



HAKEEM

سود نہیں تجارت

Empowering Communities through
Financial Wellness & Islamic Finance



Exploited and Excluded: The Financial Trap Ensnaring Pakistan's Poorest ¹

Millions in Pakistan remain unbanked and vulnerable, facing exploitation by unethical lenders due to a lack of access to fair and inclusive financial services



53%

Of Pakistan's Population is financially excluded



2.4%

Pakistanis have access to credit from formal financial institutions



13%

Adult females have bank account with a formal financial institution



26%

Pakistan's Financial Literacy Rate



2Mln

Credit Cards from a base of 59 Million payment cards in Pakistan

Loan sharks continue to devour Sindh's poorest

Usury destroys poor families in Larkana as govt still mulling legislation

Jobless man harried by loan shark dies

Man goes missing in Rawalpindi after taking loan from app

He apparently paid Rs12,000 in first installment

News

Pindi man dies by suicide over Rs13,000 debt owed to online loan sharks

Muhammad Masood was unable to pay back his loan and received treatment threats from lenders

Rawalpindi man dies by suicide after alleged pressure, threats from loan apps

Between digital loan sharks and weak regulation, Pakistanis are stuck between a rock and a hard place

Prudential practices by strict lending apps raise alarming questions about trust, regulation and the need for tighter regulation in Pakistan.

Source: Digital Media

Fixing a Broken System : Reforming Borrowing Practices in Pakistan

2

SECP's crackdown has ended exploitative practices, paving the way for ethical and inclusive financing

150+ apps banned, Millions protected

This eradicated :



Misuse of data



Aggressive Recovery Methods



Hidden Fees



Unlicensed & Unregulated Market

Pakistan continues crackdown against loan apps accused of 'citizen exploitation'

SECP blocks 142 unauthorized digital lending apps

Complaints concerning these entities are forwarded to the FIA, PTA, SBP and Google for further action

Pakistan blocks 43 illegal online loan apps following suicide

Pakistan initiates crackdown against illegal digital lending apps involved in scams

TECHNOLOGY

Over 130 illegal personal loan apps blocked: SECP

Bilal Hussain Published February 14, 2024

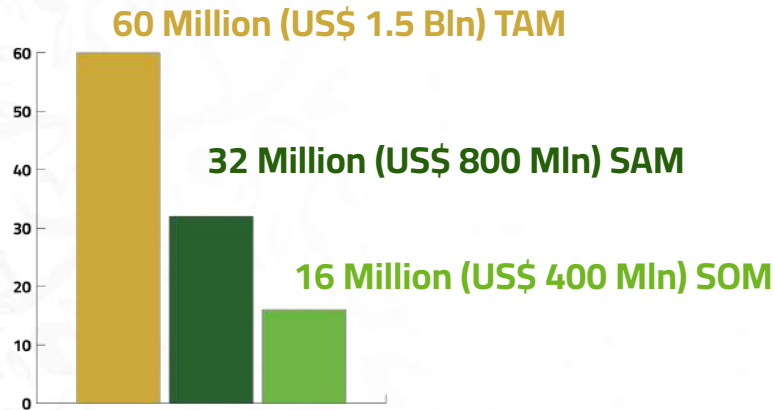
Source: Digital Media

Restoring Trust: Ethical and Islamic Finance for the Underserved

3

Despite past exploitation, underserved communities continue to seek Shariah-compliant financial solutions, driven by trust, fairness, and growing digital access

Digital Nano Financing Opportunity



64% Smartphone Penetration

Demand for Islamic Finance

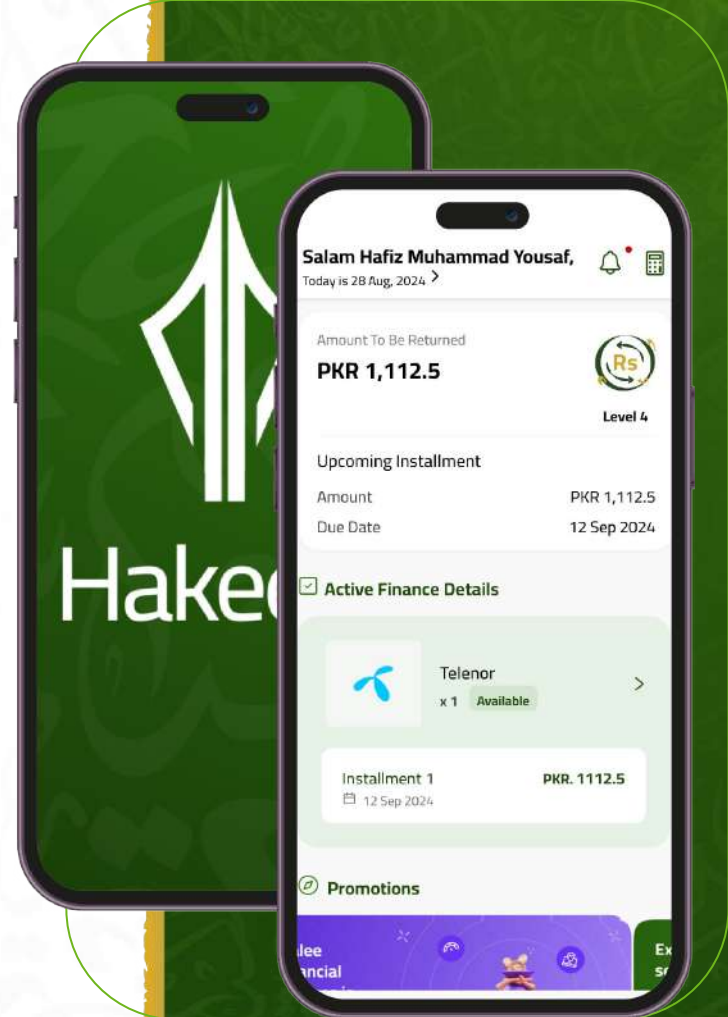
- ◇ **96.3%** of Pakistan's Population is Muslim
- ◇ **88%** Pakistan's Population regards banking interest as riba (unjust gain)
- ◇ **74%** of banked population has openness to move to Shariah Products
- ◇ **2028:** Pakistan's Banking Sector to Become Fully Shariah-Compliant (26th constitutional amendment)

Introducing Hakeem: Ethical Nano Financing for the Underserved

Hakeem, introduced by Walee Financial Services, is Pakistan's first Islamic digital nano financing app. Launched to address financial exclusion, It is on a mission to provide ethical, Shariah-compliant financing solutions for underserved communities.



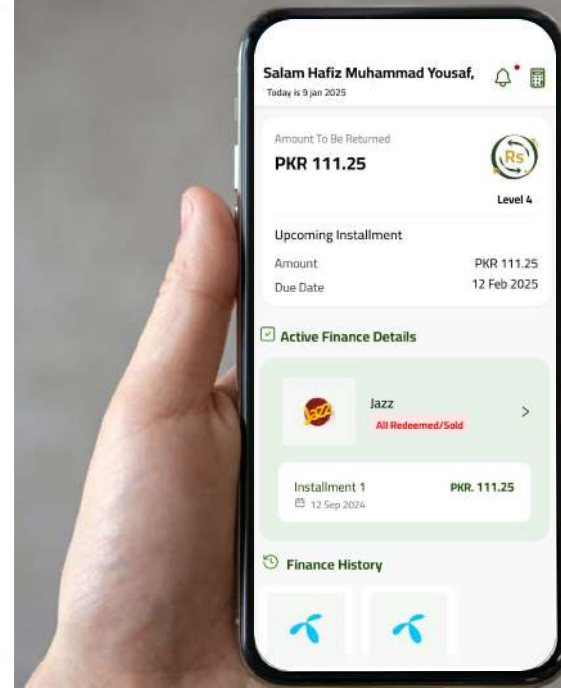
سود نہیں تجارت



Product Offering

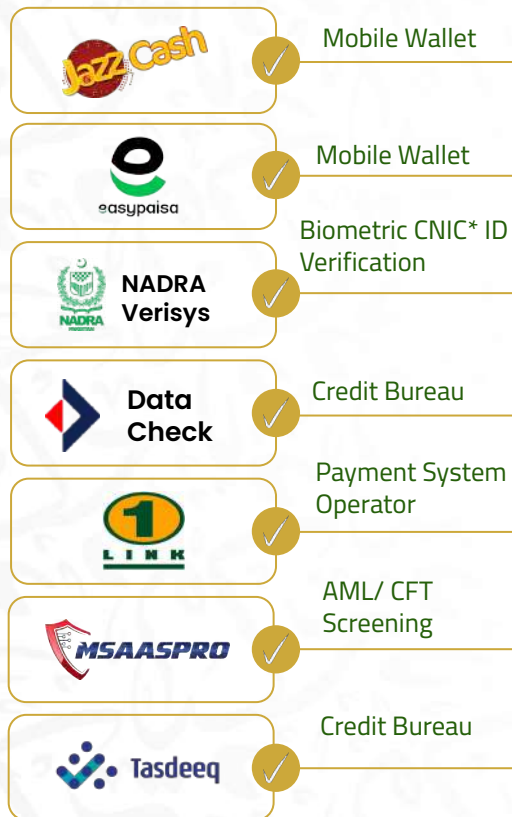
Digital Nano Financing (App Based Credit)

- Convenient e-KYC process
- Fast credit approval and disbursement, within 24 hours
- AI-based credit scoring model
- Integrated with mobile money players JazzCash and EasyPaisa, Nadra Verisys for ID Verification, and Data Check and Tasdeeq for credit check.
- Efficient tracking and management through digital financing system
- App audited by CAT A firm "Trillium"
- Walee's large data repository for actionable market insights
- Ethical debt recovery practices



Business Partnerships - Integrations

7



*Computerised National Identity Cards
















































In Progress
(1st Quarter 2025)



An instant and cost-effective digital payments system developed by State Bank of Pakistan

Hakeem : Competitive Analysis

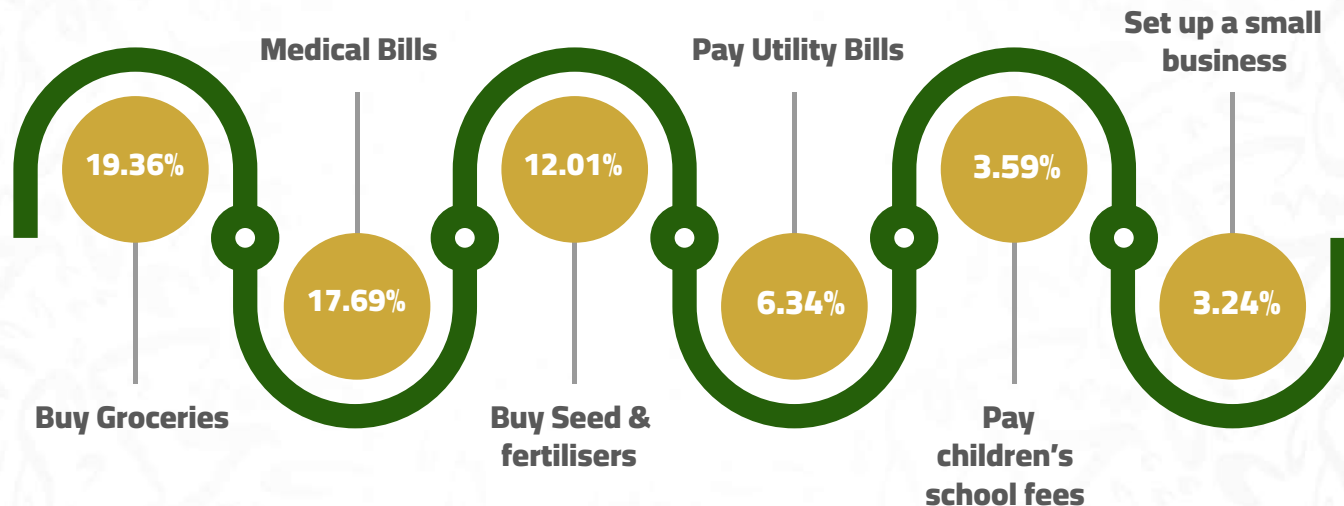
8

	 Hakeem *	Barwaqt	Paisayaar	Aitemaad	EasyPaisa	JazzCash
Operational Status	 					
Regulatory Body	 SECP	SECP	SECP	SECP	SBP	SECP
Ethical Recovery Methods	 					
Available for All	 				 ← Preference for Multi-Product Customers → 	
Data Compliance	 					
Disbursement Channels	 					
Islamic Product	 					
NPL rate	 5%-10%	20%-25%	15%-20%	15%-20%	5%-10%	5%-10%
App Downloads	 300K+	13.2M+	1.5M +	1.1M+	50M+	50M+

Top Financing Use Cases: Meeting the Immediate Needs of Our Users

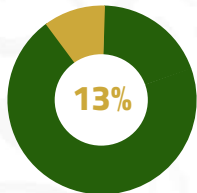
9

*A significant portion of our users earn very low monthly incomes, with **21.99%** earning less than **PKR 25,000 (\$83)** and **29.88%** earning less than **PKR 50,000 (\$167)**. These low earnings make it challenging to survive and cover immediate expenses, driving the need for accessible and ethical financial support.*

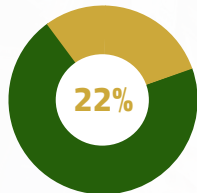


What Our Users Tell Us: Insights That Drive Impact

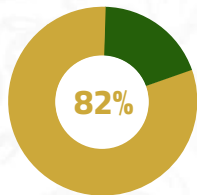
Data-backed insights showcasing the needs and behaviors of underserved borrowers and how Hakeem addresses them



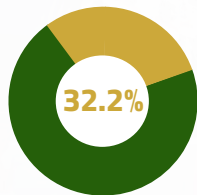
Female Borrowers
(Market standard :7%)



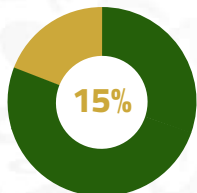
Frequent borrowers
Building trust & loyalty



Use digital wallets
Driving digital inclusion



Run small businesses
Boosting MSME potential



rural borrowers
(Market Standard: <5%)



Voices of Impact: How Hakeem is changing lives

Hear from our users how Hakeem's ethical and Shariah-compliant financing is empowering communities and solving real financial challenges.

Why our users trust Hakeem

- ◊ Faith Aligned Islamic Solution
- ◊ Ethical Financing
- ◊ Accessible finance for critical needs
- ◊ Seamless digital experience
- ◊ Quick disbursement
- ◊ Empowering vulnerable communities
- ◊ Transparent Practices
- ◊ Reliable Customer Support



click here to watch: [Testimonials](#)

Global Recognition for Hakeem at the 2024 Singapore Fintech Awards

Awarded the Emerging Fintech Award at the 2024 Singapore Fintech Festival

- 🔹 **Organized by:** Monetary Authority of Singapore and Singapore Fintech Association, supported by PwC Singapore.
- 🔹 **Selection Criteria:** Impact, sustainability, practicality, interoperability, and creativity.
- 🔹 **Significance:** Chosen from over 200 global submissions.
- 🔹 **Milestone:** Recognized as Global emerging fintech based on Pakistan's first Shariah-compliant, nano-financing solution.



Driving Impact through Strategic Partnerships

Hakeem has partnered with leading organizations to empower underserved communities, providing ethical and Shariah-compliant financing solutions tailored to their needs.

Partnership with National Commission for Human Development

In collaboration with the National Commission for Human Development, Hakeem provides digital financing solutions to marginalized communities across 134 districts, empowering over 2,400 employees and reaching underserved individuals



Partnership for female Blue-Collar Workers

Hakeem has partnered with **3 leading organizations** to provide tailored financing solutions for female blue-collar workers, backed by employer corporate guarantees, ensuring ethical and accessible support for their financial needs



Hakeem International Center for Islamic Fintech (HICIF)

Hakeem is launching Pakistan's First Islamic Finance Innovation Hub at NUST

◇ **Pioneering Islamic Fintech Innovation:**

First-of-its-kind center fostering research & development in

◇ Islamic finance.

Strategic Location at NUST: Collaboration with one of

◇ Pakistan's top universities for cutting-edge fintech solutions.

Bridging Talent & Industry: Finance, technology,

◇ business, and Islamic finance experts co-creating innovative products.

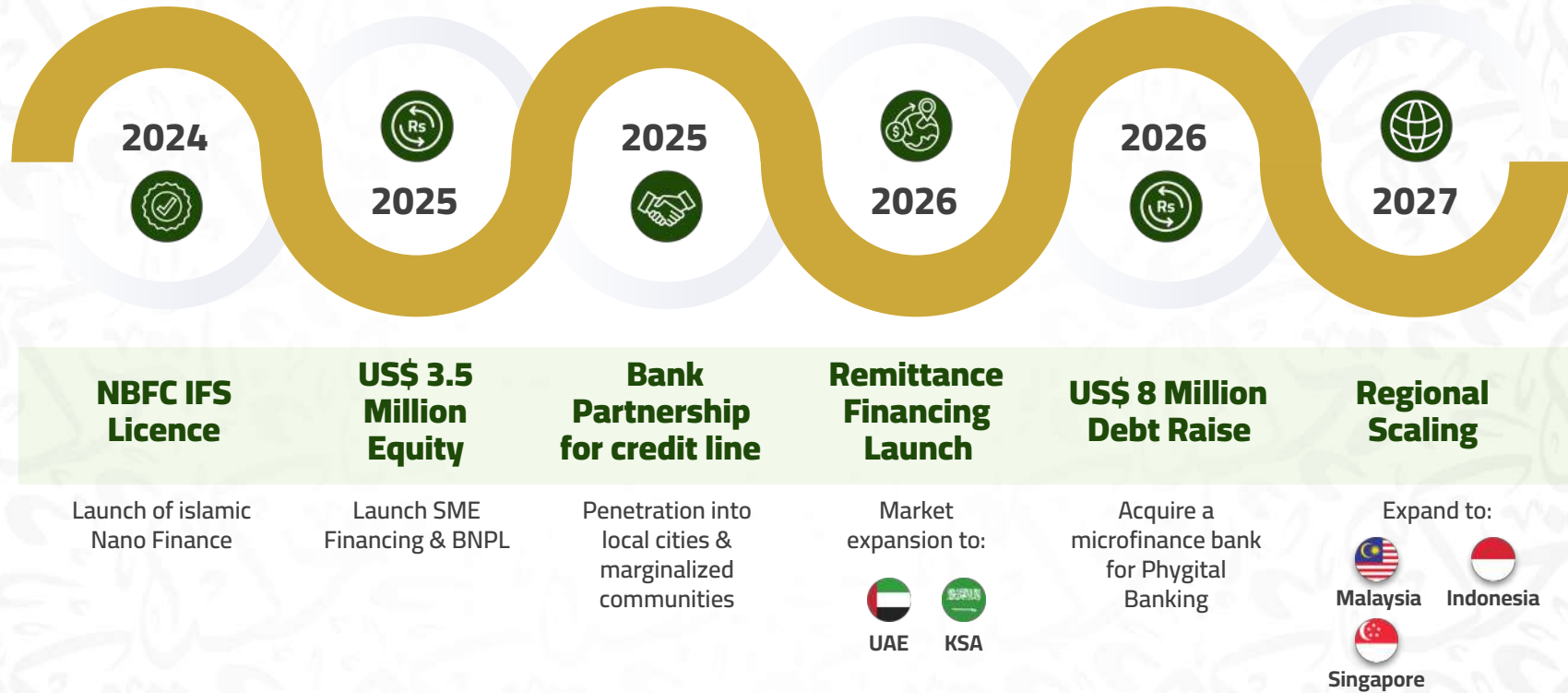
◇ **Next-Gen Training & Development:** Upskilling young professionals to drive the future of Islamic fintech.

Global Impact: Strengthening Pakistan's role in the international Islamic fintech ecosystem.



Hakeem's Expansion & Growth Plan

15



Walee Financial Services Board

16



Noshad Minhas 
CEO & Co-Founder

- 20+ years of experience in banking and Fintech
- Specialisation in BNPL, payment optimisation, remittance solutions and employee banking.



Ahsan Tahir 
Board Member

- CEO and Co-Founder of Walee
- 12+ years tech and data experience
- Third start-up in 8 years
- Expertise in design of scalable and sustainable data value chains



Samina Seth 
Board Member

- COO and Co-Founder of Walee
- 25+ years experience in marketing & tech
- Fortune 500 experience
- MBA, MSc Internet Computing & E-Commerce



Salman Sarwar Butt 
Independent Director

- 25+ years of experience in banking and sports industry
- Independent Board Member, Mobilink Microfinance Bank
- Director, Al Meezan Investment Management Limited
- CEO, Green Peak International



Walee Financial Services Leadership

17

Walee Financial Services (WFS) is led by a lean team of professionals with extensive experience in banking, technology, data analysis, and fintech. Many of the WFS Leadership team members are shared resources with Walee Technologies, working collaboratively in a hybrid capacity.



ADNAN AKHTAR
Head of Finance & Compliance



RASHID MANSOOR
Head of Shariah



USAMA EHSAN
Shariah Advisor



BILAL AHMED
SVP, Product and Development



SALMAN ANSARI
VP, Data Science



KHUSHBA HAYAT
Partner Business Development & Investments



Key Performance Metrics

Achieved without marketing



*Period of 21 May 2024 – 3 March 2025

Customer Testimonial (Urdu)

CONTACT US

Mr Noshad Minhas

CEO, Walee Financial Services
noshad.minhas@walee.pk
+92 345 5199920

Mr Adnan Akhtar

Head of Finance & Compliance
adnan.akhtar@walee.pk
+92 321 6618192

Ms Khushba Hayat

Partner Business Development & Investments
khushba.hayat@walee.pk
+92 323 5931700



FINANCING DESTINIES

www.hakeem.tech