, TO ACHIEVE YOUR GOALS //**

Monitoring Your Portfolio And Keeping You Informed

We will monitor and manage the investment solutions developed for you, so that they can be kept current with your changing needs. Regular reviews, along with comprehensive reporting, will let you know where you stand, and help you understand the reasons for any adjustments that are recommended. We will discuss your investment strategy, provide analysis of the impact of changing market conditions and take appropriate action. And whenever you inform us regarding changes in your requirements, you can be confident that your plan will be re-evaluated and any necessary adjustments to your investment strategy will be made.

Understanding

Information-gathering and in-depth discussions give us a clear understanding of your liquidity requirements, return expectation, risk appetite and investment horizon.

Confirmation

A formal re-cap of our understanding of your financial priorities, needs and opportunities ensures that we are in agreement.

Determine Solutions

We work as a team to develop integrated, comprehensive and customised financial solutions.

Present Solutions

The solutions along with clear recommendations and action plans, are shared with clients.

Implement Solutions

We follow through to ensure timely implementation of all solutions you have agreed to.

Ongoing Management & Review

We contact you regularly to discuss your progress, review any changes to your situation and implement changes as required.

Start Investing With A More Sophisticated Approach



At Atlas Asset Management Limited, we believe it is the best way to position you for financial success and help you reap the greatest benefit from our relationship and also to give you the peace of mind that comes with confidence.

The responsibilities of investing may get more complicated, but a professional investment team with a disciplined approach can help you meet the challenges you face over your investment horizon.

Contact Atlas Asset Management Limited today at 021-111-MUTUAL (6-888-25) and learn how our Investment Advisory Services may fit in your overall investment plan.

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Disclaimer: Atlas Asset Management Limited does not offer or issue or assume any guarantee for the protection of the principle investment or any return on such investment by the client/investor and the investment portfolio of the client/investor is subject to market and other risks.

Use of the Name and Logo of "Atlas Group" as given above does not mean that it is responsible for the liabilities / obligations of Atlas Asset Management or any investment scheme managed by it.