

Date: 12th Jan 2017**Attention:**

Abdullah Butt,
Chief Executive Office.
Educast (Pvt) Ltd-Karachi-Pakistan.

Subject: Letter of Intent and business alliance towards project with ICT R & D Fund

Dear Mr. Butt,

With reference to your mail and also conversation, I on behalf Ather Technologies and Al Ghazali School system-Riyadh, KSA, we are sure that with this proposal of yours, there will be ample opportunity for Pakistani educated women, who are currently sitting at home, this definitely will provide opportunity of expat community, as in Saudi Arabia offering commercial private tutoring is a regulated affair, one need to have license for operating a physical tutoring center. This step has caused tutors to be a rare and expensive service.

But with EDUCAST project thousands of Pakistani families will benefit and will be able to save substantial amount of money that is being paid to foreign tutors for their children, especially Indian tutors.

We would definitely like to be part of it and will market the tutors initially in areas with dense Pakistani population.

We are operating Saudi Arabia since last 30 plus years and have been witnessing the desire and then exploitation from foreign tutors towards Pakistani families. Pakistani families want to get their Children quality education, out of the current school going Pakistani children nearly 75% are studying Federal Board Syllabus from Islamabad.

As per the market position there are more than 2.3 million Pakistani based people living in Saudi Arabia. Out of this big numbers, as per standard Asian family size, we expect more than 250,000 School going Children must be studying all across parts of KSA

From these numbers as per discussed rates of Virtual tutoring to be offered by EDUCAST through Pakistani Home based educated and trained Tutors (@ \$ 100/month/3 subjects/3 days week), with proper branding and Ather Technology and Operating Al Ghazali School System's experience of ethnic markets, this service can easily capture **0.15%** of this market size (in coming 2- 3 year of successful operations in KSA, provided all condition are up to the mark, which in term of revenue will be (3,750 students @ \$ 100 = \$ 375,000/month) from entire Kingdom.

Ather Technologies will be very happy to partner with EDUCAST to commercially market the service and provide back end support.


Best wishes.

Sheikh Asrar Ahmed
Chief Executive Officer
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