

# HUM NETWORK LIMITED

**CORPORATE BRIEFING SESSION 2022**



# BRANDS:



## Acquisitions in Progress



# HUM NETWORK INTERNATIONAL FOOT PRINT



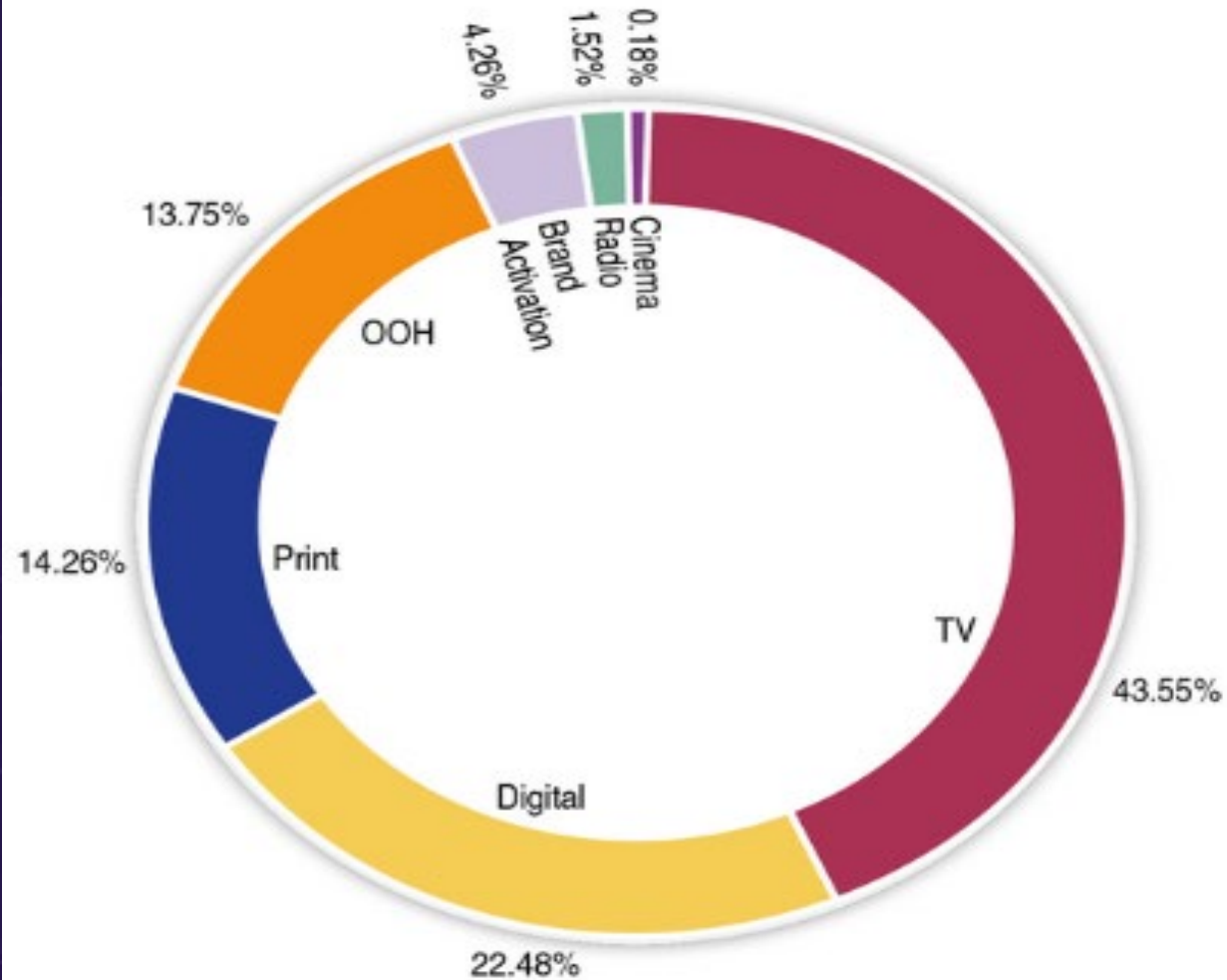


# TV Dramas & Shows on Aired During the year



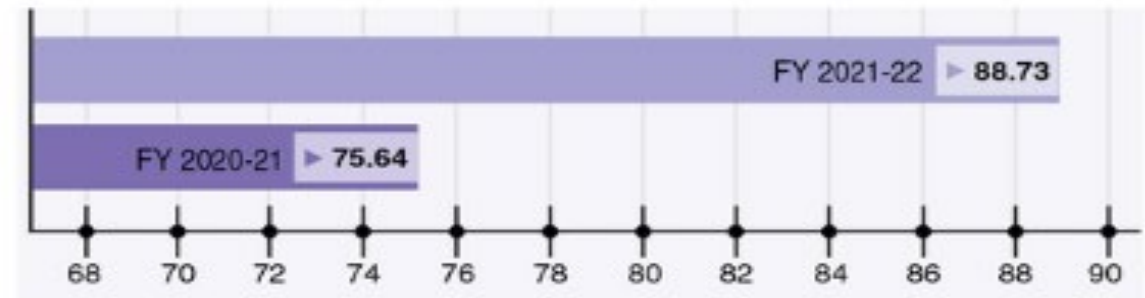


# Total Advertising Spend:



|                  | 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%   |

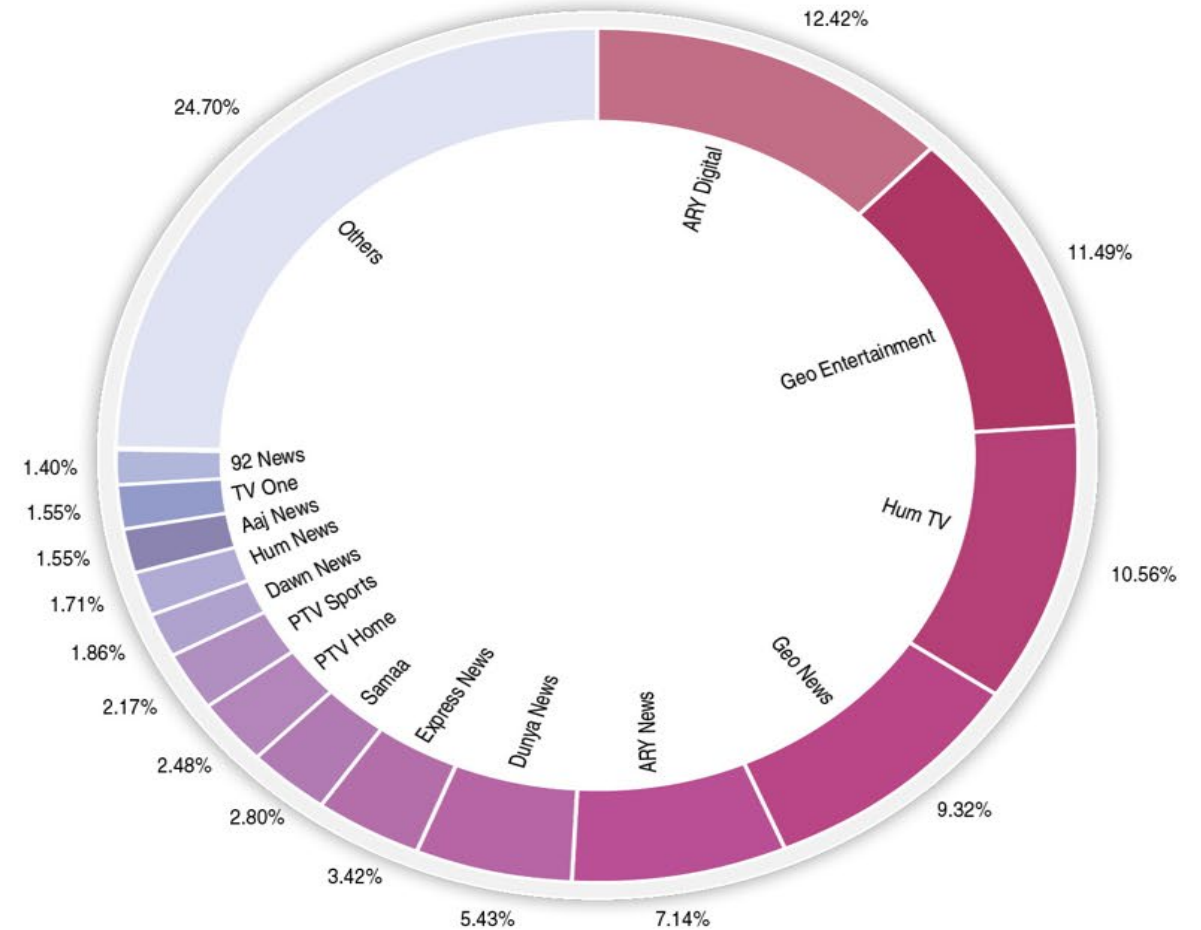
Total Advertising Spend **Two-Year Comparison**  
(in billions) (FY 2020-21 & 2021-22)



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%         |
| <b>Total</b>      | <b>38.64</b> | <b>100.00%</b> |

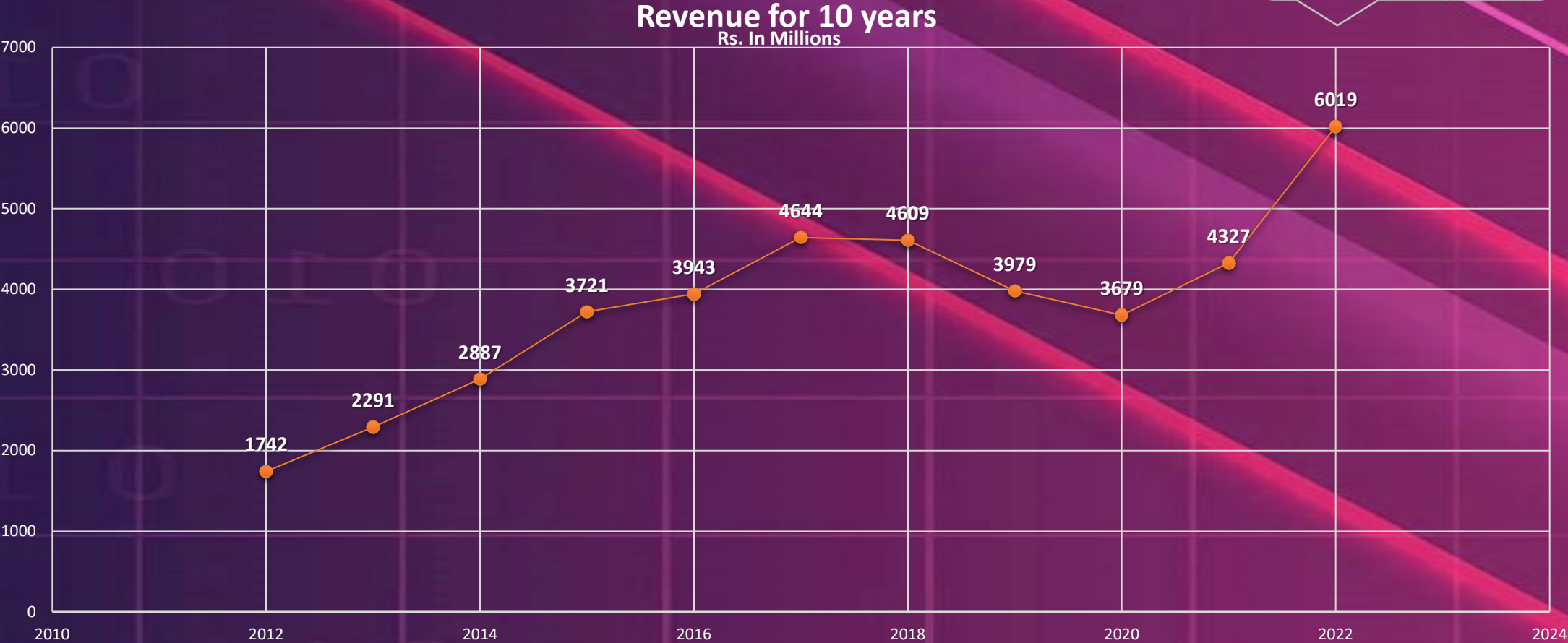


In 2022, HUM Network Limited AD revenue is Rs. 4.08 billion (2021: Rs. 3.58 billion), with HUM TV industry share of 10.56%, showing a progressive growth of HUM TV in industry.

# 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%





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



|                         | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  |
|-------------------------|-------|-------|-------|-------|-------|-------|
| Sales                   | 4,644 | 4,609 | 3979  | 3679  | 4327  | 6019  |
| Cost of Sales           | 2,756 | 3,031 | 3688  | 2895  | 2857  | 3555  |
| Profit/(Loss) After Tax | 1,015 | 729   | (536) | (113) | 1,014 | 1,364 |



# Segment-wise performance (Entertainment & News)



# QUESTIONS & ANSWERS SESSION

## THANK YOU



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