



FIN/CS/001/2023-03
March 01, 2023

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

Subject: **CORPORATE BRIEFING SESSION**

Dear Sir,

Reference to notice PSX/N-1160 dated November 18, 2022, please find enclosed presentation for corporate briefing session of the Company held on Wednesday, March 1, 2023 at 03:00 P.M. at Masala Studio, Ground Floor, B.R.R Tower, Hassan Ali Street, Off. I.I. Chundrigar Road, Karachi.

You may please inform the TRE Certificate Holders of the Exchange and all concerned accordingly.

Yours sincerely

Mohsin Naeem
Company Secretary
Hum Network Limited

HUM NETWORK LIMITED

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www.humnetwork.tv



HUM NETWORK LIMITED

CORPORATE BRIEFING SESSION 2022



BRANDS:



MASALA TV
Launched: 2006



HUM NEWS
Launched: 2018



HUM TV
Launched: 2005



HUM SITARAY
Launched: 2013



HUM FILMS
Launched: 2014

Acquisitions in Progress



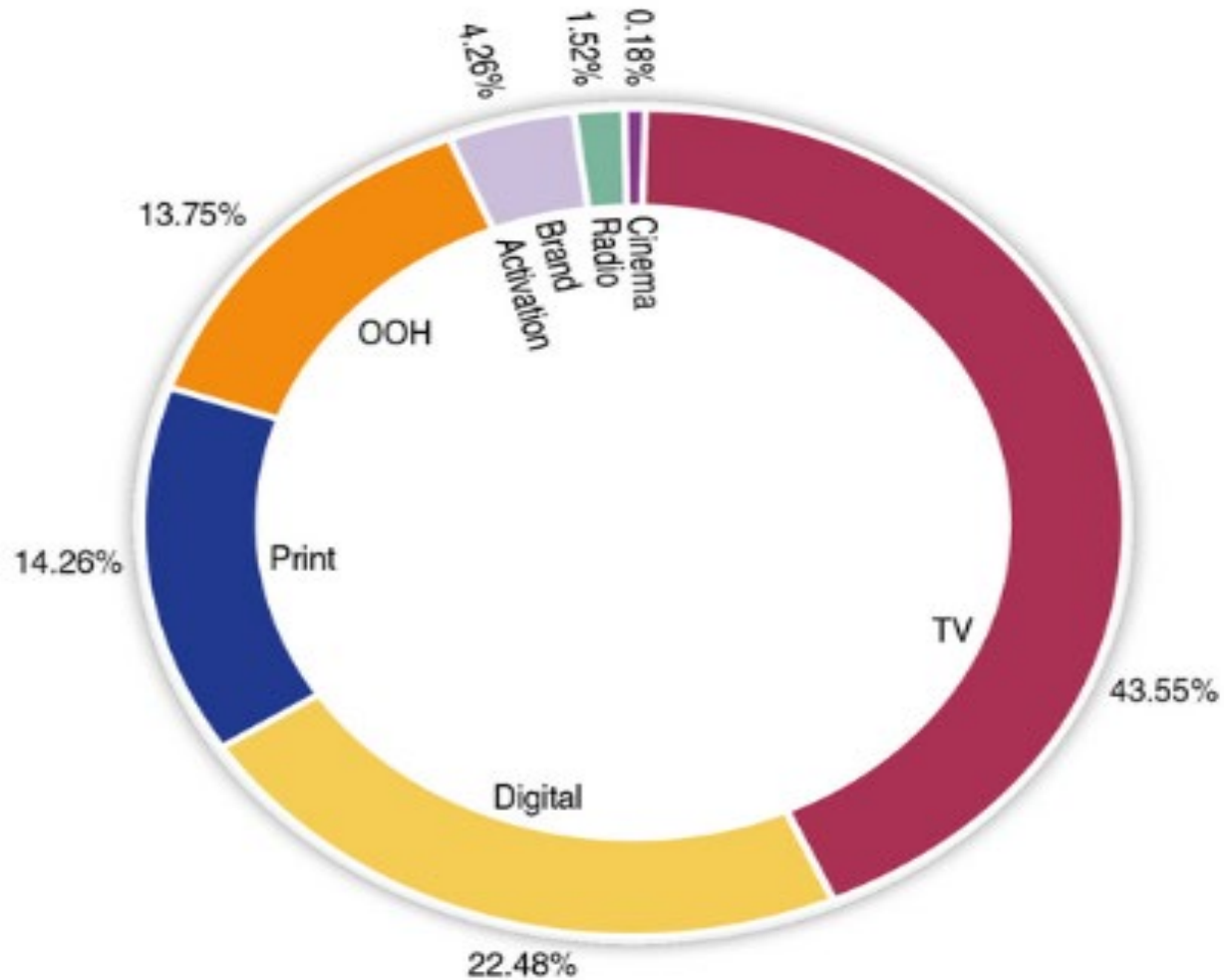
HUM NETWORK INTERNATIONAL FOOT PRINT



TV Dramas & Shows on Aired During the year

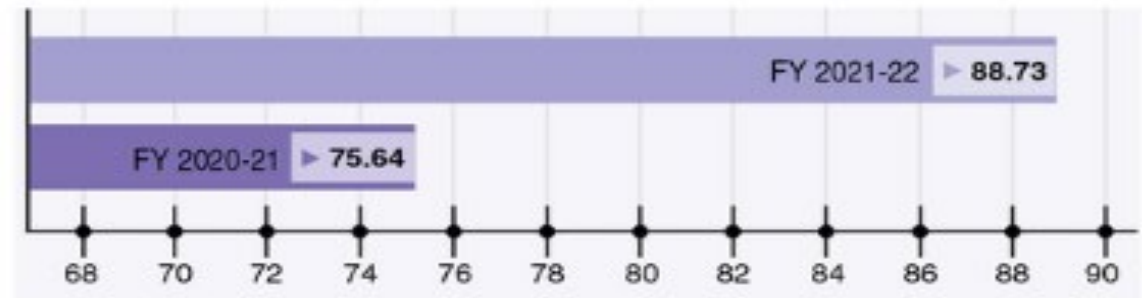


Total Advertising Spend:



	FY 2020-21		FY 2021-22	
	Rs (billion)	Share	Rs (billion)	Share
TV	34	44.95%	38.64	43.55%
Digital	16.8	22.21%	19.95	22.48%
Print	12.44	16.45%	12.65	14.26%
OOH	8.5	11.24%	12.2	13.75%
Brand Activation	2.52	3.33%	3.78	4.26%
Radio	1.28	1.69%	1.35	1.52%
Cinema	0.1	0.13%	0.16	0.18%
Total	75.64	100%	88.73	100%

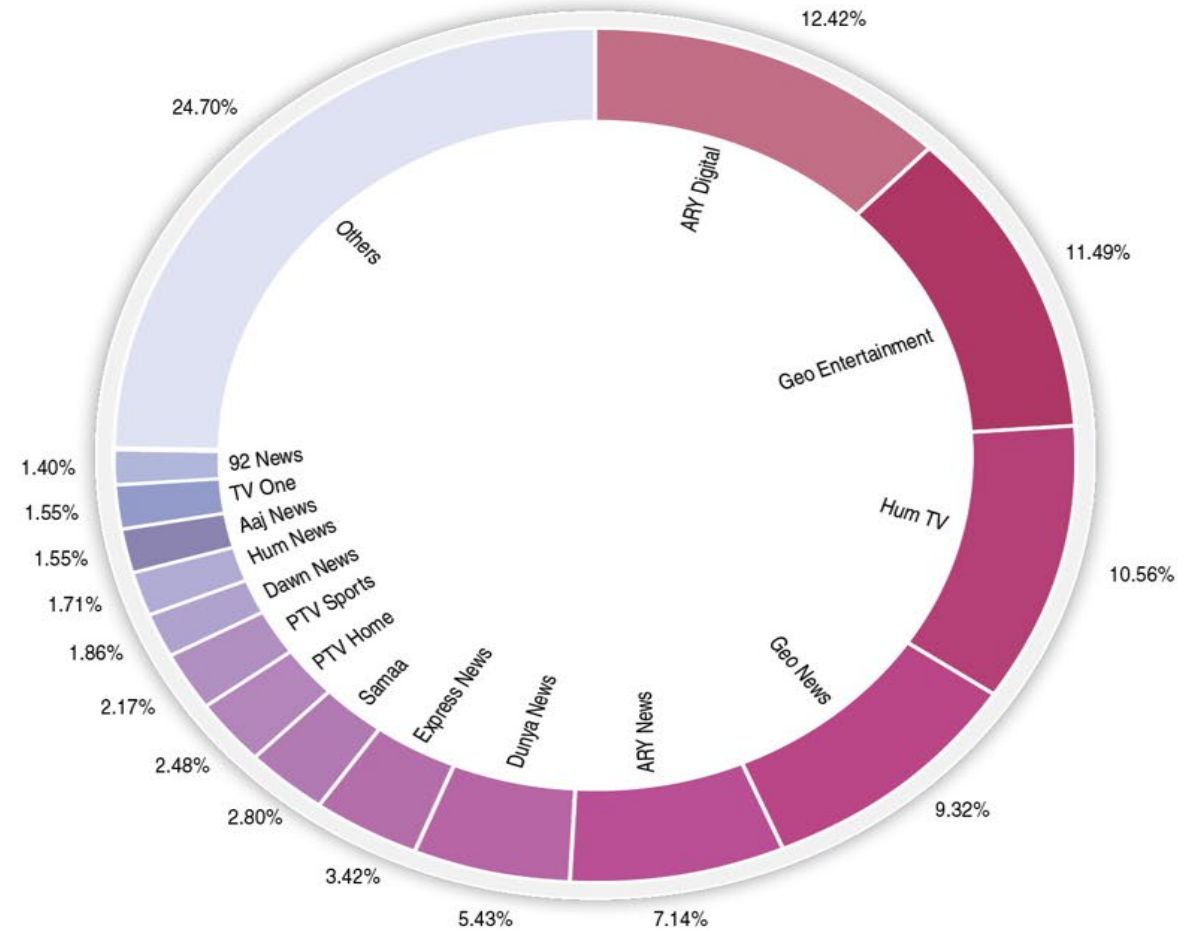
Total Advertising Spend Two-Year Comparison (in billions) (FY 2020-21 & 2021-22)



Total ad spend (revenue) has increased by Rs 13.09 billions (17%).

AD REVENUE SPEND BREAK-UP (2022)

	Rs (billion)	Share
ARY Digital	4.8	12.42%
Geo Entertainment	4.44	11.49%
Hum TV	4.08	10.56%
Geo News	3.6	9.32%
ARY News	2.76	7.14%
Dunya News	2.1	5.43%
Express News	1.32	3.42%
Samaa	1.08	2.80%
PTV Home	0.96	2.48%
PTV Sports	0.84	2.17%
Dawn News	0.72	1.86%
Hum News	0.66	1.71%
Aaj News	0.6	1.55%
TV One	0.6	1.55%
92 News	0.54	1.40%
Others	9.54	24.70%
Total	38.64	100.00%



In 2022, HUM Network Limited AD revenue is Rs. 4.08 billion (2021: Rs. 3.58 billion), with HUM TV industry share of 10.56%, showing a progressive growth of HUM TV in industry.

HUM Network Limited - Revenue:

During the year, our net revenues increased by 39%, due to positive growth in all revenue streams especially in Hum News and digital media sector

**Compound Annual
Growth Rate
13%**

Revenue for 10 years
Rs. In Millions



HUM Network limited - Sales, Costs & Profits after tax:



	2017	2018	2019	2020	2021	2022
Sales	4,644	4,609	3,979	3,679	4,327	6,019
Cost of Sales	2,756	3,031	3,688	2,895	2,857	3,555
Profit/(Loss) After Tax	1,015	729	(536)	(113)	1,014	1,364

Segment-wise performance (Entertainment & News)

Segment profit/(loss)



QUESTIONS & ANSWERS SESSION

THANK YOU



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