







Spotlight Fund Manager Report July 2014



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Message From The Editor

Dear Investor

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit." -Aristotle. With the new fiscal year starting on a triumphant note, Atlas Asset Management is all set to achieve the path towards excellence. A brand new chapter awaits us with the new financial year on the horizon, highlighting upcoming challenges, impending opportunities and a plethora of new products and services to be offered to our valuable clients. With our total AUM touching an all time high of Rs 14.36 billion in the month of July and closing at the same, AAML is consistently achieving its objective of broadening its investor base and increasing its AUM.

The month of Ramadan, witnessed Atlas Asset Management launching its marketing campaign for its Shariah compliant product 'Atlas Meraj' for inculcating brand visibility and investment awareness of its Islamic mutual funds, investment plans & pension funds amongst the masses. The campaign encompassed radio show broadcasts and program sponsorships on leading radio channels in Karachi, Lahore & Islamabad, This was complemented with branding at Port Grand Karachi along with a month long kiosk activity by our sales team explaining our various products to potential investors.

The Board of Directors of AAML in their Board Meeting, held on July 7, 2014, approved amendment in the distribution policy of Atlas Money Market Fund, Atlas Income Fund and Atlas Islamic Income Fund from monthly basis for AMF, and quarterly basis for AIF and AllF to annual cash distribution basis for FY 2014-2015.

The Board of Directors in their meeting held on 7th July 2014 approved cash dividend payout on Atlas Gold Fund (AGF) for the period from June 26th 2013 to June 30th 2014, at Rs. 3.75 per unit on the face value of Rs.100 each, i.e 3.75%.

Our Value Added Services

Our valued customers can conveniently access to their account balances by utilizing sms based balance inquiry services. Kindly update your Cell numbers with our ISD by calling 021-111-688-825 and avail these services.

You may also contact us through SMS for any investment related details. Simply type: **AAML"space"Invest"space"City Name** and send it to **8080**.

For further information on our products or to arrange a presentation at your premises, please contact your regional office or email **info@atlasfunds.com.pk**

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Market Review

July 2014

On The Stock Market Front

KSE-100 index increased by 2.23% during the month of July to stand at 30,314.07 points whereas the daily average trading volumes decreased by 43% MoM to 111mn shares from an average of 195mn shares traded during the month of June. There was a net inflow of foreign portfolio investment of USD69mn during the month resulting in positive return for the market. Moreover, from April to July net foreign portfolio investment was recorded at USD302mn that resulted in surge in KSE-100 by 12% in a short span of 4 months.

Sectors that performed well during the month were Media, Automobile & Parts, Fixed Line Telecommunication, Beverages and General Industries that increased by 13%, 8%, 7%, 6% & 6% respectively. Whereas Tobacco, Gas Water & Multiutilities, Food Producers, Forestry & Paper and Industrial Engineering underperformed the market producing returns of -9%, -7%, -4%, -3% and 0% respectively. At month end market was trading at PE multiple of 9.2x whereas the dividend yield was 5.3%.

Even though some sectors are trading at an expensive multiple, there are sectors that are positioned to post decent earnings growth and are relatively undervalued with decent dividend yields. Exposure in these sectors can help investors make decent returns.

On the Money Market Front

The Central Bank maintained the policy discount rate at 10.00%, under its latest monetary policy statement announced on July 19, 2014. The Central Bank appreciated improvements in most of the key macroeconomic indicators including external front, which also led to growing confidence in the economy; however they believed that continuation of prudent policies and reforms were needed to achieve protracted stability.

The CPI inflation decreased for the month of July'14 and stood at 7.9%, with a decrease of 40bp witnessed in food inflation at 7.0%, whereas NFNE decreased by 40bp and stood at 8.3%. The decline is mainly due to higher base from previous year. However, CPI inflation increased on MoM basis which was mainly attributed to higher food prices due to Ramadan and quarterly revision in housing index.

Additionally, M2 experienced a decrease of 2.22% during July 01, '14 to July 18, '14, as compared to a decrease of 2.02% during the previous corresponding period. The latest report shows that the government matured borrowings of Rs. 1 billion, as compared to borrowings of Rs. 167 billion in corresponding period last year, whereas, government borrowings from scheduled banks stood at Rs. 62 billion for the month of July'14, as compared to maturity of Rs. 104 billion in corresponding period last year.

The Central Bank raised an amount of Rs. 265 billion under the two T-bills auctions conducted during the month. The weighted average yields under the latest auction stood at 9.95% for 3 month T-bills, 9.97% for 6 month T-bills and 9.99% for 12 month tenor T-bills. 6 month KIBOR (offer) remained flat MoM and averaged at 10.17% during the month of July'14.

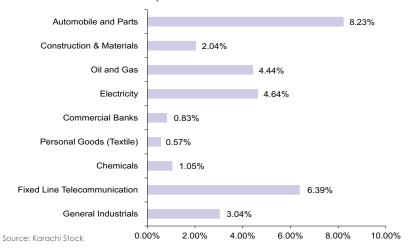
On the Commodity Market Front

During the month, Spot Gold Price/ounce has decreased by 3.37% from USD 1,327.23 on June 30, 2014 to USD 1,282.51 on July 31, 2014.

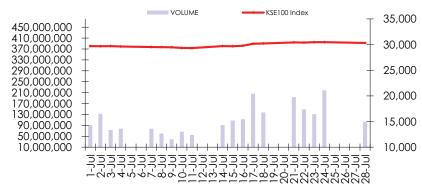
Gold prices decreased prompted by profit-taking and stronger global equities that hurt gold's safe-haven appeal. Domestic prices in top buyer China fell to a discount to the global benchmark in a sign of weak physical buying. Furthermore, investors weighed the possibility of a sooner-than-expected increase in U.S. interest rates. Gold has been under pressure after U.S. Federal Reserve Chairperson said the U.S. central bank could raise rates earlier or faster if hiring and wages take off in an unexpected way. Strong U.S. manufacturing and housing data also encouraged sentiment that a strong economic recovery could prompt the Fed to act soon.

Holdings of SPDR Gold Trust, the world's largest gold ETF, increased by 1.41% to 801.84 tonnes in July'14.

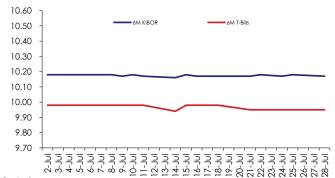
Sector Performance - July 2014



KSE 100 Index & Shares Turnover

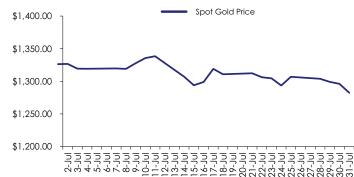


6 Months KIBOR vs 6 Months T-Bills



Source: State Bank of PakistanExchange

Gold Price Performance



Source: World Gold Council

Atlas Money Market Fund (AMF)



July 2014

Investment Objective

To provide stable income stream with preservation of capital by investing in AA and above rated banks and short term Government Securities.

Asset Mix*	Jul-14	Jun-14
T-Bills	97.6%	67.1%
Cash	2.4%	6.6%
TDR	0%	26.2%
Others	0%	0.1%
* % of Gross Asset	0,0	0.170

Nil
52.83

Fund Facts

Fund Type Open-ended Money Market Fund Category Launch Date Jan-2010

Net Assets (mn) PKR 6.502 NAV PKR 506.16

Benchmark(BM) 50/50 composition of: 3-Month deposit rates of three

scheduled banks (AA and above rated)

average of 3 Month PKRV rate

Dealing Days Monday to Friday Cut Off timings Pricing mechanism Management Fee

9:00 am to 4:00 pm Forward Pricing

0.85% of Annual Net Assets

Front-end load

Trustee Central Depository Co.

Auditor Ernst & Young Ford Rhodes Sidat Hyder

Asset Manager Rating AM2-(PACRA)

Risk Profile of the Fund: Low

Fund Stability Rating: AA+(f) (PACRA)

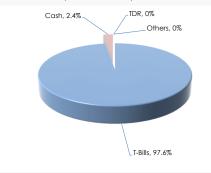
Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs. 34,797,404. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 2.71/0.53%. For details please read Note 7.1 of the latest Financial Statements

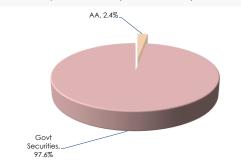
Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundant caution, The Scheme is providing for FED liability which amounted to Rs.9,497,908 (Rs.0.74 per unit) as on July 31, 2014.

Asset Allocation (% of Total Assets)



Credit Quality of the Portfolio (% of Total Assets)



Yearly Performance*





Payout History (% on Opening NAV) 12% 10.85% 10.66%



*Final Payout

Trailing Performance

Returns	8.50%	8.49%	8.59%	8.38%	8.50%	31.43%	N/A	54.42%	10.07%
Benchmark	8.47%	8.48%	8.47%	8.20%	8.47%	27.69%	N/A	49.18%	
	30 Days	90 Davs	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	CAGR**

^{*}Annualized Return

Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2014-15	8.50%												8.50%
2013-14	7.53%	7.39%	7.23%	8.12%	6.89%	8.11%	8.49%	8.31%	8.51%	8.55%	8.33%	8.45%	8.29%

^{*}Annualized return: (Absolute return) *(365/No. of days)

Investment Committee					
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager

^{**} CAGR Since Inception

Atlas Income Fund (AIF)



Average 6 Months KIBOR (Ask)

1.25% of Annual Net Assets

Central Depository Company Ltd

Open-ended

Income Fund

Mar-2004

PKR 4 066

PKR 508.13

Monday to Friday

Forward Pricing

AM2-(PACRA)

A+(f) (PACRA)

The Scheme has maintained provisions against WWF contingent liability of Rs. 16,129,100. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 2.01/0.4%. For details please read Note 7.1 of the latest Financial Statements

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset

management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundent caution,The Scheme is providing for FED liability which amounted to Rs.6,512,712(Rs.0.81 per unit) as on July 31, 2014.

These are allocations between AIF and ASMF aimimg at a customized investment approach to the investors to meet

AIF

85%

9.05%

11.7%

15.8%

8.59%

12.2%

AIF

50%

6.82%

19.3%

30.4%

14.5%

23.7%

AIF

15%

4.59%

26.8% 44.9%

20.4%

35.2%

ASMF

15%

ASMF

ASME

85%

9:00 am to 4:00 pm

A. F. Ferguson & Co.

Fund Facts

Net Assets (mn)

Benchmark(BM)

Cut Off timings

Front-end load

of the Scheme.

Investment Plans

Income Multiplier Plan

Weighted Av. Return (2014-15)

Weighted Av. Return (2013-14)

Weighted Av. Return (2012-13)

Weighted Av. Return (2011-12)

Weighted Av. Return (2010-11)

Weighted Av. Return (2014-15)

Weighted Av. Return (2013-14)

Weighted Av. Return (2012-13)

Weighted Av. Return (2011-12)

Weighted Av. Return (2010-11)

Weighted Av. Return (2014-15)

Weighted Av. Return (2013-14)

Weighted Av. Return (2012-13) Weighted Av. Return (2011-12)

Weighted Av. Return (2010-11)

Weiaht

Weight

Balanced Plan

Growth Plan

Weight

their personal goals and preferences.

Trustee Auditor

Pricing mechanism

Management Fee

Asset Manager Rating

Fund Stability Rating :

Risk Profile of the Fund: Medium

Workers' Welfare Fund (WWF)

Federal Excise Duty (FED)

Dealing Days

Fund Type

Category Launch Date

NAV

July 2014

Investment Objective

To earn a competitive return while preserving capital by investing in good quality corporate debt instruments, bank deposits and government securities.

Asset Mix*	Jul-14	Jun-14
PIBs	51.8%	38.3%
T-Bills	26.2%	25.6%
MTS	15.6%	13.8%
Cash	3.2%	7.9%
TFC	2.5%	2.6%
Others	0.6%	2.3%
TDR	0.0%	9.6%

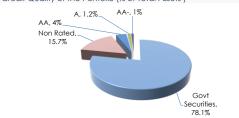
* % of Gross Asset

Top Ten TFC (% of Total Assets)

1.2%
1.1%
0.2%
0.1%

AIF
Nil
453

Credit Quality of the Portfolio (% of Total Assets)



Non-Compliant Investment

		Investment									
Issuers	Type (Secured)	Value before provision	Provision Held	Value after provision	% of Net/Gross Assets	Suspended Mark up (fully provided)					
Agritech Limited	Equity-sho		-	2,720,095	0.07	-					
Agritech Limited	PPTFC	7,494,000	(7,494,000)	-	-	4,061,966					
Agritech Limited	Sukuk	15,225,000	(15,225,000)	-	-	7,818,311					
Bunnys Limited	TFC	1,590,000	(1,590,000)	-	-	460,386					
Telecard Limited	TFC	4,950,240	(4,950,240)	-	-	1,985,913					
Azgard Nine Limited	TFC	7,871,511	(7,871,511)	-	-	3,085,190					
Agritech Limited	TFC-II	29,976,000	(29,976,000)	-	-	15,551,581					
Agritech Limited	TFC-IV	11,015,000	(11,015,000)	-	-	-					
Azgard Nine Limited	TFC-V	5,375,000	(5,375,000)	-	-	-					
Escort Investment Bank Limited	TFC	920,921	-	920,921	0.02	-					
Total		84,417,672	(83,496,751)	3,641,016	0.09	32,963,347					

These shares have been received against Conversion of Azgard Nine's TFCs of Rs.10,589,906/- and are being marked to market on daily basis





*Annualized Return

*Final Payout

Trailing Performance

	30 Days	90 Days	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	CAGR**
Returns	10.00%	5.40%	9.34%	8.73%	10.00%	26.05%	48.66%	140.66%	8.84%
Benchmark	10.17%	10.17%	10.16%	9.92%	10.17%	23.56%	57.53%	170.30%	7.58%

*Annualized Return

** CAGR Since Inception

Monthly Performance History

Year	Juĺ	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2013-14	10.0%												10.0%
2012-13	6.99%	8.25%	6.99%	7.96%	7.1%	7.28%	8.26%	10.03%	12.82%	16.24%	4.27%	9.05%	8.45%
*Appualized returns /Absolut	to roturn) */2/E	/No of days)											

*Annualized return: (Absolute return) *(365/No. of a

MUFAP's Recommended Format

M. Habib-ur-Rahman Ali H. Shirazi M. Abdul Samad Khalid Mehmood Muhammad Umar Khan			
CEO Director Chief Investment Officer Fund Manager Fund Manager			

Disclaimer

Atlas Stock Market Fund (ASMF)



July 2014

Investment Objective

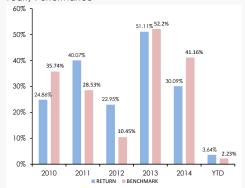
To provide long term capital growth from an actively managed portfolio invested in listed companies in Pakistan.

Asset Mix*	Jul-14	Jun-14
Equity	87.5%	86.6%
Cash	10.2%	3.4%
Others	2.4%	10.1%

^{* %} of Gross Asset



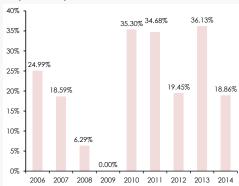
Yearly Performance



Sector Allocation % of Total Assets

Sector	Jul-14	Jun-14
Commercial Banks	26.7	27.0
Oil and Gas	24.0	24.1
Chemicals	10.7	7.4
Construction & Materials (Cement	10.7	10.5
Electricity	7.7	9.0
Personal Goods (Textile)	2.6	3.0
Multiutilities (Gas and Water)	1.9	2.0
Non Life Insurance	1.5	1.3
Pharma and Bio Tech	1.2	1.2
Industrial Metals and Mining	0.4	-

Payout History (% on Opening NAV)



For Investment Plans please refer to AIF on prepage.

Top 10 Holding % of Total Assets

Scrip	%	Sectors
Oil & Gas Development Corpora	8.4	Oil and Gas
Bank AL-Habib Ltd	8.2	Commercial Banks
Bank Al-Falah Ltd	7.4	Commercial Banks
Fauji Fertilizer Company Ltd	5.8	Chemicals
Hub Power Co. Ltd	5.5	Electricity
Pakistan State Oil Co. Ltd	5.3	Oil and Gas
United Bank Ltd	5.1	Commercial Banks
Pakistan Petroleum Ltd	5.1	Oil and Gas
Pakistan Oilfields Ltd	3.8	Oil and Gas
D.G. Khan Cement Co. Ltd	3.8	Construction & Materials (

Fund Facts

Fund Type Open-ended **Equity Fund** Category Nov-2004 Launch Date PKR 1,089 Net Assets (mn) NAV PKR 457 12 KSE-100 Index Benchmark Monday to Friday Dealing Days Cut Off timings 9:00 am to 4:00 pm Pricing mechanism Forward Pricing Management Fee 2% of Annual Net Assets Front-end load Central Depository Co.

Trustee Central Depository C Auditor A. F. Ferguson & Co. Asset Manager Rating AM2-(PACRA)

Risk Profile of the Fund: High

Fund Ranking: 3 Star (ST) and 4 Star (LT) (PACRA)

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs. 23,699,429. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 9.95/2.18%. For details please read Note 7.1 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundent caution,The Scheme is providing for FED liability which amounted to Rs.3,990,395 (Rs.1.68 per unit) as on July 31, 2014.

Trailing Performance

-	30 Days	90 Days	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	CAGR**
Returns	3.64%	4.23%	12.52%	21.01%	3.64%	141.68%	322.68%	434.42%	18.88%
Benchmark	2.23%	4.85%	13.18%	30.03%	2.23%	137.30%	314.02%	449.72%	19.25%

^{*}Actual Returns - Not Annualized

Creat since incopilori

Monthly Performance History

Year	Juĺ	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2014-15	3.64%												3.64%
2013-14	11.42%	-4.15%	-1.08%	3.53%	4.57%	2.76%	2.55%	-2.46%	4.74%	5.05%	1.47%	-0.89%	30.09%

MUFAP's Recommended Format

Investment Committee						
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid	
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager	

Disclaime

All investments in mutual fund are subject to market risks. Past performance is not necessarily indicative of the future results. Please read the Offering Document to understand the investment policies and the risks involved.

Atlas Gold Fund (AGF)



July 2014

Investment Objective

To provide investors with capital appreciation through investment in Gold or Gold Futures Contracts Traded on the Commodity Exchange.

Asset Mix* Gold/Gold Futures Cont.	Jul-14 76.3%	Jun-14 80%
Cash	21.1%	18.8%
Others	2.6%	1.2%

Fund Facts

 Fund Type
 Open-ended

 Category
 Commodity

 Launch Date
 Jul-2013

 Net Assets (mn)
 PKR 212

 NAV
 PKR 100.20

Benchmark(BM) 70/30 composition of:

Daily closing USD dollar per ounce gold prices at PMEX and deposit rates of three scheduled banks

(AA and above rated)

Dealing Days Monday to Friday
Cut Off timings 9:00 am to 4:00 pm
Pricing mechanism Forward Pricing
Management Fee 1.5% of Annual Net Assets

Front-end load Nil

Trustee Central Depository Co.

Auditor Ernst & Young Ford Rhodes Sidat Hyder

Asset Manager Rating AM2-(PACRA)

Risk Profile of the Fund: Medium / High

Fund Stability Rating: N/A

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs. 194,578. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 0.09/0.09%. For details please read Note 10.1 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

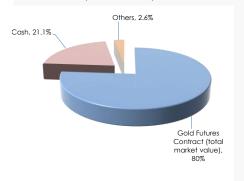
The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundent caution,The Scheme is providing for FED liability which amounted to Rs.551,370(Rs.0.26 per unit) as on July 31, 2014.

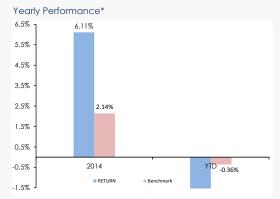
Gold Price Statistics	High	Low
1 Month	\$1,338.45	\$1,282.51
3 Month	\$1,338.45	\$1,243.74
6 Month	\$1,385.00	\$1,243.74
1 Year	\$1,419.50	\$1,195.25
3 Year	\$1,895.00	\$1,192.00
F V a ar	¢1 00 5 00	¢020.75

Source: World Gold Council

Asset Allocation (% of Total Assets)

* % of Gross Asset





Gold Price Performance



Source: World Gold Council

Trailing Performance

	30 Days	90 Days	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	
Returns	-2.11%	1.00%	6.28%	-0.39%	-2.11%	N/A	N/A	3.87%	
Benchmark	-0.36%	0.97%	4.14%	2.03%	-0.36%	N/A	N/A	3.13%	

*Actual Returns - Not Annualized

Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2014-15	-2.11%												-2.11%
2013-14	0.6%	3.46%	-2.87%	0.35%	-4.18%	-2.83%	3.5%	6.25%	-1.89%	0.95%	-2.01%	5.29%	6.11%
*Actual Returns - Not Annua	alized												

MUFAP's Recommended Format

Investment Committee

invesiment Committee						
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid	
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager	

Disclaimer:

Atlas Islamic Income Fund (AIIF)



July 2014

Investment Objective

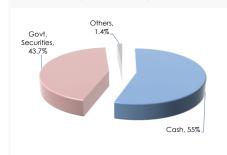
To seek preservation of capital and reasonable rate of return from a broadly diversified portfolio of long, medium and short term, high quality Islamic income instruments.

Asset Mix* Cash	Jul-14 55%	Jun-14 53.5%
Govt. Securities	43.7%	45.5%
Others	1.4%	1%

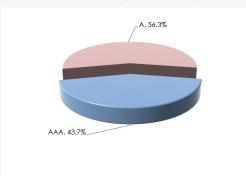
AllF
Nil
130

* % of Gross Asset

Asset Allocation (% of Total Assets)



Credit Quality of the Portfolio (% of Total Assets)

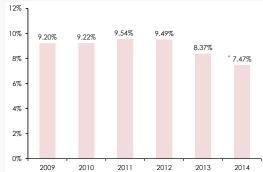


Yearly Performance*



*Annualized Performance

Payout History (% on Opening NAV)



*Final Payout

Trailing Performance

	30 Days	90 Days	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	CAGR**
Returns	6.63%	7.21%	7.97%	8.1%	6.63%	29.47%	55.41%	69.03%	9.48%
Benchmark	7.2%	7.2%	7.12%	6.95%	7.2%	23.13%	42.35%	54.88%	7.58%

*Annualized Return

Monthly Performance History

	, , ,,,,												
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2014-15	6.63%												6.63%
2013-14	7.91%	7.08%	7.04%	7.07%	10.04%	8.05%	7.52%	8.82%	10.19%	6.61%	8.98%	5.85%	8.22%

*Annualized return: (Absolute return) *(365/No. of days)

MUFAP's Recommended Format

Investment Committee						
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid	
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager	

Disclaimer:

All investments in mutual fund are subject to market risks. Past performance is not necessarily indicative of the future results. Please read the Offering Document to understand the investment policies and the risks involved.

Fund Facts Fund Type Open-ended Islamic Income Fund Category Launch Date Aug-2008

PKR 541 Net Assets (mn) NAV PKR 507 87 Benchmark Average Six Months profit rate

of three Islamic Banks Dealing Days Monday to Friday Cut Off timings 9:00 am to 4:00 pm Forward Pricing Pricing mechanism Management Fee 0.85% of Annual Net Assets

Front-end load Central Depository Co. Trustee Auditor A. F. Ferguson & Co.

Asset Manager Rating AM2-(PACRA) Mufti Muhammad Yahya Asim Shariah Advisor

Risk Profile of the Fund: Medium Fund Stability Rating: AA-(f) (PACRA)

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs. 4,193,151. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 3.94/0.78%. For details please read Note 8.1 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundant caution, The Scheme is providing for FED liability which amounted to Rs.898,102(Rs.0.84 Per unit) as on July 31, 2014.

Shariah Compliant Investment Plans

These are allocations between AIIF and AISF aimimg at a customized investment approach to the investors to meet their personal goals and preferences.

Islamic Income Multiplier Plan

Weighted Av. Return (2011-12)

	AllF	AISF
Weight	85%	15%
Weighted Av. Return (2014-15)	6.02%	
Weighted Av. Return (2013-14)	10.3%	
Weighted Av. Return (2012-13)	14.7%	
Weighted Av. Return (2011-12)	12.7%	
Islamic Balanced Plan		
	AllF	AISF
Weight	50%	50%
Weighted Av. Return (2014-15)	4.6%	
Weighted Av. Return (2013-14)	15%	
Weighted Av. Return (2012-13)	28.7%	
Weighted Av. Return (2011-12)	18.8%	
Islamic Growth Plan		
	AllF	AISF
Weight	15%	85%
Weighted Av. Return (2014-15)	3.18%	
Weighted Av. Return (2013-14)	19.7%	
Weighted Av. Return (2012-13)	42.7%	

24.9%

^{**} CAGR Since Inception

Atlas Islamic Stock Fund (AISF)



July 2014

Investment Objective

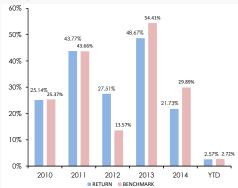
To provide long term capital growth from an actively managed portfolio invested in Shariah compliant listed companies in Pakistan.

Asset Mix* Equity	Jul-14 88.4%	Jun-14 84.6%
Cash	11.3%	15%
Others	0.4%	0.5%

AISF
Nil
N/A

* % of Gross Asset

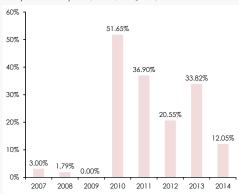
Yearly Performance



Sector Allocation % of Total Assets

Sector	Jul-14	Jun-14
Oil and Gas Construction & Materials (37.2 14.1	35.4 13.2
Chemicals	9.8 9.4	3.9 10.5
Electricity Commercial Banks	6.1	7.7
Personal Goods (Textile)	4.1	3.9
Multiutilities (Gas and Engineering	2.0 1.7	1.3 1.4
Fixed Line Telecommunica	1.5	1.5
Automobile and Parts	1.4	4.7
Pharma and Bio Tech	1.1	1.0

Payout History (% on Opening NAV)



For Shariah Compliant Investment Plans please refer to AIIF on pre-page

Top 10 Holdings % of Total Assets

Scrip	%	Sectors
Oil & Gas Development Corp	12.5	Oil and Gas
Fauji Fertilizer Company	9.8	Chemicals
Pakistan Oilfields Ltd	8.3	Oil and Gas
Pakistan State Oil Co. Ltd	7.5	Oil and Gas
Hub Power Co. Ltd	7.2	Electricity
Pakistan Petroleum Ltd	6.6	Oil and Gas
Meezan Bank Ltd	6.1	Commercial Banks
D.G. Khan Cement Co. Ltd	5	Construction & Materials
Lucky Cement Ltd	4.1	Construction & Material
Nishat Mills Ltd	4.1	Personal Goods (Textile

Fund Facts

Fund Type Open-ended Islamic Equity Fund Category Launch Date Jan-2007 Net Assets (mn) PKR 858 NAV PKR 419.18 Benchmark KMI - 30 Index Dealing Days Monday to Friday Cut Off timings 9:00 am to 4:00 pm Pricing mechanism Forward Pricing Management Fee 2% of Annual Net Assets Front-end load Trustee Central Depository Co.

Auditor A. F. Ferguson & Co.
Asset Manager Rating AM2-(PACRA)

Shariah Advisor Mufti Muhammad Yahya Asim

Risk Profile of the Fund: High

Fund Ranking: 2 Star (ST) and 4 Star (LT) (PACRA)

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs. 16,346,703. If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 7.99/1.91%. For details please read Note 7.2 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundent caution,The Scheme is providing for FED liability which amounted to Rs.3,338,232(Rs.1.63 per unit) as on July 31, 2014.

Trailing Performance

	30 Days	90 Days	180 Days	365 Days (1 Year)	YTD	3 Years	5 Years	Since Inception	CAGR**
Returns	2.57%	6.28%	8.75%	15.49%	2.57%	130.77%	315.17%	245.74%	17.87%
Benchmark	2.72%	7.36%	12.00%	21.37%	2.72%	127.77%	310.22%	N/A	N/A

^{*}Actual Returns - Not Annualized

** CAGR Since Inception

Monthly Performance History

Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
2014-15	2.57%												2.57%
2013-14	8.87%	-3.55%	-2.51%	3.96%	3.16%	2.64%	2.6%	-3.27%	2.8%	2.9%	0.56%	2.34%	21.73%

MUFAP's Recommended Format

Investment	Comm	ittee

M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager

Disclaimer:

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Atlas Pension Fund (APF)

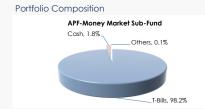


July 2014

Investment Objective

- a) The APF-ESF is to earn returns from investments in Pakistani Equity Markets.
- b) The APF-DSF is to earn returns from investments in debt markets of Pakistan, thus incurring a relatively Lower risk than equity investments.
- c) The APF-MMSF is to earn returns from investments in Money Markets of Pakistan, thus incurring a Relatively lower risk than debt investments.
- d) The APF-GSF is to provide investors with capital appreciation through investment in gold or gold Futures contracts traded on the Pakistan Mercantile Exchange.

Yearly Performance APF-Money Market Sub-Fund 12% 9.91% 9.51% 10% 8.18% _{7.59%} 8.21% 8% 6% 4% 2% 0% 2008 2009 2010 2011 2012 2013 2014 YTD *Annualized Return

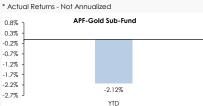














* Actual Returns - Not Annualized

Sector Allocation % Total Assets for APF-Fauity Sub Fund

7 II Legony oob rona		
Sector	Jul-14	Jun-1
Commercial Banks	27.8	26.3
Oil and Gas	24.5	21.3
Construction & Materials (Cement)	11.4	9.5
Electricity	10.4	10.1
Chemicals	9.1	13.4
Personal Goods (Textile)	3.1	2.9
Engineering	1.3	1.3
Multiutilities (Gas and Water)	1.1	1.2
Pharma and Bio Tech	0.6	0.5

Top 10 Holdings % Total Assets for APF-Equity Sub Fund

APF-Debt Sub-Fund*

Since

82.11%

CAGR**

8.81%

30 Days (1 Month)

9.75%

Scrip	%	Sectors
Bank AL-Habib Ltd Oil & Gas Development Corporatio Bank Al-Falah Ltd	8.4 7.8 7.3	Commercial Banks Oil and Gas Commercial Banks
Hub Power Co. Ltd United Bank Ltd Pakistan Petroleum Ltd	6.5 6.0 5.9	Electricity Commercial Banks Oil and Gas
Pakistan State Oil Co. Ltd Pakistan Oilfields Ltd Fauji Fertilizer Company Ltd D.G. Khan Cement Co. Ltd	5.1 4.5 4.5 4.2	Oil and Gas Oil and Gas Chemicals Construction & Materia (Cement)

Fund Facts

Fund Inception Date	Jun-200/	
Sales Load	3% (Front-end) of contribution	n
Management Fee	1.5% of Annual Net Assets	(Equity)
	1.25% of Annual Net Assets	(Debt)
	1.0% of Annual Net Assets	(M.Market)
	1.5% of Annual Net Assets	(Gold)
Custodian & Trustee	Central Depository Co.	

Auditors Ernst & Young Ford Rhodes Sidat Hyder

Minimum Investment Rs.5,000/- or 10% of monthly income (which ever is lower) Eliaibility Anv Pakistani (resident or non-resident), who holds a

valid NTN or CNIC/NICOP AM2-(PACRA)

Asset Manager Rating

	Net Assets (mn)	NAV
APF-Equity (ESF)	PKR 193	PKR 326.85
APF-Debt (DSF)	PKR 193	PKR 182.10
APF-M.M (MMSF)	PKR 155	PKR 185.03
APF-Gold (GSF)	PKR 33	PKR 103.98

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs.2,197,090(ESF), Rs.719,443(DSF), Rs.630,474(MMSF), Rs.39,823(GSF), If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 3.71 / 1.13 %, Rs. 0.68/ 0.37%, Rs. 0.75 / 0.41 %, Rs. 0.13 / 0.12 % respectively. For details please read Note 10.1 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the meantime, as a matter of abundent caution, The Scheme is providing for FED liability which amounted to (ESF)Rs.387,205(Rs.0.65per unit), (DSF)Rs.375,084 (Rs.0.35per unit), (MMSF Rs.290,444(Rs.0.35per unit), (GSF)Rs.83,331 (Rs.0.26per unit)as on July 31, 2014.

Atlas Pension Fund Allocation Schemes

The participant has the option to select from among six allocation schemes, allowing the participants to adopt a focused investment strategy, according to their risk/return. The weighted averag return below is worked on asset allocation as indicated.

Allocation Scheme	APF-ESF	APF-DSF	APF-MMSF
(i) High Volatility			
Return based on	80%	20%	Nil
Weighted Av. Return (2013-14)			5.01%
Weighted Av. Return (2012-13)			43.68%
Weighted Av. Return (2011-12)			15.41%
(ii) Medium Volatility			
Return based on Weighted Av. Return (2013-14) Weighted Av. Return (2012-13) Weighted Av. Return (2011-12) (iii) Low Volatility	50%	40%	10% 6.64% 30.45% 13.46%
Return based on	25%	60%	15%
Weighted Av. Return (2013-14)			8.04%
Weighted Av. Return (2012-13)			19.44%
Weighted Av. Return (2011-12) (iv) Lower Volatility			11.83%
Return based on Weighted Av. Return (2013-14) Weighted Av. Return (2012-13)	Nil	60%	40% 9.13% 8.37%
Weighted Av. Return (2011-12) (v) Lifecycle			10.24%

Lifecycle scheme allocates investments among the sub-funds and the varying allocations with the age of the participants, moving from higher percentage in equities in younger years to lower percentage in equities in older years to reduce the risk near refirement age, seeking capital growth and preservation towards the later years in participants lifecycle

(vi) Customiz	zed 0-100	% 0-100%	0-100%	0-25%
Note: Gold Su	ub Fund was launche	d on July,2013		
ıb-Fund*		APF-Gold	Sub-Fund	
CAGR**	30 Days	Since		CAGR**

3.74%

3.59%

-2.12%

Since Inception 3.83% 226.86% 18.16%

APF-Equity Sub-Fund

CAGR**

30 Days

MUFAP's Recommended Format

Trailing Performance

Investment Committee						
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid	
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager	

30 Days

8.21%

APF-Money Market Su

Since

85.03%

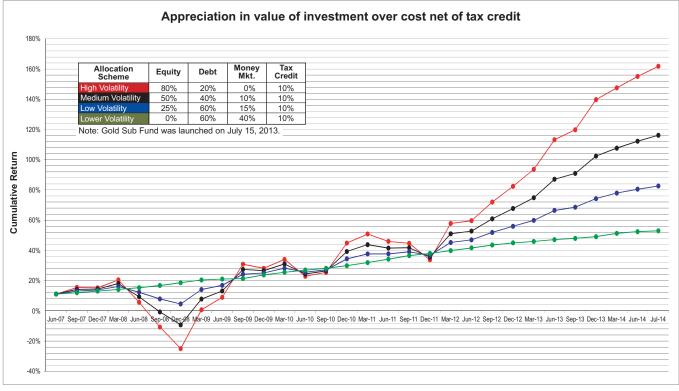
9.06%

Atlas Pension Fund (APF)

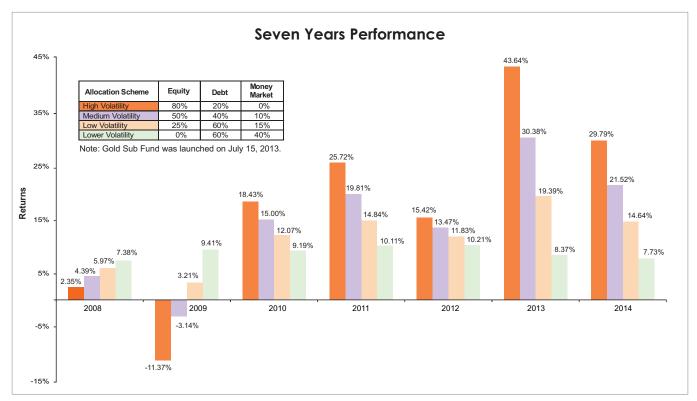


July 2014

(On allocation as stated in the box)



Equal contribution made to the allocation schemes in APF each month.



Assumptions:

- 1. Based on equal monthly contributions. 2. Reallocation/rebalancing once a year.

Atlas Pension Islamic Fund (APIF)



July 2014

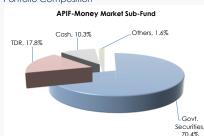
Investment Objective

- a) The APIF-ESF is to earn returns from investments in Pakistani Equity Markets.
- b) The APIF-DSF is to earn returns from investments in debt markets of Pakistan, thus incurring a relatively Lower risk than equity investments.
- c) The APIF-MMSF is to earn returns from investments in Money Markets of Pakistan, thus incurring a Relatively lower risk than debt investments.

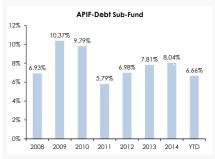
Yearly Performance



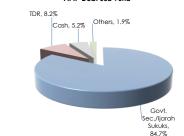


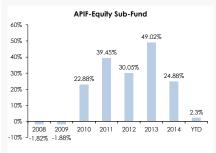


*Annualized Return

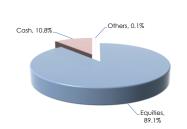


APIF-Debt Sub-Fund





APIF-Equity Sub-Fund



* Actual Returns - Not Annualized

Sector Allocation % Total Assets for

Al II-Equity 300 Fulla		
Sector	Jul-14	Jun-14
Oil and Gas	33.7	33.3
Construction & Materials (Cement)	12.4	10
Chemicals	10.6	9.6
Electricity	10.1	10.2
Commercial Banks	6.7	9.4
Personal Goods (Textile)	4.3	4.6
Engineering	3.8	3.9
Automobile and Parts	2.3	4.3
Multiutilities (Gas and Water)	2.1	2.2
Fixed Line Telecommunication	1.9	2.5

Top 10 Holdings % Total Assets for APIF-Equity Sub Fund

Scrip	%	Sectors
Oil & Gas Development Corporc	9.1	Oil and Gas
Hub Power Co. Ltd	8.2	Electricity
Fauji Fertilizer Company Ltd	7.8	Chemicals
Pakistan Petroleum Ltd	7.3	Oil and Gas
Meezan Bank Ltd	6.7	Commercial Banks
Pakistan Oilfields Ltd	6.7	Oil and Gas
Pakistan State Oil Co. Ltd	6.1	Oil and Gas
Nishat Mills Ltd	4.3	Personal Goods (Textile)
D.G. Khan Cement Co. Ltd	4.1	Construction & Materials (
Millat Tractors Ltd	3.8	Engineering

Trailing Performance

2.3%	308.69%	23.24%	6.66%	67.84%	7.99%	5.36%	76.49%	8.8%	i
(1 Mont	h) Inception	CAGR	(1 Month)	Inception	CAGR	(1 Month)	Inception	CAGR	
30 Day	s Since	CAGR**	30 Days	Since	CAGR**	30 Days	Since	CAGR**	
APIF-Equity Sub-Fund			APIF-D	APIF-Debt Sub-Fund*			APIF-Money Market Sub-Fund*		

^{*}Annualized return: (Absolute return) *(365/No. of days) ** CAGR Since Inception

MUFAP's Recommended Format Investr

simeni Comminee						
M. Habib-ur-Rahman	Ali H. Shirazi	M. Abdul Samad	Khalid Mahmood	Muhammad Umar Khan	Fawad Javaid	
CEO	Director	Chief Investment Officer	Fund Manager	Fund Manager	Fund Manager	

Fund Facts Fund Inception Date

Sales Load	3% (Front-end) of contribution	n
Management Fee	1.5% of Annual Net Assets	(Equity)
	1.25% of Annual Net Assets	(Debt)
	1.0% of Annual Net Assets	(M.Market

Custodian & Trustee Central Depository Co.

Ernst & Young Ford Rhodes Sidat Hyder **Auditors**

Rs.5.000/- or 10% of monthly Minimum Investment income (which ever is lower)

Eligibility Any Pakistani (resident or

non-resident), who holds a valid NTN or CNIC/NICOP

Asset Manager Rating AM2-(PACRA)

Shariah Advisor Mufti Muhammad Yahya Asim

	Net Assets (mn)	NAV
APIF-Equity (ESF)	PKR 208	PKR 411.50
APIF-Debt (DSF)	PKR 180	PKR 168.99
APIF-M.M (MMSF)	PKR 139	PKR 177.70

Workers' Welfare Fund (WWF)

The Scheme has maintained provisions against WWF contingent liability of Rs.2.497,828(ESF), Rs.684.417(DSF), Rs.592,870(MMSF). If the same were not made the NAV per unit/return of the Scheme would be higher by Rs. 4.95 / 1.20 %, Rs. 0.64/ 0.38 %, Rs. 0.76 / 0.43% respectively. For details please read Note 9.2 of the latest Financial Statements of the Scheme.

Federal Excise Duty (FED)

The Finance Act, 2013 has enlarged the scope of Federal Excise Duty (FED) on financial services to include Asset Management Companies (AMCs) with effect from 13 June 2013. As the asset management services rendered by the Management Company of the Fund are already subject to provincial sales tax on services levied by the Sindh Revenue Board, which is being charged to the Fund, the management company is of the view that further levy of FED is not justified, and has filed a constitutional petition in the Honourable Sindh High Court, the hearing of which is pending. In the Honourable sinan high Court, the hearing of which is pending. In the meantime, as a matter of abundent caution, The Scheme is providing for FED liability which amounted to (ESF)Rs.443,469 (Rs.0.88per unit), (DSF)Rs.369,680 (Rs.0.35per unit), (MMSF) Rs.271,672(Rs.0.35per unit) as on July 31, 2014.

Atlas Pension Islamic Fund Allocation Schemes

The participant has the option to select from among six allocation schemes, allowing the participants to adopt a focused investment strategy, according to their risk/return. The return below is worked on asset allocation as indicated.

	APIF-ESF	APIF-DSF	APIF-MMF
(i) High Volatility	65-80%	20-35%	Nil
Return based on	80%	20%	Nil
Weighted Av. Return (20)	14-15)		3.17%
Weighted Av. Return (20)	13-14)		21.51%
Weighted Av. Return (20)	12-13)		40.78%
Weighted Av. Return (201	11-12)		25.44%
(ii) Medium Volatility Return based on	35-50% 50%	40-55% 40%	10-25% 10%
Weighted Av. Return (20)	14-15)		4.35%
Weighted Av. Return (20)	13-14)		16.42%
Weighted Av. Return (20)	12-13)		28.35%
Weighted Av. Return (20)	11-12)		18.78%
(iii) Low Volatility	10-25%	60-75%	15-30%
Return based on	20%	65%	15%
Weighted Av. Return (20)	14-15)		5.59%
Weighted Av. Return (20)	13-14)		11.35%
Weighted Av. Return (20)	12-13)		15.95%
Weighted Av. Return (20)	11-12)		11.99%
(iv) Lower Volatility	Nil	40-40%	40-60%
Return based on	Nil	50%	50%
Weighted Av. Return (20)	14-15)		6.01%
Weighted Av. Return (20)	13-14)		7.86%
Weighted Av. Return (20)	12-13)		7.48%
Weighted Av. Return (20)	11-12)		8.3%
(v) Lifecycle			

varying allocations with the age of the participants, moving from higher percentage in equities in younger years to lower percentage in equities in older years to reduce the risk near retirement age, seeking capital arowth and preservation towards the later years in participants

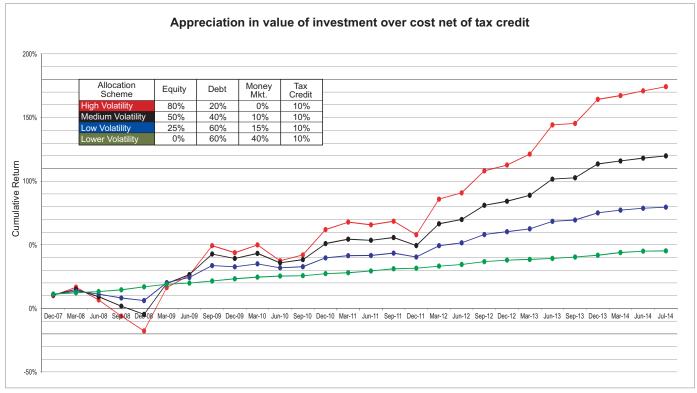
(vi) Customized

Atlas Pension Islamic Fund (APIF)

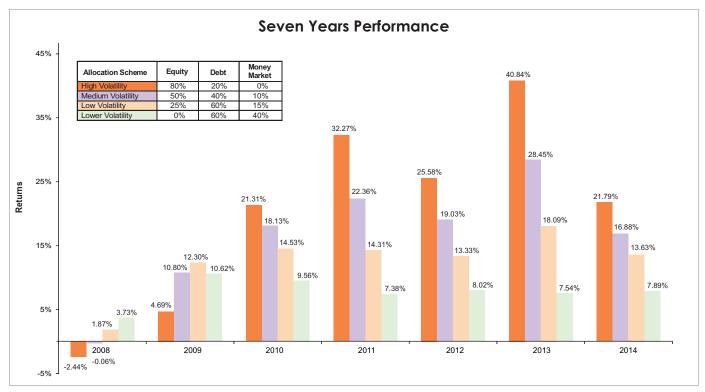


July 2014

(On allocation as stated in the box)



Equal contribution made to the allocation schemes in APIF each month.



Assumptions:

- 1. Based on equal monthly contributions.
- 2. Reallocation/rebalancing once a year.



TodayJust Got Better, Tomorrow Looks Even Brighter

Shariah Compliant & Conventional options available. Contact us today and let's start building your tomorrow.

*20% up to 40 years of age & incremental 2% for every additional year on joining the scheme above 40, up to 55 years of age.

Atlas Pension Fund - Returns						
Allocation Schemes	FY14	FY13	FY12	Since Inception		
High Volatility	29.81%	43.68%	15.41%	187.95%		
Medium Volatility	21.54%	30.44%	13.46%	148.01%		
Low Volatility	14.66%	19.42%	11.83%	114.63%		
Lower Volatility	7.73%	8.34%	10.23%	81.87%		

Atlas Pension Islamic Fund - Returns						
Allocation Schemes	FY14	FY13	FY12	Since Inception		
High Volatility	21.51%	40.77%	25.44%	252.99%		
Medium Volatility	16.42%	28.34%	18.78%	184.08%		
Low Volatility	11.35%	15.94%	11.99%	114.73%		
Lower Volatility	7.89%	7.52%	8.04%	70.41%		

All Returns as on 30 June.



http://www.atlasfunds.com.pk/tax savings calculator

Simulate your future pension savings by logging on at www.atlasfunds.com.pk/atlas_pensions_simulator/

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