

INSTRUCTIONS FOR REGISTRATION AND BIDDING

REGISTRATION PERIOD OPENS FROM APRIL 02, 2021 TO APRIL 07, 2021 BETWEEN 9:00 AM TO 5:00 PM AND BETWEEN 9:00 AM TO 3:00 PM ON APRIL 08, 2021

BIDDING PERIOD OPENS FROM APRIL 07, 2021 TO APRIL 08, 2021 BETWEEN 9:00 AM TO 5:00 PM

INITIAL PUBLIC OFFER OF ORDINARY SHARES OF SERVICE GLOBAL FOOTWEAR LIMITED (“SGFL” OR THE “COMPANY”) THROUGH BOOK BUILDING PROCESS AT A FLOOR PRICE OF PKR 38.00/- PER SHARE

This Issue consists of 40,887,500 Ordinary Shares (20.00% of the total post-IPO paid up capital of SGFL) of face value of PKR 10/- each. The bidders shall be allowed to place bids for hundred percent (100%) of the Issue size and the Strike Price shall be the price at which the hundred percent (100%) of the Issue is subscribed. However, the successful bidders shall be provisionally allotted only seventy-five percent (75%) of the Issue size i.e. 30,665,625 shares and the remaining twenty five percent (25%) i.e. 10,221,875 shares shall be offered to the retail investors.

Instructions for Registration and Bidding

- Only registered investors will be eligible to participate in the bidding process.
- Investors are required to fill in the Registration Form and submit the complete Registration Form along with Margin Money at the Bid Collection Centres during the Registration Period.
- For deposit of Margin Money only Pay Orders, Demand Drafts or a bank receipt evidencing Online Transfers in the designated bank account shall be accepted during the Bidding Period. **Each eligible investor shall only submit a single pay order, demand draft or evidence of online transfer of money along with the Registration Form. It may also be noted that only a single pay order, demand draft or evidence of online transfer of money shall be accepted by the Book Runner along with each Additional Payment Form.**
- Once the investor is registered in the System, the investor will receive Username and Password via an automatically generated e-mail through the System software.
- Investors can directly place their bids online during the Bidding Period by using the Username and Password provided to them via e-mail or submit the Bidding Form at the bid collection centres in person.
- On entry of bid in the System, the investors will receive an e-mail confirmation of their bid via the System software.
- Investors can upward revise their bids online. Please visit www.bkb.psx.com.pk to access online portal. Online access will be available for upward bid revisions during the Bidding Period from 9:00 am to 5:00 pm. **An investor shall not be allowed to place or upward revise a bid with a price variation of more than 10% of the prevailing Indicative Strike price with a maximum price band of upto 40% of the floor price. THE BIDDER SHALL NOT MAKE DOWNWARD REVISION BOTH IN TERMS OF BID PRICE AND BID VOLUME; PROVIDED THAT INCASE OF UPWARD REVISION OF THE BID PRICE, THE NUMBER OF SHARES BID FOR I.E. BID VOLUME MAY BE ADJUSTED ENSURING THAT THE BID AMOUNT OR BID MONEY REMAINS THE SAME. NO WITHDRAWAL OF BID SHALL BE ALLOWED.**

Please Note:

- Fill in all the particulars of the form accurately in **BLOCK LETTERS**.
- For deposit of margin money, only Pay Orders, Demand Draft will be accepted. For online transfer the payment shall be made into Account No. 004279920938-03 being maintained in Habib Bank Limited – HBL State Life Branch, Branch Code 0042 with Account Title: **“Service Global Footwear Ltd Book Building”**. Please note that online transfer facility shall only be allowed to Habib Bank Limited customers.
- Kindly provide a copy of CNIC or Passport (in case of Individual Investors) or NTN Certificate / Certificate of Incorporation (in case of Institutional Investor) along with the Registration Form.
- Applicants are requested to provide accurate contact details. Please provide accurate landline number(s), mobile number(s), fax number(s), UIN(s), NTN number and e-mail address(es).
- Bidders are requested to provide two copies of the bidding instrument at the time of bid submission.**
- The National Taxation Number (“NTN”) of Service Global Footwear Limited is **5587958-2**. This NTN shall be required by applicants for making their respective pay orders.
- The Bidder is required to duly fill Additional Payment Form for depositing additional funds for enhancement of deposit amount.
- All payments are to be made in favor of **“SERVICE GLOBAL FOOTWEAR LTD BOOK BUILDING”** at any of the following bidding centers:

	Karachi	
Contact Officer:	Syed Ali Ahmed	Saim Ahmed Shahab
Direct No.:	+92 21 3243 3542	+92 21 38899 271
PABX No.:	+92 21 111 245 111	+92 21 111 245 111
Fax No.:	+92 21 3242 9653	+92 21 3242 9653
Email:	ali.ahmed@arifhabibltd.com	saim.ahmed@arifhabibltd.com
Postal Address:	Arif Habib Limited Arif Habib Centre, 23 M.T Khan Road, Karachi	Arif Habib Limited Arif Habib Centre, 23 M.T Khan Road, Karachi
	Lahore	Islamabad
Contact Officer:	Naeem Rana	Asad Abbas Najfi
Direct No.:	+92 42 3631 3700	+92 51 289 4505
Email:	naeem.rana@arifhabibltd.com	asad.abbasnajfi@arifhabibltd.com
Postal Address:	Arif Habib Limited Office No. G-5 & G-6, Ground Floor, LSE Plaza, 19 Khayaban-e-Aiwan-e-Iqbal Lahore	Arif Habib Limited Office No. 506, 5 th Floor, ISE Towers, Jinnah Avenue, Islamabad
	Faisalabad	Peshawar
Contact Officer:	Ahsan Sarfaraz (Branch Manager)	Mr. Yasir Shah (Branch Manager)
Direct:	0346-820-0579	0333-920-2578
Email:	bm.fsd01@meezanbank.com	bm.pew01@meezanbank.com
Postal Address:	Meezan Bank Limited Sareena Hotel Branch, Club Road, Faisalabad	Meezan Bank Limited Main Branch Peshawar Cantt, 6-Saddar Road Peshawar Cantt
	Quetta	Azad Kashmir
Contact Officer:	Muhammad Tahir Panezai (Branch Manager)	Atif Majeed (Branch Manager)
Direct:	0309-777-2570	0300-501-5147

Email:	bm.gta01@meezanbank.com	bm.mrp01@meezanbank.com
Postal Address:	Meezan Bank Limited M.A. Jinnah Road Branch, Manan Chowk, Quetta	Meezan Bank Limited Mirpur AJK Branch, Sultan Plaza, Sector F1, Kotli Road, Mirpur Azad Kashmir
Gilgit/Baltistan		
Contact Officer:	Abbas Ali Khan (Operations Manager)	
Direct:	0346-533-3183	
Email:	bm.ggt01@meezanbank.com	
Postal Address:	Meezan Bank Limited Gilgit Baltistan Branch, Shop # 433, NLI Market, Gilgit	

9. **CASH SHOULD NOT BE SUBMITTED WITH REGISTRATION FORM AT THE BID COLLECTION CENTER.**
10. **THE BID SHOULD BE SUBMITTED ON THE PRESCRIBED BIDDING FORM ALONG WITH THE REGISTRATION FORM IN PERSON OR THROUGH FAX AT THE NUMBERS MENTIONED IN NOTE 8 ABOVE. REGISTERED INVESTORS CAN ALSO PLACE THEIR BIDS DIRECTLY VIA THE ONLINE PORTAL BY VISITING WWW.BKB.PSX.COM.PK.**
11. Bids can be placed at "Limit Price" or "Step Bid".
- a) Payment for Limit Price:**
- If investors are placing their bids as a Limit Bid, then they shall deposit the Margin Money based on the number of shares they are bidding for at their stated bid price.
- For instance, if an investor is applying for 1 Million shares at a price of PKR 38.00/- per share, based on which the total Application Money would amount to PKR 38 million. In this case the Bid Amount will be also PKR 38 million. Since the Bidder has placed a Limit Bid of PKR 38.00/- per share, this indicates that he / she / it is willing to subscribe the shares at a price up to PKR 38.00/- per share.
- b) Payment for Step Bid:**
- If an investor is placing a Step Bid which is a series of Limit Bids at increasing prices, then he/she/it shall deposit the Margin Money / bid money based on the total number of shares he/she/it is bidding for at his/her/its stated bid prices.
- For instance, if the investor bids for 0.70 million shares at PKR 38.00/- per share, 0.60 million shares at PKR 39.00/- per share and 0.50 million shares at PKR 40.00/- per share, then in essence the investor has placed one Step Bid comprising three limit bids at increasing prices. The Application Money would amount to PKR 70 million, which is the sum of the products of the number of shares bid for and the bid price of each limit bid. In such a case, (i) Individual Investors shall deposit PKR 70 million in the Book Building Account as Margin Money which is 100% of PKR 70 million and (ii) Institutional Investors shall deposit at least PKR 17.5 million in the Book Building Account as Margin Money which is 25% of PKR 70 million.
12. The applicant, if Individual Investor, shall submit amount of 100% of the application money as Bid / Margin Money whereas Institutional Investors shall submit not less than 25% of the application money.
13. Book Runner shall not accept or register any new Bidders after **3:00pm during the last day of Bidding Period.**
14. The Bidder can view the color of the book, i.e. bid price and number of shares against each bid price online anytime during the Bidding Period at the following websites: www.psx.com.pk
15. Successful Bidders shall be intimated, within **one (1) working day** of the closing of the Bidding Period, the Strike Price and the number of shares allotted to each of them.
16. Upon intimation by the Book Runner of final allocation, successful institutional bidders shall deposit their balance margin money within **three (3) days** of such intimation, if required, as consideration against allotment of shares.
17. Where a successful Bidder defaults in payment of shares allotted to him, the Margin Money deposited by such Bidder shall be forfeited to the Book Runner.
18. Final allotment of shares out of the Book Building portion shall be made after receipt of full subscription money from the successful bidders; however, shares to such bidders shall be issued securities only after the end of the public subscription, in the form of book-entry to be credited in their respective accounts. All the bidders shall, therefore, provide number of their accounts.
19. The bidders who have made bids below the Strike Price shall not qualify for allotment of securities and the Book Runner shall intimate their respective banks for unblocking their Bid Money within one (1) working day of the close of the bidding period and the refunds, where required, to such bidders shall be made within three (3) working days from the close of the bidding period.
20. The bid money of bidders who have undertaken to subscribe the unsubscribed retail portion shall remain deposited or blocked till allotment of unsubscribed retail portion, if any, to them on pro-rata basis.