

MEDIA TIMES LIMITED

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

Sunday

TGIF
Thank God it's Friday!

Business plus
Business & Current Affairs

ذائقہ
ZAIQA
TFC

Corporate Briefing

Date: 03 December 2024

For the Year Ended 30 June 2024

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Company Profile

Company brief

MTL is a leading media entity operating across both print and digital platforms, with a diverse portfolio including Sunday Times, Daily Times – English Newspaper, Aaj Kal – Urdu Newspaper, TGIF, Business Plus, and Zaiqa TFC. At the heart of MTL’s offerings is the flagship product, ‘Sunday Times’ which is the first and the largest fashion and lifestyle magazine and is generating substantial revenues.

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 18 years of excellence for honoring fashion, lifestyle, arts, entertainment, culture and national style icons.

“**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.

“online/Digital Media”

In addition, the digital wing of the Company is also operating online/ social media of each of the above mentioned business units. In the ever-evolving landscape of online and social media, MTL is aligning itself with the world's increasing reliance on these platforms. As the world progressively leans towards online interactions, MTL remains adaptive and poised for a bright future in the dynamic realm of online and social media. MTL is diligently working to establish its dominance in the online sphere, leveraging the abundance of content and data available online.

Operational Development

Online/Digital Media

- ❖ The Company is currently focusing on Digital media activities, the digital wing of the Company aims to be one-stop solution to advertisers. Owing to the fact of more attraction of social media to advertisers, the Company is maintaining separate websites for Daily Times, TGIF and Sunday Times, Facebook pages, Instagram accounts, Twitter accounts, blog writing forum and snap chat account for its revenue streams.
- ❖ Daily Times Newspaper is also set to boost its revenues by attracting government and other high-value advertisements.
- ❖ The company is developing YouTube channels and leveraging social media to create a new revenue stream. Additionally, it is building a state-of-the-art content creation studio and will offer production services to external clients as another source of revenue.
- ❖ The Board authorized the Company to explore the feasibility of potential merger of the Company with any Real estate company. The Company has also been authorized to, inter alia, engage legal, financial and such other advisors and consultants as may be required for the purpose of merger and carry out other necessary steps and actions, including to conduct necessary evaluation/recommendation of the potential merger.

Detail of the financial information

Accounts for the Year Ended 30 June 2024
Balance Sheet
Profit and Loss

Accounts 30 June 2024

Balance Sheet

	June-2024 Rupees	June-2023 Rupees
ASSETS		
<u>Non-current assets</u>		
Property, plant and equipment	105,752,916	130,947,184
Right of use assets	89,866,292	93,257,473
Long term Security deposits	6,868,807	6,868,807
	-	-
	202,488,015	231,073,464
<u>Current assets</u>		
Trade debts	30,030,138	29,887,710
Advances, prepayments and other receivable	3,319,515	4,920,925
Cash and bank balances	829,870	1,455,977
	<u>34,179,523</u>	<u>36,264,612</u>
Sub total	34,179,523	36,264,612
Total	<u>236,667,538</u>	<u>267,338,076</u>

Balance Sheet – 30 June 2024

EQUITY AND LIABILITIES

Share capital and reserves

Authorized share capital

210,000,000 (2021: 210,000,000) ordinary shares of Rs.
10.00 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

	Jun-2024 Rupees	Jun-2023 Rupees
	2,100,000,000	2,100,000,000
	1,788,510,100	1,788,510,100
	76,223,440	76,223,440
	<u>(2,918,698,471)</u>	<u>(2,916,239,118)</u>
	(1,053,964,931)	(1,051,505,578)
	340,604,307	281,004,307
	16,215,268	22,028,413
	118,232,324	113,832,586
	475,051,899	416,865,306
	434,865,388	430,853,023
	-	1,864,198
	372,468,070	413,647,615
	-	48,000,000
	8,247,112	7,613,512
	815,580,570	901,978,348
	236,667,538	267,338,076

Profit and Loss for the year – 30.06.2024

	Jun-2024	Jun-2023
	Rupees	Rupees
Revenue - net	67,244,759	110,970,600
Cost of production	(86,871,351)	(109,347,909)
Gross profit / (Loss)	(19,626,592)	1,622,691
Administrative and selling expenses	(60,379,343)	(72,135,436)
Other income	173,452,887	67,318,202
Finance cost	(95,680,240)	(105,958,418)
Other expenses	-	-
Profit/ (Loss) before taxation	(2,233,288)	(109,152,961)
Taxation	(840,559)	(1,387,133)
Profit/(Loss) after taxation	(3,073,847)	(110,540,094)
Profit/(Loss) per share - basic and diluted	(0.02)	(0.62)

Questions and Answers