

HUM NETWORK LIMITED

CORPORATE BRIEFING SESSION 2024



TOP BRANDS:

5



MASALA TV
Launched: 2006



HUM SITARAY
Launched: 2013



HUM TV
Launched: 2005



HUM NEWS
Launched: 2018



TEN SPORTS
Acquired: 2023



HUM FILMS
Launched: 2014

HUM TELEVISION NETWORK

INTERNATIONAL FOOTPRINT



CANADA:

Bell ROGERS comwave
VMEDIA COGECO TELUS

USA:

dish sling
TELEVISION

UK:

sky sky glass

EUROPE:

sky sky glass

MIDDLE EAST:

ooredoo e-vision d

SUB SAHARAN
AFRICAN COUNTRIES:

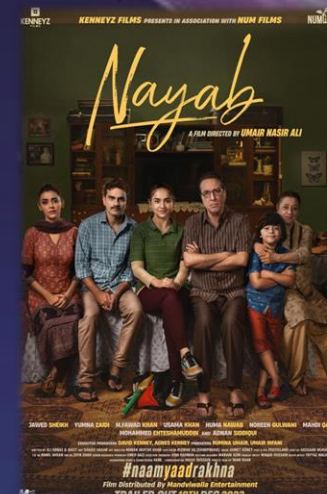
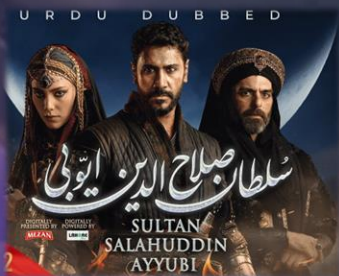
zuku

BANGLADESH:

AKASH
Digital TV

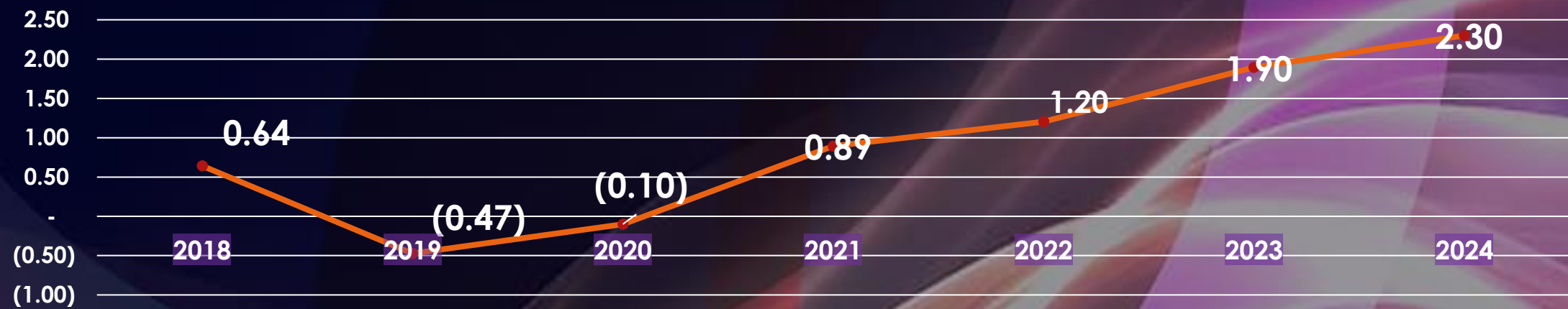
AUSTRALIA:

TV DRAMAS, SHOWS & EVENTS ON AIRED

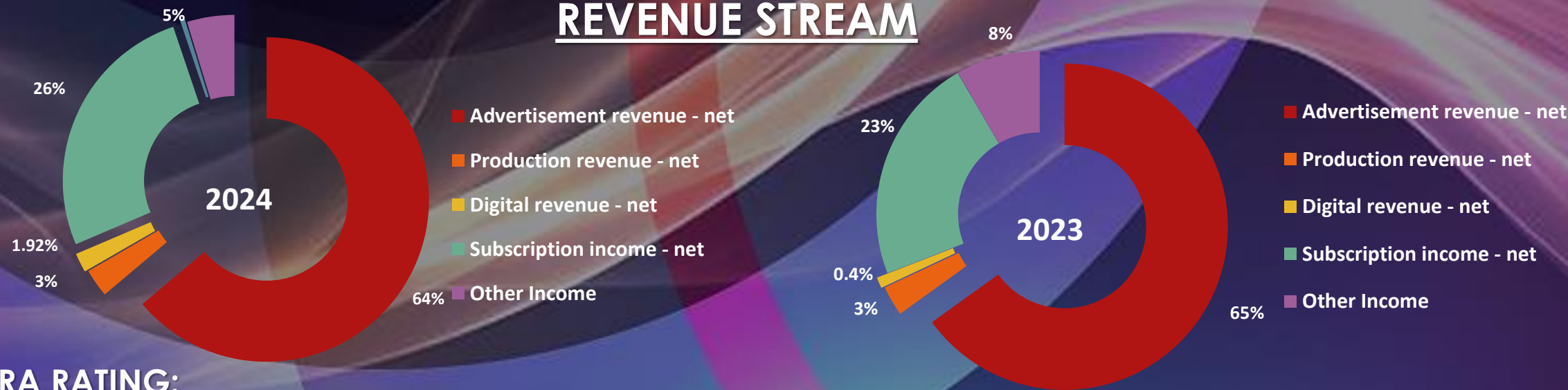


PERFORMANCE INDICATORS:

EARNINGS/(LOSS) PER SHARE - RUPEES



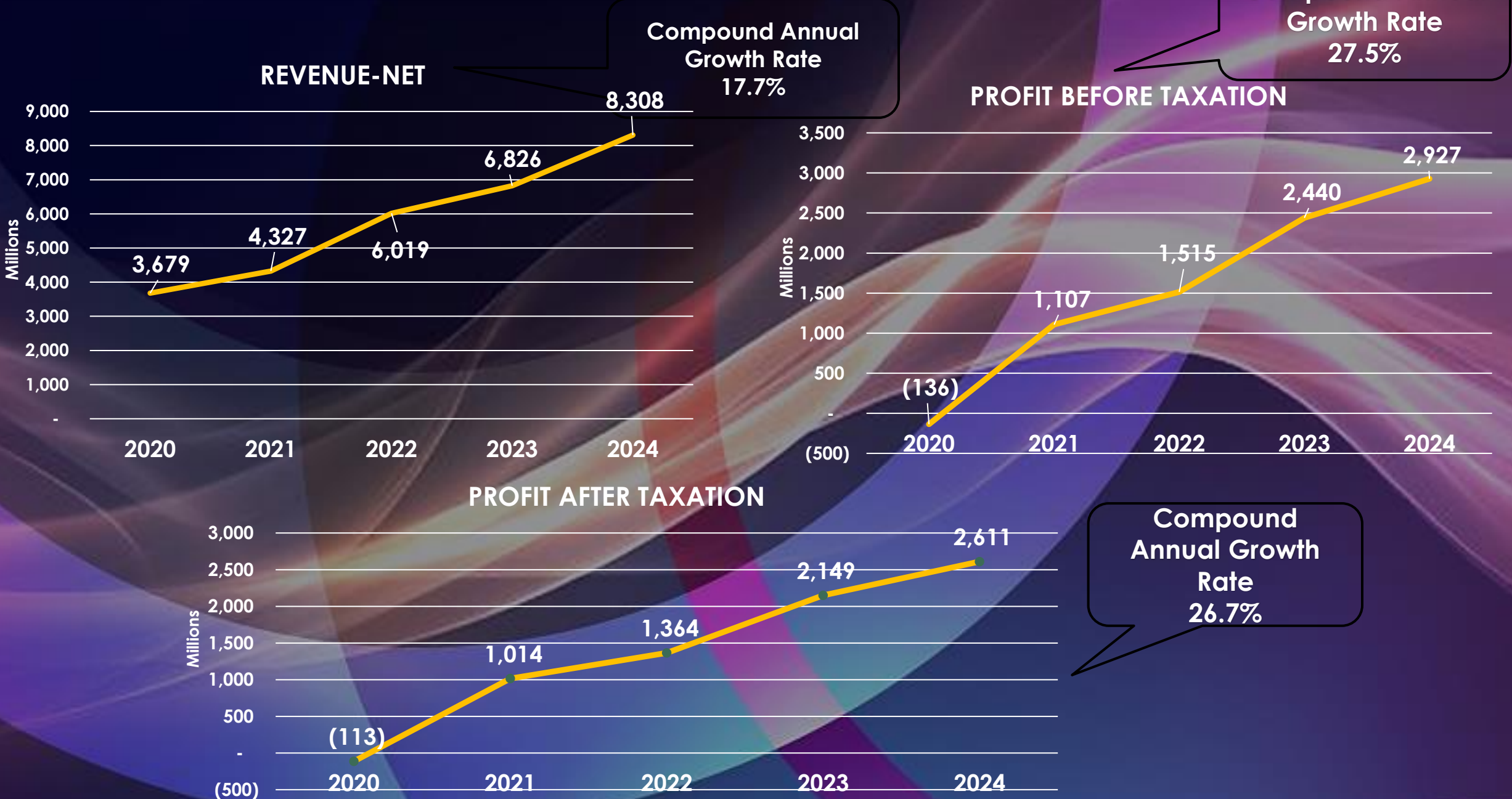
REVENUE STREAM



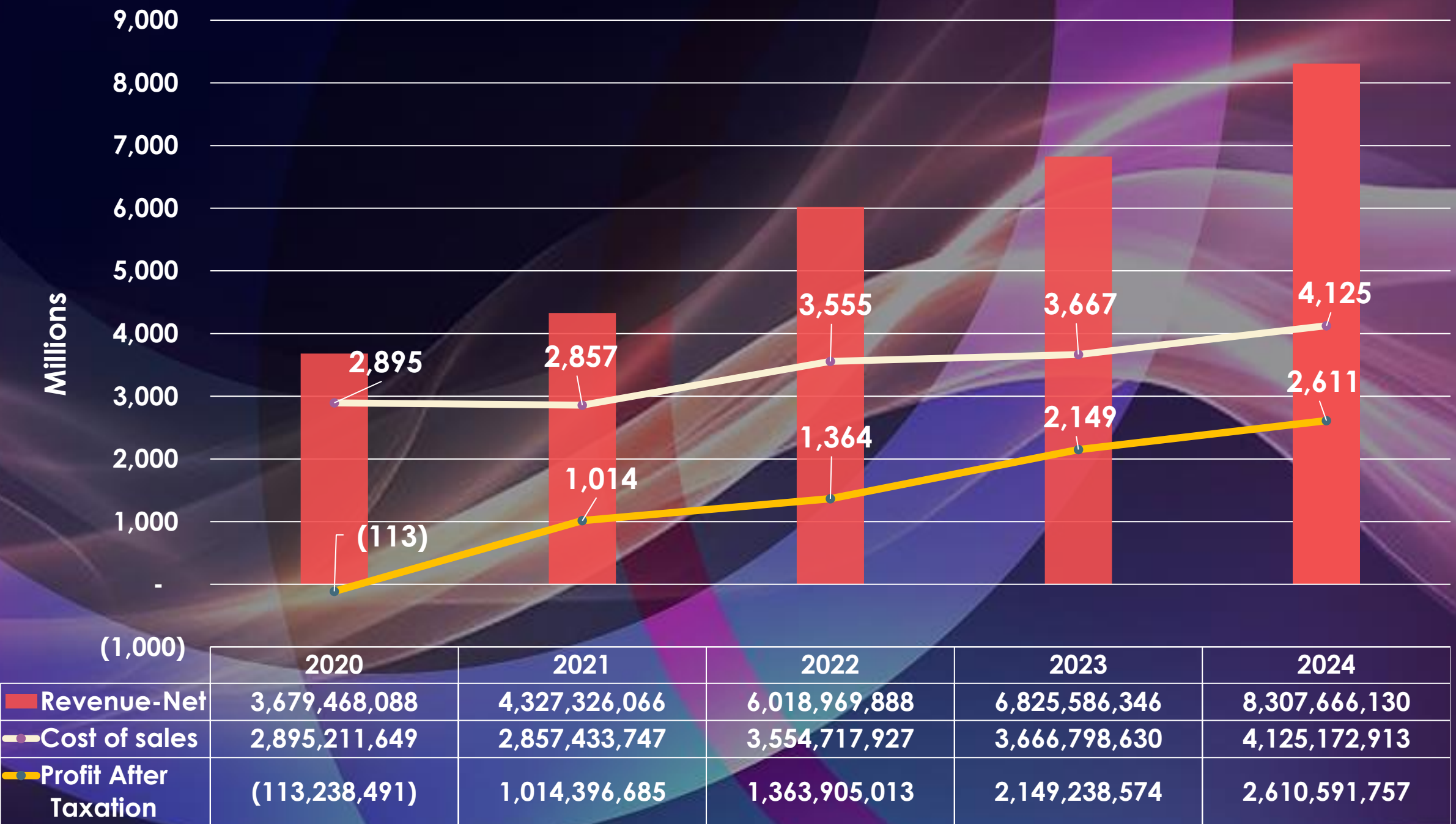
PACRA RATING:

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 – 5 YEAR CAGR:



HUM NETWORK LIMITED: SALES, COSTS & PROFITS AFTER TAX

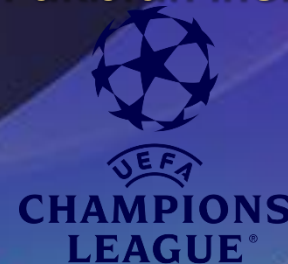


FUTURE PROSPECTS:



Ten Sports being a leading sports broadcasting channel continues to capitalize on key business opportunities by securing major broadcasting and media rights.

- ▶ 2-year coverage contract for ICC events and Champions Trophy 2025.
- ▶ 2.5-year media rights deal with the Pakistan Cricket Board (PCB) for bi-lateral home series.
- ▶ 7-year agreement for Cricket Australia's television media rights.
- ▶ 3-year television media rights deal with Cricket Ireland.
- ▶ Football events covering FIFA, UEFA Champions league, UEFA Europa League.
- ▶ Further, coverage of other sporting events popular in Pakistan including UFC, WWE and Esports.



DIGITAL MEDIA:

- ▶ The Digital Media division of HUM Network Limited continues to successfully sustain a robust presence across all major digital platforms.

QUESTIONS & ANSWERS SESSION

THANK YOU



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