

HUM NETWORK LIMITED

CORPORATE BRIEFING SESSION 2023



BRANDS:



Recent Acquisitions



HUM NETWORK INTERNATIONAL FOOT PRINT

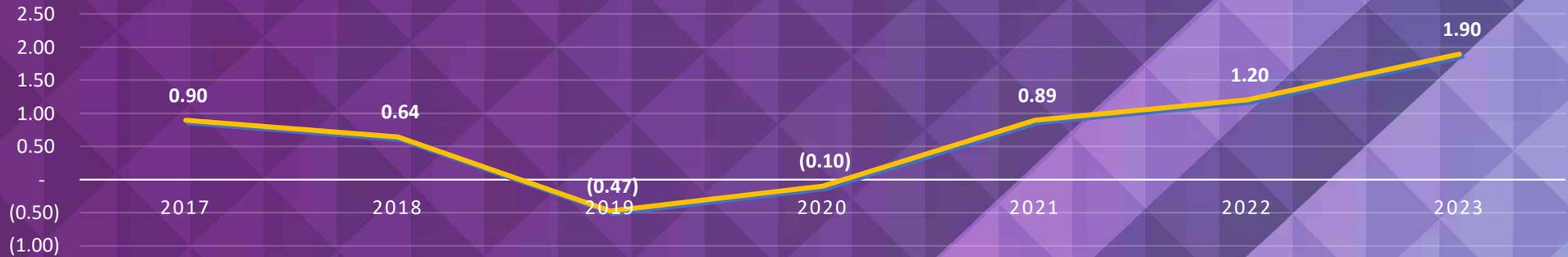


TV Dramas & Shows on Aired

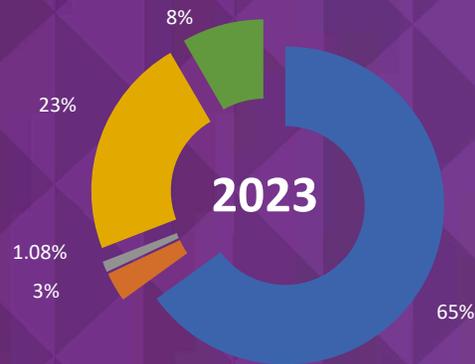


Performance indicators:

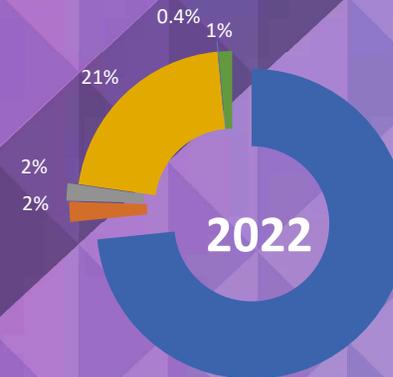
Earnings/(Loss) Per Share Rs. (Re-stated)*



Revenue Stream



- Advertisement revenue - net
- Production revenue - net
- Digital revenue - net
- Subscription income - net
- Other Income



- Advertisement revenue - net
- Production revenue - net
- Digital revenue - net
- Subscription income - net
- Film distribution revenue - net
- Other Income

PACRA Rating:

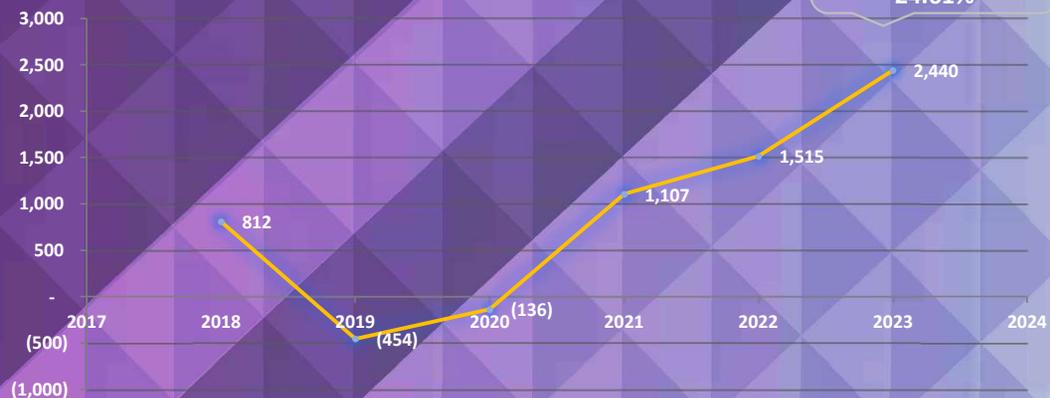
The Pakistan Credit Rating Agency Limited (PACRA) maintained the long-term and short-term entity ratings of Hum Network Limited at "A+" and "A1", respectively. These ratings denote a low expectation of credit risk and the network's established market position.

HUM Network Limited - CAGR:

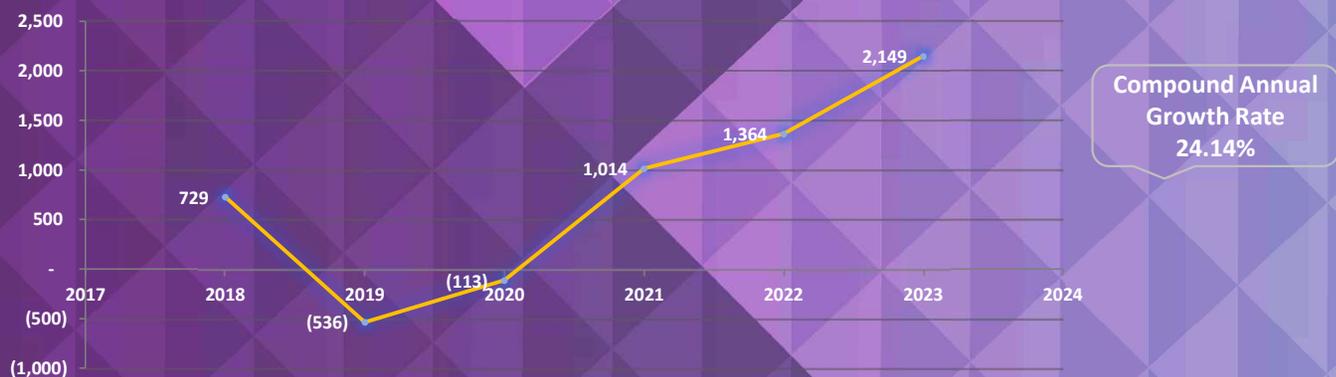
Revenue



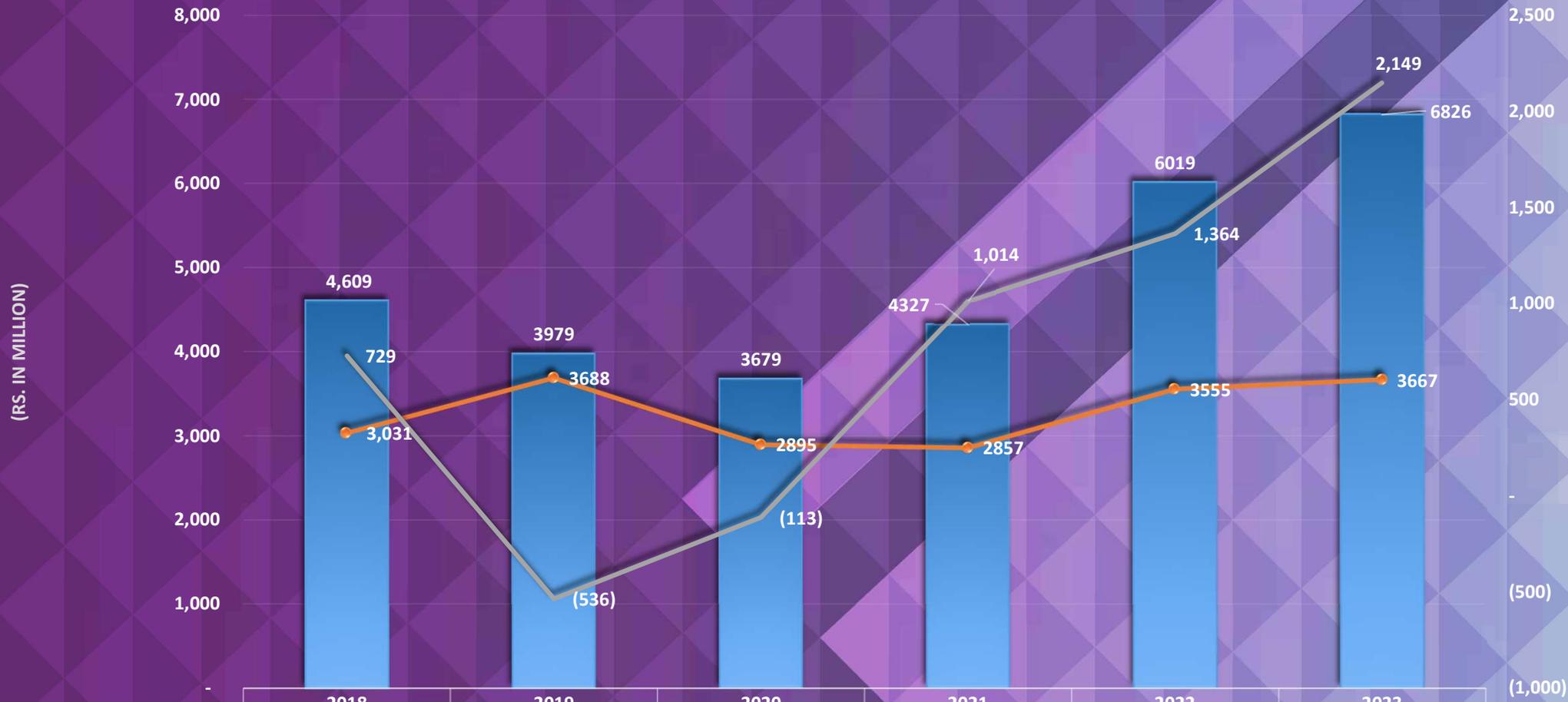
Profit before tax



Profit after tax

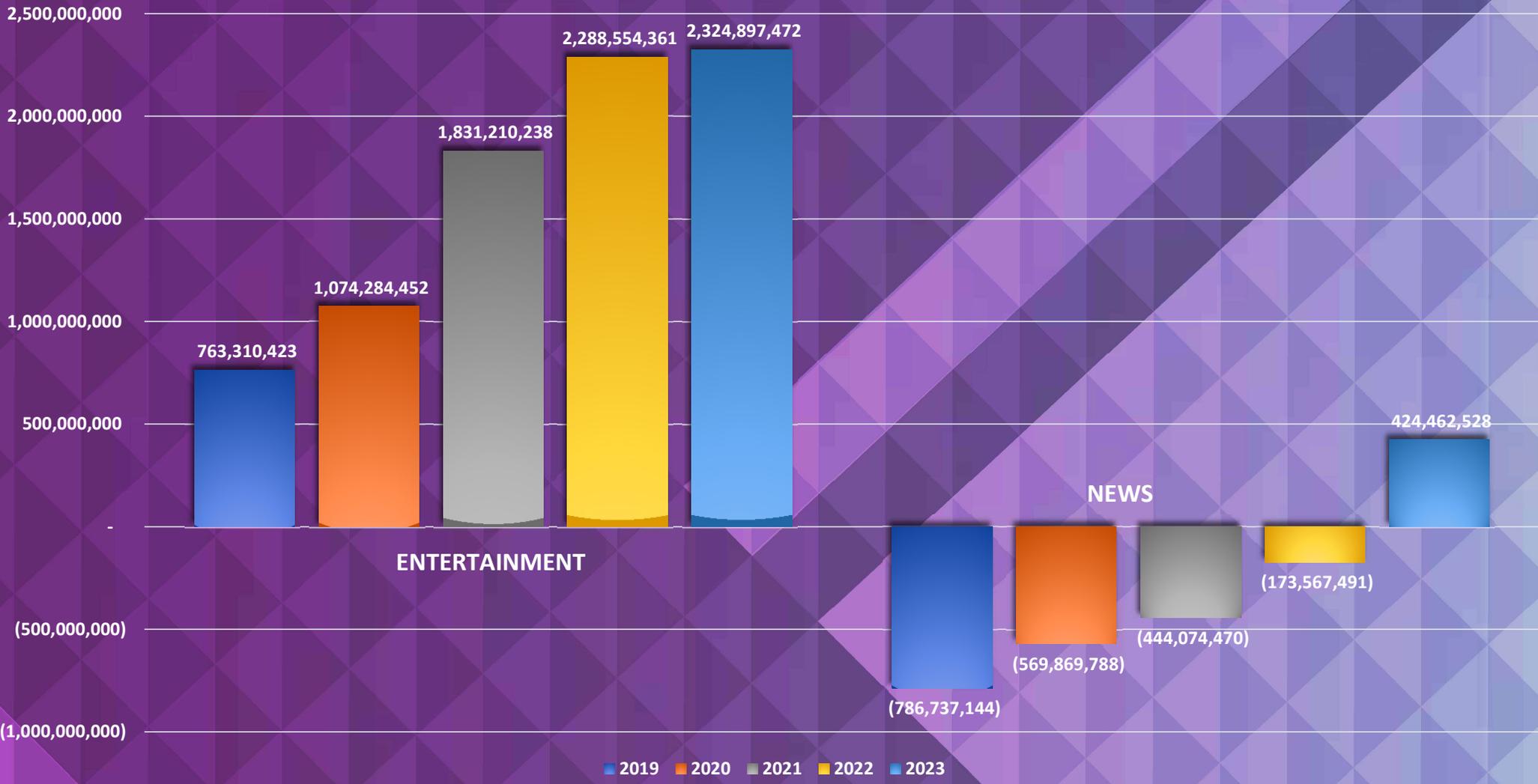


HUM Network Limited: Sales, Costs & Profits after Tax:



	2018	2019	2020	2021	2022	2023
Sales	4,609	3,979	3,679	4,327	6,019	6,826
Cost of Sales	3,031	3,688	2,895	2,857	3,555	3,667
Profit/(Loss) After Tax	729	(536)	(113)	1,014	1,364	2,149

Segment-wise performance (Entertainment & News)



Future Prospects:

TENSPORTS:

The latest inclusion in the HUM Network's portfolio, Ten Sports, offers a wide-ranging selection of sporting events including the cricket World Cup, Ashes series; Football events covering FIFA, UEFA, and many other sports popular in Pakistan including WWE, UFC, and Esports.

Ten Sports is carried by every cable network offering 100% visibility in Pakistan and is one of the few satellite channels with subscription revenue.

Ten Sports has held the rights to the most coveted sporting events in Pakistan including:

- PCB rights for 20 years
- ICC Cricket World Cup Events 2011-22



DIGITAL MEDIA:

HUM Network Limited is amongst the pioneer networks to harness the power of digital platforms and technologies to expand brand presence, reach wider audiences, and facilitate meaningful interactions with consumers in the digital realm.

The Digital Media division of HUM Network has effectively maintained our strong presence on major social media platforms such as Facebook, Instagram, Twitter, and YouTube.

VERTICAL INTEGRATION:

HNL is actively pursuing new and exciting business ventures as part of its expansion strategy. With a strong track record in its current market, the company is looking to diversify its portfolio and broaden its horizons by acquiring innovative and promising ventures.

QUESTIONS & ANSWERS SESSION

THANK YOU



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