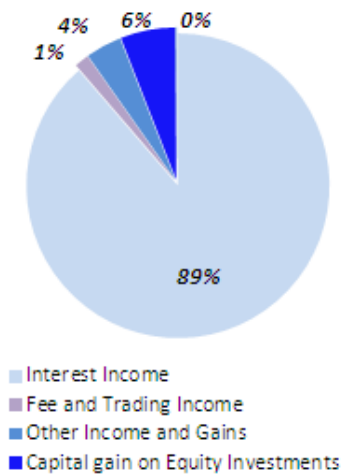


Key Features

Total No of Shares	27,200,000
CSE Listing	Dirisavi Board
Issue Type	Introduction

Revenue for the year 2010/2011



Top 05 Shareholders

Shareholder	% Stake
Softlogic Holdings Ltd.	54.15
Rosewood Pvt. Ltd.	20.10
Aegis Fund Management (Pvt) Ltd	9.20
Vanik Incorporation Ltd.	3.90
MAS Holdings Pvt. Ltd.	1.80

Board Of Directors

Mr. Ashoka Kariyawasam Pathirage
Mr. Tuan Mihlar Iftikar Ahamed
Mr. Pattage Mayurasiri Bandula Fernando
Mr. Ranil Prasad Pathirana
Mr. Samantha Aruna Bandara Rajapaksa
Mr. Ranjan Janaka Perera
Mr. Weliwattage Lucil Perera Wijewardana
Mr. Ajith Hemantha Pasqual

Softlogic Capital Limited

Softlogic Capital Limited(SCAP) is the financial services sector holding company of the Softlogic Group. Business activities in financial services are executed through Softlogic Capital Limited and will be further facilitated through all it's subsidiaries. Softlogic Finance PLC (CRL) is a subsidiary of SCAP which has been already listed on the Colombo Stock Exchange (CSE). The SCAP is to list their ordinary voting shares on the Diri Savi Board of the CSE under the Banking, Finance and Insurance sector with the intention of trading the company shares on CSE, further this will give the company greater access to the Sri Lankan capital markets.

Company Profile

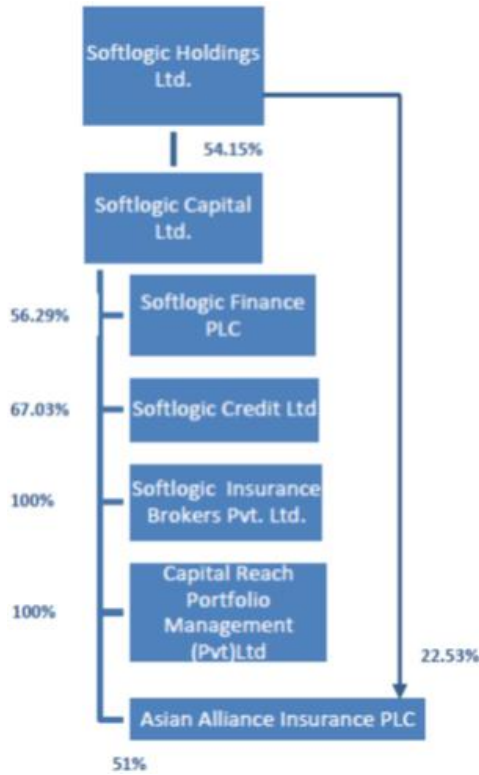
Softlogic Capital Ltd was incorporated in April 2005 as an Investment Holding Company. The company has invested in four companies such as **Soft Logic Finance PLC (56.29%)**, **Soft Logic Credit Ltd (67.03%)**, **Softlogic Insurance Brokers Pvt Ltd(100%)(Formerly known as Capital Reach Business Development Pvt Ltd)** and **Capital Reach Portfolio Management Pvt Ltd (100%)**. Further Softlogic Capital Ltd acquired 51% Asian Alliance Insurance PLC(Softlogic Holdings Ltd has 22.53% stake in Asian Alliance Insurance PLC, implies that Softlogic Group collectively has a stake of 73.53% of Asian Alliance Insurance PLC.) Softlogic Insurance Brokers Pvt Ltd has applied for an Insurance Broking License from the Insurance Board of Sri Lanka; on receipt, the company will carry out the business of an Insurance Broker. Capital Reach Portfolio Management Pvt Ltd is nonoperational for the moment.

Softlogic Holdings Ltd has 54.15% stake at Softlogic Capital Ltd.

Future Business Plans

Softlogic Capital Limited foreseeing a huge potential for growth in the financial services industry, the group plans to further consolidate in the financial services market, it operates and plans to increase its market shares through the following strategies.

Optimizing group synergies: Softlogic Holdings PLC, operates in the business of trading of house hold items (Hold distributorship of known brand such as Nokia, Panasonic, Dell, Hyundai, Samsung and others), software development, healthcare and trading of motor vehicles. The company has a widespread branch network and agents located across the island. Softlogic Capital Ltd plans to optimize the



synergies with Softlogic Holdings PLC in terms of product development, marketing, branding, branch expansion and common services.

To Operate in Multiple market segments: Two lending subsidiaries will offer products to suit two separate market segments, i.e. Softlogic Finance will address corporate and higher value facilities and, Softlogic Credit will focus more on the retail market specifically in the SME and Micro Sectors.

Growth through Mergers and Acquisitions: The Company is looking to merge and acquire companies in the financial sector to expand the financial services arm of the company.

Geographical Expansions: Presently the two subsidiaries operate through the existing 8 branches and are to gradually expand including the North and East.

Financing Strategy: The company has proposed to raise funds through the capital markets, through the issue of equity and debt through the CSE.

Key Financials of Softlogic Capital Limited

Figures in LKR	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011*
Revenue	59,197,457	156,215,934	296,340,087	520,518,453	531,942,611	960,162,827
Operating profit	46,641,890	100,603,004	146,050,926	215,500,133	229,376,002	501,703,604
Profit/ (loss) before tax	(18,012,931)	(13,127,892)	2,730,028	24,040,761	38,115,707	153,524,688
Net Profit	(16,987,816)	(10,973,722)	8,021,820	23,642,861	29,050,074	117,689,929
Total assets	574,393,043	890,048,048	1,423,255,369	1,705,824,026	2,568,949,169	5,404,212,713
Share Capital	272,000,000	272,000,000	272,000,000	272,000,000	272,000,000	272,000,000
Retained Earnings	(37,339,756)	(50,383,912)	(57,595,945)	(38,470,215)	(23,622,220)	47,543,371
Total equity	234,660,244	221,616,088	214,404,055	233,529,785	248,377,780	319,543,371

key Performance Indicators	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011*
Operating Profit Margin	78.79%	64.40%	49.28%	41.40%	43.12%	52.25%
Net Profit Margin	-28.70%	-7.02%	2.71%	4.54%	5.46%	12.26%
Return on Equity	-7.24%	-4.95%	3.74%	10.12%	11.70%	36.83%
Return on Assets	-2.96%	-1.23%	0.56%	1.39%	1.13%	2.18%
Equity/ Total Assets	40.85%	24.90%	15.06%	13.69%	9.67%	5.91%
EPS	-0.74	-0.79	0.10	0.7	0.59	2.92
Net Assets Value per share	8.63	7.84	7.94	8.64	9.22	11.92

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