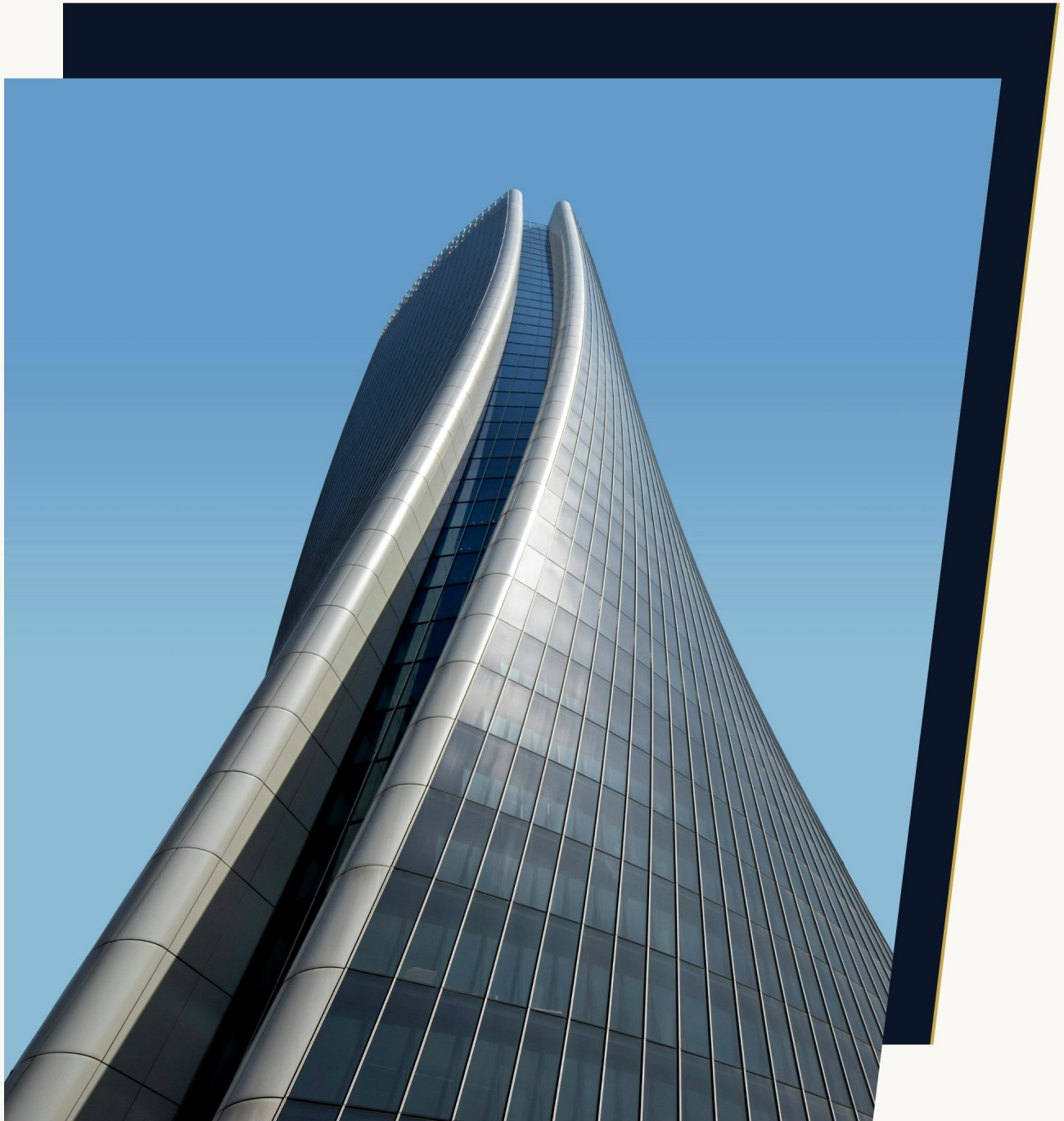
# TRUSTY CONSULTING

Financial & Corporate Advisory

Corporate Profile





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# FIRM OVERVIEW



Trusty Consulting is a Sialkot-based financial and corporate advisory firm supporting exporters, SMEs, founders and growing businesses with practical solutions across accounting, taxation, audit, corporate compliance and business advisory.

# FIRM **OVERVIEW**

Our approach combines strong local market understanding with broader professional capabilities across Pakistan and international markets. We support businesses in strengthening financial reporting, maintaining compliance, improving internal controls and building more structured finance functions.

Our wider capabilities span outsourced finance and Virtual CFO support, risk and internal controls, corporate and systems advisory, and specialized financial and regulatory solutions.

We work closely with clients to deliver commercially relevant solutions aligned with their operational and strategic requirements.



# VISION & MISSION

## VISION

To be a trusted financial and corporate advisory partner for businesses seeking stronger compliance, clearer financial insight, and sustainable growth across Pakistan and international markets.

## MISSION

To deliver practical, reliable, and tailored solutions across accounting, taxation, audit, risk, corporate advisory, and finance transformation — helping clients strengthen financial discipline, improve controls, meet regulatory requirements, and make better-informed business decisions.



## CLIENT FOCUS

We tailor our approach to each client's business, priorities and operating environment.



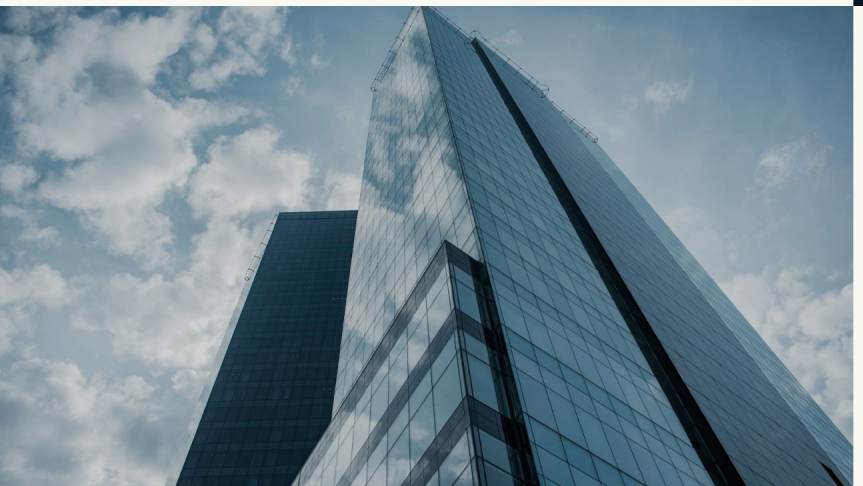
## PROFESSIONAL EXCELLENCE

We bring discipline, accuracy and high professional standards to the work we deliver.

# CORE VALUES

## PRACTICAL INSIGHT

We translate technical and regulatory requirements into clear, workable business solutions.



## INTEGRITY

We act with honesty, transparency and professional responsibility in every engagement.

## CONFIDENTIALITY & ACCOUNTABILITY

We protect client information and take ownership of the quality and timeliness of our work.



# OUR NETWORK & GLOBAL PRESENCE

# OUR PROFESSIONAL **NETWORK**

Our professional network brings together complementary accounting, assurance, advisory and business-support capabilities through established partner firms across key markets.

TRUSTY CONSULTING

PAKISTAN

HEAD OFFICE / BASE

Mohammed Ahsan & Co.
Chartered Accountants

KARACHI, PAKISTAN

NETWORK PARTNER OFFICE

LeapWise
GLOBAL CONSULTING

UNITED KINGDOM

NETWORK PARTNER OFFICE

VALORIA
INTERNATIONAL

UNITED ARAB EMIRATES

NETWORK PARTNER OFFICE

NEXUS FINANCIAL
ADVISORS

SAUDI ARABIA

NETWORK PARTNER OFFICE

# OUR GLOBAL **PRESENCE**

Head office, network partner offices and client relationships across key markets.





# SERVICES
# & ADVISORY CAPABILITIES

# CORE SERVICE **CAPABILITIES**

Integrated financial, tax, corporate, risk and advisory solutions tailored to business needs.

## 01 ACCOUNTING, FINANCE & CFO

- Accounting & Bookkeeping
- Outsourced Accounting
- Financial Reporting, Budgeting & Cash Flow
- Virtual CFO Support
- Odoo ERP Implementation
- Custom Software Solutions

## 02 TAXATION, AUDIT & CORPORATE

- Income Tax & Sales Tax Services
- Tax Advisory & Sales Tax Refund Support
- FBR Digital Invoicing Integration
- External & Internal Audit
- Company, AOP & LLP Formation
- SECP & Corporate Compliance

## 03 RISK, CONTROLS & GOVERNANCE

- Risk Consulting
- Internal Controls & Process Reviews
- Information Systems Audit
- Policies & Procedures
- SOP Development & Process Mapping
- Delegation of Authority Frameworks

## 04 SPECIALIZED & STRATEGIC ADVISORY

- IFRS 9 Solutions
- Deal Advisory & Financial Due Diligence
- Business Valuation & M&A Support
- ESG Services
- Transfer Pricing
- On-Demand Professional Training

01

# ACCOUNTING, FINANCE & CFO

Practical finance support designed to strengthen day-to-day accounting, financial reporting and management visibility.

01 **ACCOUNTING & BOOKKEEPING**

Structured recording and maintenance of day-to-day financial transactions and accounting records.

02 **OUTSOURCED ACCOUNTING**

Ongoing accounting support tailored to the operational requirements of the business.

03 **FINANCIAL REPORTING, BUDGETING & CASH FLOW**

Management reporting, budgeting and cash-flow support to improve financial visibility and planning.

04 **VIRTUAL CFO SUPPORT**

Finance oversight and management-level support for businesses requiring stronger financial structure and decision support.

05 **ODOO ERP IMPLEMENTATION**

Implementation and support for Odoo ERP aligned with accounting, finance, operations, reporting and business-process requirements.

06 **CUSTOM SOFTWARE SOLUTIONS**

Design and development of tailored business software to support specific operational, reporting, workflow and management requirements.

01A

# ERP, ODOO & DIGITAL SOLUTIONS

Business systems designed to connect finance, operations, reporting and workflow requirements in a more structured environment.

01

### ODOO ERP IMPLEMENTATION

Implementation and configuration of Odoo ERP aligned with the client's accounting, finance, operational and reporting requirements.

02

### BUSINESS PROCESS & WORKFLOW ALIGNMENT

Structuring system workflows around existing business processes, approval requirements and operational needs.

03

### FINANCE & ACCOUNTING SYSTEM INTEGRATION

Supporting the alignment of accounting processes, reporting structures and financial workflows within the implemented business system.

04

### CUSTOM SOFTWARE SOLUTIONS

Design and development of tailored business software for specific operational, reporting, workflow and management requirements.

01

### INCOME TAX & SALES TAX SERVICES

Support with income tax and sales tax registration, filing and related compliance requirements.

02

### TAX ADVISORY & SALES TAX REFUND SUPPORT

Practical tax advisory and support with sales tax refund processing based on applicable requirements.

03

### FBR DIGITAL INVOICING INTEGRATION

Support in organizing and integrating accounting processes for FBR digital invoicing requirements, where applicable.

04

### EXTERNAL & INTERNAL AUDIT

External and internal audit support focused on financial accuracy, controls, compliance and reporting requirements.

05

### COMPANY, AOP & LLP FORMATION

Support with business formation and setup requirements for companies, AOPs and LLPs.

06

### SECP & CORPORATE COMPLIANCE

Ongoing support for SECP-related compliance, corporate records and statutory requirements.

02

# TAXATION, AUDIT & CORPORATE

Integrated tax, audit and corporate support designed to help businesses maintain compliance, strengthen reporting and manage statutory requirements.

03

# RISK, CONTROLS & GOVERNANCE

Practical governance and control solutions designed to strengthen business processes, accountability and operational discipline.

01

### RISK CONSULTING

Support in identifying, assessing and addressing financial, operational and process-related risks.

02

### INTERNAL CONTROLS & PROCESS REVIEWS

Review and strengthening of internal controls and business processes to improve accountability and reduce control gaps.

03

### INFORMATION SYSTEMS AUDIT

Review of information systems and related controls to support reliability, security and business continuity.

04

### POLICIES & PROCEDURES

Development and refinement of practical policies and procedures across key business functions.

05

### SOP DEVELOPMENT & PROCESS MAPPING

Structured SOP development and process mapping to improve consistency, clarity and operational efficiency.

06

### DELEGATION OF AUTHORITY FRAMEWORKS

Development of clear approval levels and decision-right structures to strengthen governance and accountability.

04

# SPECIALIZED & STRATEGIC ADVISORY

Specialized advisory support for complex financial, transaction, reporting and strategic business requirements.

01

### IFRS 9 SOLUTIONS

Support with Expected Credit Loss (ECL) frameworks, including PD, LGD, EAD, staging calculations and related impairment-model considerations.

02

### DEAL ADVISORY & FINANCIAL DUE DILIGENCE

Financial due diligence and transaction-focused analysis to support informed business and investment decisions.

03

### BUSINESS VALUATION & M&A SUPPORT

Business valuation and advisory support across relevant stages of mergers, acquisitions and strategic transactions.

04

### ESG SERVICES

Support with ESG reporting, sustainability-related requirements, assurance support and climate-risk considerations.

05

### TRANSFER PRICING

Transfer-pricing documentation support, gap assessment and advisory focused on managing related compliance and risk considerations.

06

### ON-DEMAND PROFESSIONAL TRAINING

Tailored professional training in accounting, internal controls, risk management, audit and related business-finance areas.

UAE SERVICES THROUGH
OUR NETWORK PARTNER OFFICE

## UAE 01

# UAE ACCOUNTING, TAX & COMPLIANCE

**VALORIA INTERNATIONAL**
UNITED ARAB EMIRATES

Practical accounting, tax and compliance support for businesses operating across the UAE.

*Delivered through our UAE network partner office, Valoria International.*

01
### BOOKKEEPING & ACCOUNTING
Accurate ledgers, management accounts and IFRS year-end statements — keeping financial records current and audit-ready.

02
### VAT & CORPORATE TAX RETURNS
Support from registration through to filing for VAT and UAE Corporate Tax, with returns prepared, reconciled and submitted on time.

03
### TAX CONSULTANCY
Practical tax advisory and business-structuring support aligned with applicable UAE tax requirements.

04
### AUDIT ASSISTANCE
Records prepared and coordinated with auditors to support a smooth and timely audit process.

05
### COMPLIANCE SERVICES
Support with ESR, UBO and ongoing regulatory filing requirements.

06
### AML COMPLIANCE
Support with anti-money-laundering frameworks, risk assessments and related compliance controls.

UAE 02

# UAE BUSINESS SETUP & CORPORATE SERVICES

VALORIA INTERNATIONAL | UNITED ARAB EMIRATES

Business formation, licensing and practical setup support for companies, founders and investors in the UAE.

## COMPANY FORMATION

Choosing and setting up the appropriate business structure.

- Mainland Company
- Free Zone Company
- Offshore Company
- Foundation Setup
- Company Liquidation

## BUSINESS LICENSING

Support in identifying and arranging the appropriate licence for the relevant business activity.

- Commercial & Trade Licence
- Professional Licence
- Industrial & Manufacturing Licence
- E-commerce Licence
- Tourism Licence

## VISAS & BUSINESS SUPPORT

Practical support around establishing and operating a business in the UAE.

- Golden Visa
- Investor & Business Visas
- PRO & Government Liaison
- Bank Account Opening
- Product Registration
- Tax Residency Certificates
- Virtual CFO

## WHY VALORIA

### 01 PARTNER-LED SERVICE

Direct senior advisory support with continuity throughout the engagement.

### 02 UAE SPECIALISTS

Practical understanding of mainland and free-zone requirements, Corporate Tax and VAT.

### 03 ONE TEAM, END TO END

Accounting, tax, audit support, AML and company formation coordinated through one team.

### 04 EVERYTHING IN ONE PLACE

Structured document and record coordination for easier ongoing administration.

KSA SERVICES THROUGH
OUR NETWORK PARTNER OFFICE

## KSA 01

# STRATEGY, TRANSACTIONS & CAPITAL ADVISORY

**NEXUS FINANCIAL ADVISORS**
SAUDI ARABIA

Strategic finance and transaction advisory support for businesses, investors and management teams navigating growth, investment and capital decisions.

*Through our KSA network partner, clients can access strategic finance, accounting, tax, audit, governance and transformation capabilities relevant to businesses operating in Saudi Arabia and the wider region.*

01

### STRATEGY & CFO ADVISORY

Senior-level financial leadership and decision support for organizations requiring stronger strategic finance direction.

CFO ADVISORY · FP&A · BUDGETING · BOARD REPORTING

02

### FINANCIAL MODELLING & INVESTMENT ADVISORY

Financial modelling and investment analysis supporting feasibility studies, capital decisions and project-finance requirements.

NPV / IRR / WACC · FEASIBILITY STUDIES · PROJECT FINANCE · INVESTMENT PACKS

03

### M&A & VALUATION ADVISORY

Valuation and due-diligence support across acquisitions, disposals and strategic transactions.

BUSINESS VALUATION · DUE DILIGENCE · BUY & SELL-SIDE · PPA

04

### IPO & CAPITAL MARKETS ADVISORY

IPO-readiness, valuation and governance support aligned with capital-market requirements.

IPO READINESS · VALUATION SUPPORT · INVESTOR MATERIALS · CMA GOVERNANCE

KSA 02

# ACCOUNTING, TAX, AUDIT & GOVERNANCE

NEXUS FINANCIAL ADVISORS | SAUDI ARABIA

Integrated accounting, tax, audit, compliance and governance support for businesses operating within Saudi and regional requirements.

## ACCOUNTING & TAX

### 01 ACCOUNTING & IFRS ADVISORY

Technical accounting and IFRS advisory for complex reporting.

IFRS IMPLEMENTATION · IFRS 9 ECL · IFRS 16 LEASES · AUDIT SUPPORT

### 02 OFFSHORE ACCOUNTING SERVICES

Outsourced accounting, from bookkeeping to wider finance support.

BOOKKEEPING · PAYROLL · VAT COMPLIANCE · VIRTUAL FINANCE TEAM

### 03 ZAKAT, TAX & VAT ADVISORY

Zakat, corporate income tax and VAT under Saudi regulations.

ZAKAT RETURNS · CORPORATE TAX · VAT RETURNS · ZATCA SUPPORT

### 04 TRANSFER PRICING DOCUMENTATION

Transfer-pricing documentation for associated-party transactions.

LOCAL FILE · MASTER FILE · BENCHMARKING · DISCLOSURE FORMS

## AUDIT, RISK & GOVERNANCE

### 05 EXTERNAL & INTERNAL AUDIT

Audit support focused on evidence, documentation and accuracy.

STATUTORY AUDIT · INTERNAL AUDIT · GROUP COORDINATION · BOARD REPORTING

### 06 ISQM & AUDIT QUALITY ADVISORY

Quality-management advisory for audit practices, aligned with ISQM.

ISQM 1 DESIGN · ISQM 2 REVIEW · PEER REVIEW READINESS · PRACTICE GOVERNANCE

### 07 RISK CONSULTING & INTERNAL CONTROLS

Risk, control and governance support built around operations.

INTERNAL AUDIT · CONTROLS TESTING · RISK REGISTERS · GOVERNANCE DESIGN

### 08 COMPANY REGISTRATION & CORPORATE COMPLIANCE

Entity setup, licensing and ongoing corporate-compliance support.

COMMERCIAL REGISTRATION · MISA LICENSING · LLC INCORPORATION · SECRETARIAL SUPPORT

KSA 03

# TECHNOLOGY, SUSTAINABILITY & CAPABILITY BUILDING

NEXUS FINANCIAL ADVISORS | SAUDI ARABIA

Technology-enabled finance, reporting, sustainability and professional-development solutions supporting modern business requirements.

01

## BUSINESS INTELLIGENCE & ANALYTICS SOLUTIONS

Executive and CFO dashboards designed to strengthen management visibility and decision support.

ANALYTICS DASHBOARDS · KPI MONITORING · REPORTING AUTOMATION · ERP INTEGRATION

02

## DIGITAL FINANCE & ERP TRANSFORMATION

Finance-transformation and ERP advisory supporting more structured finance processes and operating models.

SAP S/4HANA · FINANCE TRANSFORMATION · CLOSING CYCLE · SHARED SERVICES

03

## ESG REPORTING & SUSTAINABILITY ASSURANCE

Sustainability reporting and assurance support aligned with relevant international disclosure frameworks.

IFRS S1 / S2 · CARBON FOOTPRINT · GRI REPORTING · ESG ASSURANCE

04

## CORPORATE TRAINING & CAPACITY BUILDING

Tailored professional training designed around the organization's systems, standards and capability requirements.

IFRS TRAINING · ERP TRAINING · BOARD BRIEFINGS · CUSTOM CURRICULUM

**NEXUS FINANCIAL ADVISORS**
KSA NETWORK PARTNER OFFICE

Strategic finance, accounting, tax, audit and digital-transformation capabilities delivered through our KSA network partner office.



# LEADERSHIP, EXPERIENCE & CERTIFICATIONS

# LEADERSHIP **TEAM**

Experienced professionals bringing together business, accounting and international advisory perspectives.



## Mohammed Ahsan, ACA

**Managing Partner | Certified Director**

9+ years in audit, advisory and accounting. Formerly with ICAP Audit Quality, with Big Four experience at EY Dubai and KPMG Pakistan.



## Rehman Idrees

**Senior Tax Consultant**

7+ years of experience in Pakistan taxation, tax compliance, advisory and FBR-related matters.



## Sana Mansoor, ACCA

**Head of UAE Operations**

5+ years of experience in UAE taxation and compliance. UAE resident with practical exposure to business support and client coordination in the UAE market.

# EXPERIENCE & **PROFESSIONAL CREDENTIALS**

Professional experience and qualifications strengthening Trusty Consulting's advisory capabilities.

## PRIOR BIG FOUR EXPERIENCE

Our team brings prior professional experience across leading global professional-services firms.

pwc

EY

KPMG

Deloitte.

### ICAP AUDIT QUALITY

Prior professional experience includes ICAP Audit Quality.

## PROFESSIONAL CREDENTIALS

### ACA

Chartered Accountant | Member, ICAP

Mohammed Ahsan

### ACCA

ACCA Member

Sana Mansoor

### CERTIFIED DIRECTOR

Mohammed Ahsan



# OUR APPROACH & VALUE PROPOSITION

# OUR **APPROACH**

A practical, structured approach aligned with each client's business, priorities and operating requirements.

01

## UNDERSTAND

### BUSINESS & PRIORITIES

We begin by understanding the client's business, current requirements, key priorities and operating environment.

02

## ASSESS

### REQUIREMENTS & RISKS

We review the relevant financial, tax, compliance, control or operational requirements and identify areas requiring attention.

03

## DEVELOP

### PRACTICAL SOLUTIONS

We develop tailored and commercially relevant solutions designed around the client's specific requirements.

04

## SUPPORT

### IMPLEMENTATION & PROGRESS

We work closely with the client to support implementation, strengthen processes and address ongoing business needs where required.

## PRACTICAL ADVICE. STRUCTURED SUPPORT. CLEARER BUSINESS DECISIONS.

Financial and corporate advisory designed around real business requirements.

# OUR VALUE **PROPOSITION**

What Trusty Consulting brings to each engagement.

01 **INTEGRATED ADVISORY CAPABILITY**

Accounting, taxation, audit, corporate, risk, systems and specialized advisory capabilities brought together around business needs.

02 **PRACTICAL & TAILORED SOLUTIONS**

Solutions developed around the client's operating environment, priorities and specific requirements.

03 **LOCAL UNDERSTANDING, BROADER PERSPECTIVE**

Strong understanding of the Pakistani business environment supported by wider professional capabilities across international markets.

04 **PROFESSIONAL DISCIPLINE & ACCOUNTABILITY**

A focus on accuracy, confidentiality, professional responsibility and ownership of quality and timeliness.

05 **TECHNOLOGY-ENABLED SUPPORT**

Odoo ERP implementation and custom software solutions aligned with finance, reporting, workflow and operational requirements.



# CONTACT & NETWORK DIRECTORY

# CONTACT US

## TRUSTY CONSULTING
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