



HUM NETWORK LIMITED

CORPORATE BRIEFING SESSION
2026





LEGACY OF HUM NETWORK LIMITED

HUM Network Limited builds on legacy spanning more than 20 years in Pakistan's media industry. Our channels; HUM TV, HUM News, HUM Sitaray, HUM Masala and Ten Sports serve diverse audiences through drama, news, sports, lifestyle and culinary programming. Digital platforms, films and live events further extend our reach.



HUM SITARAY
Launched: 2013



MASALA TV
Launched: 2006



HUM TV
Launched: 2005



HUM NEWS
Launched: 2018



TEN SPORTS
Acquired: 2023



HUM FILMS
Launched: 2014



HUM TV

Drama series



**Jama
Taqseem**

Family drama



Muamma

Psychological
drama



Zanjeerain

Complicated
storyline



HUM News

Current affairs



Faisla Aap Ka

Asma Shirazi



Hum Dekhenge

Mansoor Ali Khan

TOP TV DRAMAS, SHOWS & EVENTS ON AIRED



MASALA TV



Masala Mornings



Masala Family Festival



ICC Women's World Cup



PSL 11



UFC



HUM FILMS



Hum Sub



Sarbala Ji

HUM TELEVISION NETWORK

INTERNATIONAL FOOTPRINT



CANADA:

Bell ROGERS comwave
VMEDIA COGECO TELUS

USA:

dish sling
TELEVISION

UK:

sky sky glass

EUROPE:

sky sky glass

MIDDLE EAST:

oredoo e-vision du

BANGLADESH:

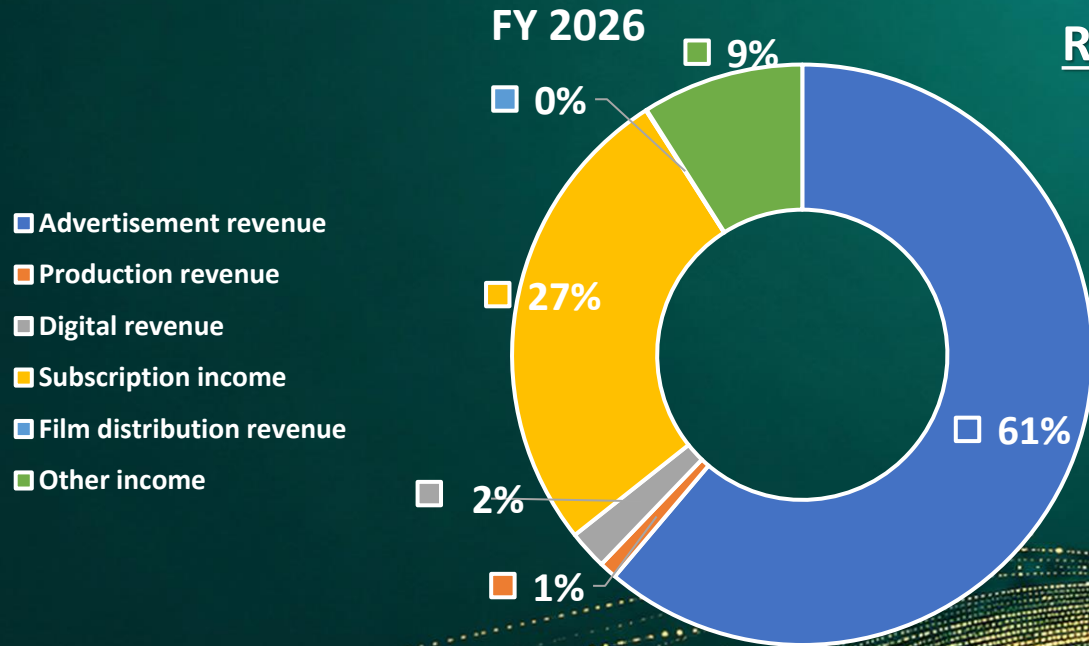
AKASH
Digital TV

PERFORMANCE INDICATORS

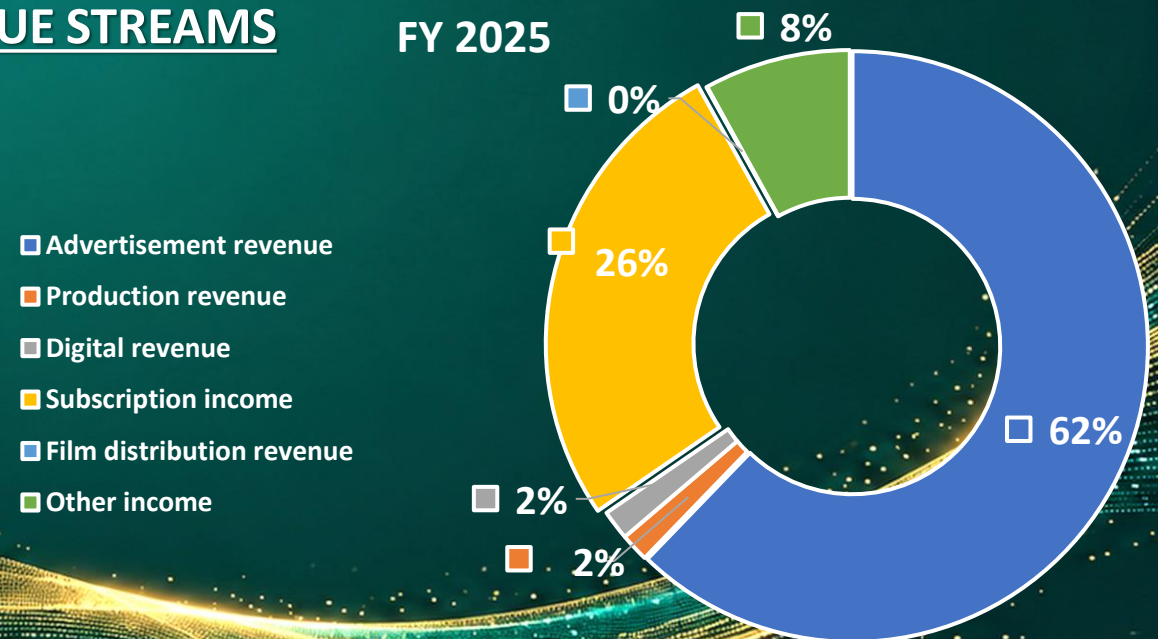
EARNING PER SHARE - RUPEES



REVENUE STREAMS



FY 2025



PACRA RATING:

Long-term and short-term entity ratings of the Company are “AA- / A1”. Stable outlook.

PERFORMANCE INDICATORS

Rs. In million; unconsolidated results

REVENUE - NET



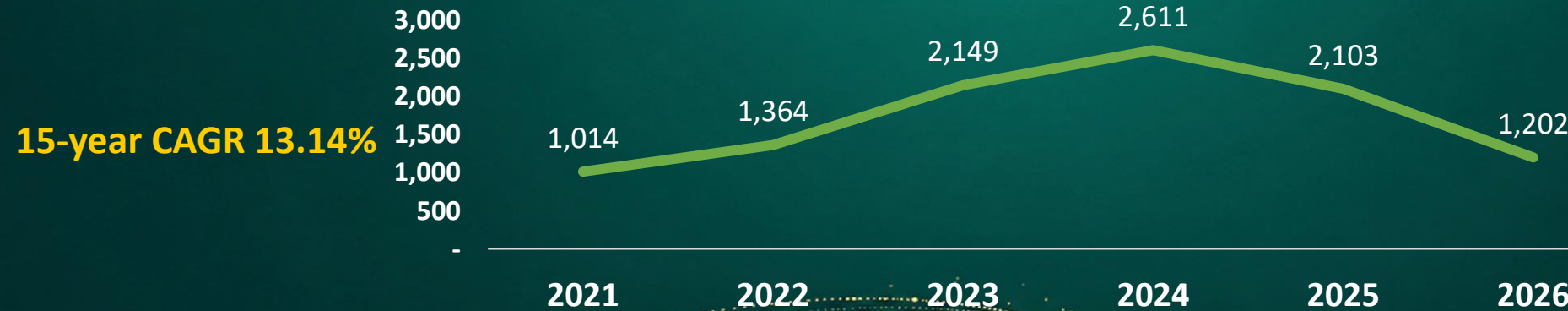
15-year CAGR 10.96%

PROFIT BEFORE TAXATION



15-year CAGR 7.91%

PROFIT AFTER TAXATION

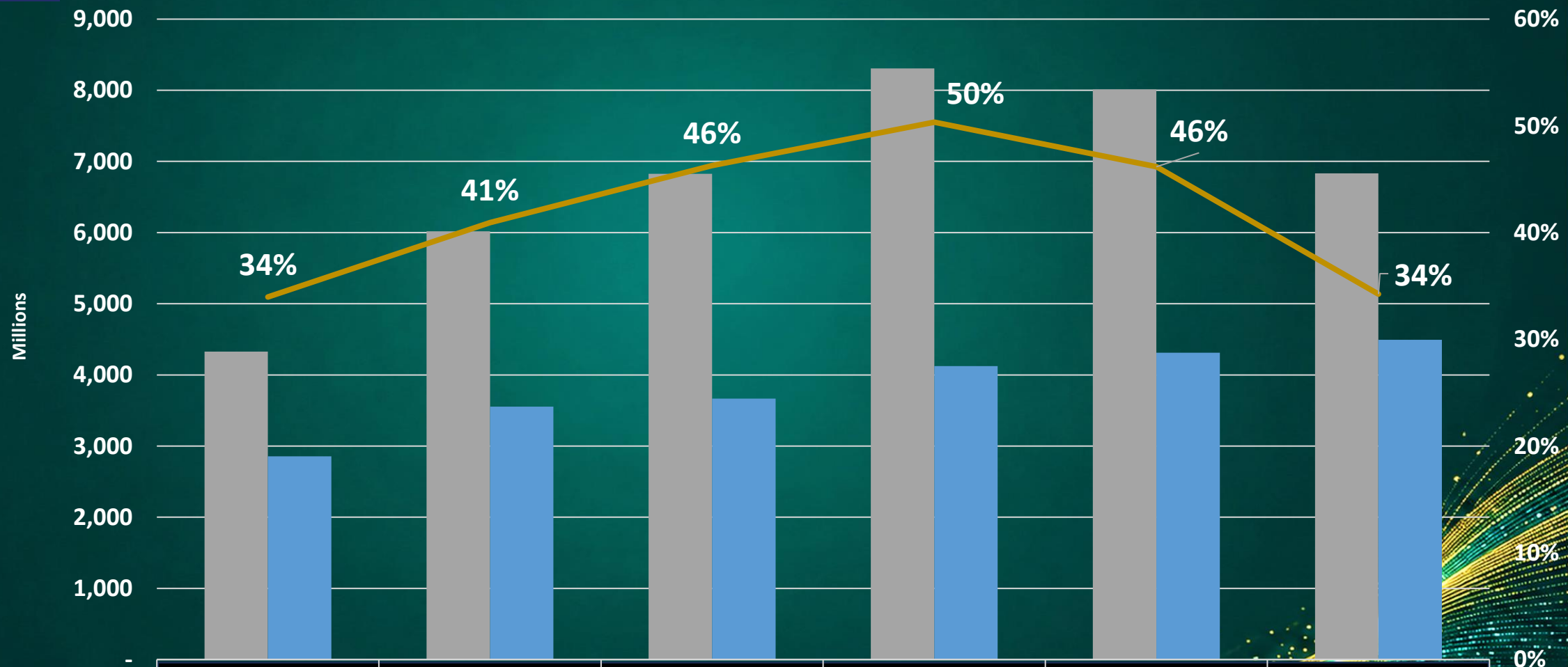


15-year CAGR 13.14%



PERFORMANCE INDICATORS

REVENUE, COST OF SALES & GP MARGINS



	2021	2022	2023	2024	2025	2026
Revenue - net	4,327	6,019	6,826	8,308	8,013	6,832
Cost of sales	2,857	3,555	3,667	4,125	4,313	4,492
Gross profit margin	34%	41%	46%	50%	46%	34%

FUTURE OUTLOOK

Growth priority	Planned direction	Intended benefit
Digital monetization	Expand OTT and social media reach with audience analytics and targeted advertising.	Higher digital revenues
Greater reach of HUM News	Strengthen HUM News' digital reporting with responsible editorial oversight.	Greater audience trust and engagement
Sports content	Pursue local and regional rights and production partnerships for Ten Sports.	Stronger market positioning
New income streams	Pursue strategic growth opportunities. We already are engaged in a public-private partnership created between HUM Network and the Ministry of IT & Telecom's Ignite fund, through project named The Centre of Excellence in Gaming & Animation (CEGA). Pakistan's hub for creative technology, game development, and animation.	A broader, sustainable revenue base

QUESTIONS & ANSWERS SESSION

THANK YOU

