

9xero Digital (Pvt) Ltd

Vivid Vision

BHAG (10 Years)

Become First Pakistani Holistic Global Marketing Company

Vivid Vision

3 Years : December 31, 2024

A. As a Company.

We have become the most go-to company in Pakistan & UAE in the real estate & hospitality industry, because of our most efficient, innovative, solution oriented services which produce swift results for all of our clients. This is made possible because we have the best knowledgeable industry specialists who are data driven and creatively strategic.

Our proven marketing methodologies are recognized & praised by our customers as they say our strategies are result oriented and have helped them achieve skyrocket growth in the most cost and time effective manner. It is a major reason that we have the highest retention rate and our 80% business is coming from clients unsolicited referrals.

9Xero is known for seamless execution of projects and giving attention to detail while creating a solution for marketing problems. In the whole work our core focus is to bring more value while saving budgets for our clients.

In the market, we are known as a good pay master, paying 10-15% more than industry average salary along with a clearly defined career progression plan; our career plans are so well structured and lucrative that everyone wants to work with 9xero. We have a great talent pool from where we filter and select only the star performers.

At 9xero, we have established a 9xero Fusion - it's a RnD section of the company. In 9xero Fusion, we have brought together **intellectual** brains who work together on modern technology like block chain, artificial intelligence, machine learning to solve the marketing problem. That is why our decision

making is based on intelligent data. That is why our clients experienced exceptional results.

We disanimate our futuristic RnD work to the market which has positioned 9xero as a thought leader and an authority in the field of business growth and marketing. People trust our work and realign their direction and make their business decisions based on our work.

B. Values

1. Creatively Innovative.

We create experiences.

2. Honest & Transparent.

Integrity is inbuilt in our culture. Everyone is helpful and transparent.

3. Collaborative.

We are helpful. Not greedy. We're Winning it Together.

4. Play Bold.

We are risk takers and welcome bigger challenges because we believe we will deliver.

5. Global Mindset

We create holistic solutions that solve a billion problems.

6. Driven by Solution

We prefer achievements over activities.

C. Culture

Our company culture has A Players who are 100% bought into our vision. We have groomed and transformed them into natural leaders in a way that we do not have to hold their hand, they take right decisions that are aligned to and lift us to our BHAG.

In our culture, we either win or we learn. Failure is not seen as a sin but as a learning process through this process we are becoming stronger and better. If someone is struggling to perform or going through any problem, he/she shares it with his/her colleagues; everyone is here to help him/her.

Our skills and confidence building programs take superstars to the heights. We are known for our work culture, where everyone is extremely passionate about bringing the best possible in everything they do. We believe in a culture of "Beat Your Own Record" and encourage progressive internal competition. Average is not a category in 9xero.

We advocate & promote innovation and ideas from any level of hierarchy. Our company structure is collaborative & accessible and we keep decision making decentralized. Everyone is approachable to get support.

D. HR

With the rise of clientele and projects we have employed over 1000 people in different departments and from different geographics backgrounds. For that we have developed the best recruitment process to hire only A players.

We have incorporated the best recruitment process which only attracts high-performers and A-Players. Our selection process is rigorous which helps us get the A players on board.

Our induction program ensures that every employee is "hired to succeed." We actively work on the personal & professional development of our employees so that they remain up-to-the-mark and clearly meet international work standards. Through training we build their confidence and skills. They continuously work to grow themselves and grow the company.

We have the best career progression plan for our A players. Our employees get whatever it takes to live a lavish and happy life.

E. Clients.

We know our customer profile so well that our sales funnel is full of potential clients. They reach us, we educate them and they select 9xero as their marketing partners. Our education based methodology has helped us achieve a higher conversion rate.

We work with clients on long-term agreement and help them achieve their auditious objectives. Clients proudly share their partnership with 9xero. They are so satisfied that they keep on giving referrals.

We have got the most experienced, & senior leadership team, respected for its professionalism, and dedication. We have developed three (3) industry specific high performing teams dedicatedly working on marketing problems of a particular industry.

F. Offices.

We have got 3 offices in Pakistan, Islamabad (Gulberg), Lahore (DHA) and Karachi (Clifton) with an international corporate office in Dubai (UAE) on Sheikh Zayed Road, Customer Services Offices in London (UK) & Toronto (Canada).

Meeting rooms are designed to keep meetings short and focused. Offices are sophisticated, multipurpose filled with our industry specific stats & empowering colorful statements.

We have built a corporate building with 20+ floors on which our slogan “Reach Billions” is written vertically from top to bottom. Our selected offices will have an experience center for corporates to come and visualize how getting involved with 9xero will grow them.

G. Industry

9Xero is leading the growth of emerging sectors. People want to work with us because we deliver the best and cost effective solutions.

Through our services to the industry, especially the real estate industry, we are setting trends and generating economic activity for the masses. Through our work, this industry is booming and becoming respectful which is directly impacting Pakistan’s economy. Our work is creating prosperity in Pakistan.

Every quarter 9xero executes B2B focused campaigns which are impactful on society. These campaigns were highly creative and every employee of the company has involvement in ideation and execution. These 12 campaigns have positioned 9xero as the most advanced, and creatively intelligent company and clearly define to the marketing how we are going to solve marketing problems for various industries.

H. Departments

Our all departments have most effectively prepared process flows and manuals designed & produced by 9xero Fusion. These manuals help the management and each person of the department to clearly know and track performance.

Developers products customized websites with the help of design department and UI/UX of our websites are second-to-none. We have specialist in the teams

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How to deliver vivid Vision | 9Xero

1. Deliver internally
 - a. Take feedback.
 - b. Provide, help, provide confidence and build them.
 - c. Get rid of those people, who don't fit in the vision.Build a local version for each department and deploy the same way.
- 2.