

# Media Times Limited

23 November 2022

MDTL/CS/11/2022

The General Manager,  
Pakistan Stock Exchange Limited,  
Stock Exchange Building,  
Stock Exchange Road,  
Karachi, Pakistan.

Subject: - **CORPORATE BRIEFING SESSION (CBS)**

Dear Sir,

This is to inform you that a Corporate Briefing Session of Media Times Limited ("The Company") will be held on Wednesday, 30 November 2022 at 02:00 p.m. to brief the Shareholders / Analysts / Investors about the Company's Audited Financial Statements for the year ended 30 June 2022 to fulfill the requirements of Pakistan Stock Exchange as per notice PSX/N-1110 dated November 18, 2022.

Therefore, the Shareholders / Analysts / Investors are advised to please attend the session through the Zoom Link / Video Link or in physical. Accordingly, those Shareholders / Analysts / Investors who desire to attend the session are requested to register themselves by sending an email to the Company Secretary at [jawahar@pacepakistan.com](mailto:jawahar@pacepakistan.com) subject of e-mail will be "Registration for Corporate Briefing Session". Please include following detail in email:

Name	CNIC	Folio No. / CDC A/C (if any)	Organization Name / Profession	Cell Phone No.

Zoom Link / Video Link and login credentials to join the session will be shared with those Shareholders / Analysts / Investors whose email containing the aforementioned particulars are received at the above mentioned email address before 11:00 a.m. on Tuesday 29 November, 2022.

Presentation along with notice for invitation to the analyst / shareholders of the Company are also uploaded on the website of the Company: [www.pacepakistan.com](http://www.pacepakistan.com).

You may please inform the Certificate holders of the Exchange accordingly.

Yours faithfully,  
For Media Times Limited



Shahzad Jawahar  
Company Secretary

# MEDIA TIMES LIMITED

**Daily Times**  
Your right to know A new voice for a new Pakistan

**Business**  
plus  
Business & Current Affairs

**TGIF**  
Thank God it's Friday

**Sunday**

**زلف**  
**ZALQA**  
TFC

# Corporate Briefing

*Date: 28 November 2022*

*For the year Ended June 30, 2022*

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## Company Brief

Company's performance

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# *Company brief*

## Company brief

Media Times Limited (MTL) is operating in Print, Electronic and Digital media. Core business units of the Company include Daily Times Newspaper, Sunday Magazine, TGIF Magazine, Daily AajKal Newspaper, Business Plus TV and Zaiqa TFC. In addition, the digital wing of the Company is also operating online/ social media of each of the above mentioned business units.

### Print Media

**Daily Times**, a nationwide English daily newspaper printed from Lahore, Karachi and Islamabad caters to the needs of the general public and is considered to be amongst the leading English newspapers in the country in terms of circulation and enjoys a high level of respect & credibility.

**Sunday Times** is a leading fashion magazine of Pakistan celebrating almost 17 years of excellence for honoring fashion, lifestyle, arts, entertainment, culture and national style icons. The magazine is given as a complimentary copy each Sunday along with Daily Times Newspaper.

“**Aajkal**” an Urdu daily newspaper, is successfully maintaining its market position since its launch and continuously striving to improve circulation as well as advertising share across Pakistan.

### Company brief

The Company is operating its Electronic Media Segment through two subsidiaries, running two Satellite Channels **Business plus TV**, the only business channel and **Zaiqa TFC** cooking Channel.

### Online/ Digital Media

The management of the Company is devoting its full attention over digital wing of the Company. The digital wing of the Company aims to be one-stop ahead solution to advertisers. Owing to the fact of more attraction of social media to advertisers, the Company is maintaining separate websites, Facebook pages, Instagram accounts, Twitter accounts, blog writing forum and snap chats for the following products:

Daily Times Newspaper

Sunday Times Magazine

Thank Goodness Its Friday, TGIF magazine

Business Plus TV

Zaiqa TFC

# *Company's Performance*



# Company's Performance - Revenue

FY 2021-22 in comparison to previous year

	2022	2021
	Rupees	
<b>Revenue - net</b>		
Advertisement	152,138,118	117,685,417
Newspaper	14,763,536	25,389,677
	<b>166,901,654</b>	<b>143,075,094</b>
<b>Less:</b>		
Sales tax	-	-
Commission	16,107,703	22,431,914
	16,107,703	22,431,914
	<b>150,793,951</b>	<b>120,643,180</b>

# Company's Performance – Gross Profit/ (Loss)

FY 2021-22 in comparison to previous year

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	2022	2021
	Rupees	
Revenue – net	150,793,791	120,643,180
Cost of Production	108,402,597	113,287,811
Gross Profit/ (Loss)	<b>42,391,354</b>	<b>7,355,369</b>

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# Company's Performance – Net Profit/ (Loss)

FY 2021-22 in comparison to previous year

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	2022	2021
	Rupees	
Revenue – net	150,793,791	120,643,180
Gross Profit/ (Loss)	42,391,354	7,355,369
Net Profit/ (Loss)	<b>17,066,391</b>	<b>(114,476,289)</b>

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**Accounts for the Year Ended June 30, 2022**  
**Balance Sheet**  
**Profit and Loss**

# Accounts June 30, 2022

## Balance Sheet

	2022 Rupees	2021 Rupees
<b>ASSETS</b>		
<b><u>Non-current assets</u></b>		
Property, plant and equipment	157,280,344	182,719,877
Right of use assets	98,171,390	105,440,252
Investment in Subsidiaries	100,000,000	-
Long term deposits	6,868,807	6,868,807
Deferred taxation	-	-
	<b>362,320,541</b>	<b>295,028,936</b>
<b><u>Current assets</u></b>		
Trade debts	46,532,932	30,798,923
Advances, prepayments and other receivable	4,254,204	2,665,153
Advance income tax	714,168	3,494,376
Cash and bank balances	4,174,491	5,665,791
	55,675,795	42,624,243
Non-current asset classified as held for sale	-	509,322
	<b>417,996,336</b>	<b>338,162,501</b>

# Accounts June 30, 2022

## Balance Sheet

### EQUITY AND LIABILITIES

#### Share capital and reserves

Authorized share capital

210,000,000 (2021: 210,000,000) ordinary shares

of Rs. 10 each

Share capital

Share premium reserve

Accumulated loss

#### Non-current liabilities

Long term finance

Deferred liability

Lease liability

#### Current liabilities

Trade and other payables

Contract liability

Accrued mark-up

Short term borrowings

Lease liability

	2022 Rupees	2021 Rupees
	<b><u>2,100,000,000</u></b>	<b><u>2,100,000,000</u></b>
	1,788,510,100	1,788,510,100
	76,223,440	76,223,440
	(2,808,392,474)	(2,822,982,800)
	(943,658,934)	(958,249,260)
	408,404,307	391,776,307
	19,846,576	23,251,396
	106,962,931	99,026,132
	<b>535,213,814</b>	<b>514,053,835</b>
	442,970,963	434,584,814
	5,939,193	5,181,766
	318,714,164	260,627,129
	48,000,000	48,000,000
	10,817,136	33,964,217
	<b>826,441,456</b>	<b>782,357,926</b>
	<b><u>417,996,336</u></b>	<b><u>338,162,501</u></b>

# Accounts June 30, 2022

## Profit and Loss

	2022	2021
	Rupees	Rupees
Revenue - net	150,793,951	120,643,180
Cost of production	(108,402,597)	(113,287,811)
<b>Gross profit</b>	<b>42,391,354</b>	<b>7,355,369</b>
Administrative and selling expenses	(77,719,604)	(94,491,407)
Other income	127,945,920	27,103,090
Finance cost	(72,055,753)	(51,204,348)
Other expenses	-	(163,342)
<b>Profit/ (Loss) before taxation</b>	<b>20,561,917</b>	<b>(111,400,638)</b>
Taxation	(3,495,526)	(3,075,651)
<b>Profit/(Loss) after taxation</b>	<b>17,066,391</b>	<b>(114,476,289)</b>
Profit/(Loss) per share - basic and diluted	<b>0.10</b>	<b>(0.64)</b>

*Strategic/ Operational Developments*



**Sr. No. Description**

- 1 The Company has transferred its Satellite TV Channels to its wholly owned subsidiaries after approval by PEMRA for transfer of licenses to subsidiaries.
- 2 The Company has relaunched its Urdu Newspaper "Daily Aaj Kal" under the editorship of renowned journalist Choudhary Ghulam Hussain. The paper is making a vibe in newspaper market.
- 3 Owing to the fact of shifting of print media viewership to digital media, the management of the company is planning to launch 2 digital magazines covering business and sports sectors. This would help in attracting advertisers in corporate and sports sectors.
- 4 The management of the company is prioritizing digital advertisement as one of the main revenue stream. To get the maximum revenue out of this sector, the Company is maintaining separate websites, Face book pages, Instagram accounts, Twitter accounts, blog writing forum and snap chats for each business unit.
- 5 The Company's sponsors are negotiating with Faysal Bank Limited for settlement of short term borrowings from their own sources.
- 6 Further, the Company is planning to launch a Web TV with the brand name of Daily Times and to re launch "Zaiqa" channel with improved content and distribution all over Pakistan.

**Sr. No. Description**

- 7 The Management is also planning to use its state of the art printing machines to work as production houses for other newspapers in Lahore, Karachi and Islamabad.
- 8 Electronic media satellite technology is being upgraded to MPEG 4. This will materially reduce the up-linking cost and will result in reduced bandwidth that is required to uplink the channels.
- 9 The management is paying special attention to advertisement revenue through supplements. The major supplement categories that were covered in this financial year include but not limited to national days of other countries, fashion industry, sports, government sector and economic sector.
- 10 The Company intends to sell shareholding of both Subsidiary companies, subject to PEMRA approvals and to put this money to pay its liabilities and to develop its alternate business plans.

## Questions and Answers