

annual  
report  
2025

DEVELOPMENT  
& ACTION

PAKISTAN  
ADVERTISERS  
SOCIETY



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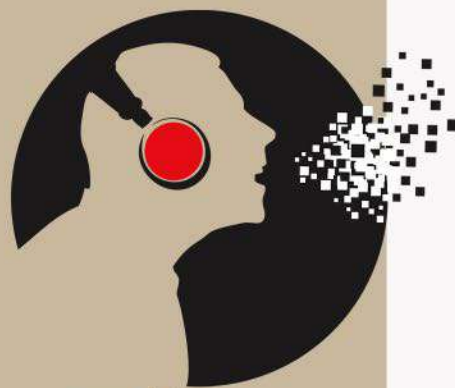
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# The Advertiser's Voice

The Collective Voice of Marketers

“our industry moves forward when we move forward together.”

## CHAIRPERSON'S VISION

W

e have continued to carry on the past year with clarity and as we looked ahead, our work was guided by our strategic pillars that we defined 3 years back.

- Driving industry capability and future-readiness
- Advocacy and self-regulation
- Capability building and recognition
- Deepening nationwide engagement and member value
- Thought leadership
- Building global linkages and elevating Pakistan's marketing voice internationally

These pillars have shaped our initiatives, partnerships, and priorities throughout 2025, ensuring that PAS remains relevant, responsive, and future-facing for the entire marketing and advertising community.

Two of our strongest initiatives; Effie Awards Pakistan and MADsemble, continue to stand tall as independent forces within PAS. As Effies continue to strengthen its position as the gold standard for marketing effectiveness, MADsemble too is now firmly established as Pakistan's flagship platform for ideas, learning and thought leadership. We continue to invest in these platforms and hopefully they will continue to grow as anchors of excellence for years to come.

For me personally, the defining highlight of this year was the launch of the CEO Circle, a forum designed to address the complex realities facing leadership today, especially with the rise of AI in every aspect of business. In an environment where CEOs are constantly navigating volatility while searching for new avenues of growth, we believe that 'marketing' can be a strong driver of growth, and the CEO Circle is PAS's commitment to fostering this alignment. It will serve as an ongoing, high-level forum connected to key initiatives and meaningful dialogue among top leaders.

As I reflect on the year, one message stands strong: our industry moves forward when we move forward together. PAS will continue to unite, amplify, and empower this community, because when we invest in each other, the entire ecosystem rises.

I extend my sincere gratitude to all Council members for their commitment, guidance, and belief in PAS's mission, and to the PAS management team for their dedication and hard work through the year.

Wishing everyone a prosperous, fulfilling and inspiring New Year.

May 2026 bring us closer to our shared ambitions.

*Farheen Salman*

Chairperson PAS & CEO, Ismail Foods



# OUR VISION





“as we evolve at such a high pace,  
so do the expectations from PAS”

## CEO'S MESSAGE

Like at the start of every year, we tried to make 2025 a defining year for PAS — building on what we have achieved in the past, trying to evolve as an organisation, playing a role in the marketing and advertising community, in an effort to a true collective voice for Pakistan's marketers. As the world continues to shift and transform at an unprecedented pace, PAS must remain at the centre of that change, as a catalyst, a convener, as a conversation starter, and a compass for what comes next to stay.

### A Year of Expansion, Collaboration & Relevance!

We are extremely ambitious in our approach. We want to stay relevant, deepen engagement, and lead with impact.

This year we strengthened our alliances, expanded our footprint across regions, and built platforms that brought marketers, agencies, and global partners under one roof. Whether through Effie Awards Pakistan, MADsemble, capability-building programmes, or industry research and advocacy, every initiative was designed to help marketers navigate with clarity and confidence.

This year marked a significant milestone with the expansion of the Effie Pakistan Jury to Dubai, a deliberate step to bring international marketers into our ecosystem, raise the bar of effectiveness, and benchmark Pakistan's work against global standards.

It was particularly gratifying to see that, through PAS's nominations, over 15 Pakistani professionals were selected to judge at prestigious global and regional Effie programmes like MENA, APAC, and Best of the Best. This exposure not only validates the strength and credibility of our talent, but also enriches their learning, sharpens their perspective, and expands their global professional networks.

We also introduced the PAS CEO Circle, a curated forum for senior industry leaders and their CMO's to engage in deeper dialogue, shape priorities, and collaboratively steer the future of Pakistan's marketing landscape.

*Contd...*



And of course, our partnership with Kotler Impact further strengthened our position globally, reaffirming our commitment to elevating Pakistan's marketing narrative and investing in the next generation of leaders.

Listening to the Industry and learning from them, one thing is clear: as we evolve at such a high pace, so do the expectations from PAS.

- **Marketers want deeper insights.**
- **They want capability-building that reflects today's realities.**
- **They want platforms for cross-industry learning.**
- **They want unity, collaboration, and a shared vision for the future.**

And they want all the help they can get from PAS.

Going Forward as we move into 2026, our purpose and commitment remain stronger than ever: to inspire a community of future-fit marketers and elevate Pakistan to a new era of marketing excellence.

#### ***A Note of Gratitude***

None of this would have been possible without the trust and support of our members, council, partners, volunteers, jury members, and the PAS team. I am deeply grateful to each one of you for your belief in our vision and mission and for standing with us as we continue shaping this industry together.

2025 was a year of momentum.  
2026 will be a year of acceleration.

Let's continue to create, collaborate, and chart the future of marketing together.

**Qamar Abbas**

CEO Pakistan Advertisers Society

KEY

KEY INITIATIVES >

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# MADsemble

In its 3rd year MADsemble 2025 brought together the brightest minds in marketing, advertising, and design for two days of bold ideas, honest conversations and future-focused inspiration. From global thought leaders to local changemakers, the summit explored creativity, purpose, innovation, AI, culture, and the evolving role of brands in society. With mini-workshops, keynote sessions, inspirational talks & immersive experiences, MADsemble '25 became a powerful platform where our industry connected, challenged norms, and imagined what's next.

**October '25  
KARACHI**

3 MAIN SESSIONS, 8 MINI WORKSHOPS  
6 INSPIRATIONAL, KEYNOTES, CASE STUDY PRESENTATIONS

## MAJOR TOPICS

INFLUENCER MARKETING  
THE NEW CREATOR ECONOMY  
CREATIVITY & DESIGN  
PURPOSE & SUSTAINABILITY  
SOCIAL COMMERCE

1st & 2nd  
October  
2025  
KARACHI

## BREAKOUTS

Our interactive mini-workshop style breakout session provided the participants with practical & actionable insights to take your work to the next level.



## EXPERIENCE ZONE

Immersive and Interactive, MADsemble had an area dedicated for marketing technology companies, content providers, etc. where you saw new ideas and innovative technology opening new horizon for marketing communication.

## MADlink Powered By Brella

BRELLA, our AI-powered app will allow attendees and sponsors to match for meaningful 1:1 meetings on a click

## OUR SPECIAL GIVEAWAYS

Knowledge is weightless, timeless, and sustainable— just like the MAD spirit.  
This year, we pivoted from physical giveaways to something more lasting: a collection of books and best practices that spark ideas, challenge perspectives and empower change.

PAS MARKETING SUMMIT

# MAD SEMBL





# SIM RGH A W A R D 2025

#BelieveInYou

Launched in 2023, the Simorgh Award celebrates two rising stars of 30 years or under- one from the field of marketing, and one from the arena of advertising, our young professionals who are redefining the future of marketing and advertising in Pakistan. Designed exclusively for individuals aged 30 and under, the award recognizes rising leaders who demonstrate exceptional creativity, integrity & impact within their organizations and the industry at large. More than an accolade, Simorgh serves as a platform to spotlight emerging talent, fuel their confidence, and create a community of future-ready marketers. Through this initiative, PAS continues its commitment to nurturing the next generation of industry trailblazers.



Winners of PAS Simorgh Award 2025

Mohsin Tariq of Spectrum Communications | Fatima Naeem Rathore of ZIL

# SIMORGH AWARD 2025



#BelieveInYou



SIMORGH JURY

## SIMORGH AWARDS





**CANNES YOU  
GET TO CANNES?**



Presents **PAKISTAN  
YOUNG LIONS  
COMPETITION**

The Pakistan Young Lions Competition continues to be one of PAS's flagship platforms for discovering and empowering the next generation of creative and strategic talent. In partnership with Cannes Lions, PYLC gives young professionals under 30 the opportunity to solve real-world brand challenges, showcase their creativity under pressure, and compete against global standards of excellence.

Each year, the competition attracts growing participation from agencies and brands, reflecting the industry's increasing commitment to nurturing young leadership.

Winners of PYLC go on to represent Pakistan at the Cannes Lions International Festival of Creativity, offering them a once-in-a-lifetime experience, international exposure, and access to the world's most prestigious creative stage.

PYLC is more than a competition, it is a transformative learning journey. Participants experience accelerated skill development, high-pressure problem-solving, cross-functional collaboration, and invaluable networking with senior professionals and industry leaders.

**A special shoutout to PSO for creating this platform that aims to produce rising stars who are contributing meaningfully to the creative and marketing ecosystem.**

dream . do . win



Presents

# PAKISTAN YOUNG LIONS COMPETITION

## YOU'VE ROARED!



dream . do . win

it looks  
good on you

20  
25



# effie AWARDS

PAKISTAN

## Effie Awards 2025

2025 was the 8th Year of Effies and it is showing strong growth, increased participation, more inclusive engagements and the gala night shines as the only award programme of marketing and advertising industry. It continues to uphold its reputation as the benchmark for marketing effectiveness, "awarding ideas that work". The programme once again reinforced PAS's commitment to driving a culture of accountability, learning, and effectiveness within the marketing and communications industry.

### Jury Chair

Syed Ali Akbar

### Grand Prix

Farq Parta Hai  
K-Electric

### Agency Network of the Year

Adcom Pvt. Ltd.

### Marketer of the Year

JAZZ

### Independent Agency of the Year

Alt Story

### PAS Lifetime Achievement Award

Sarfaraz A. Rehman

it looks  
good on you



# effie AWARDS

PAKISTAN

## Quick Facts



### TOP 3 CATEGORIES 2025



**SOCIAL MEDIA**  
27 entries



**POSITIVE CHANGE**  
Social Goods - Brands  
26 entries



**TOPICAL MARKETING**  
24 entries

### NEW PARTICIPATIONS

2024 vs 2025

**BRANDS:** +15%

**AGENCIES:** +3%









# OUR SPONSORS & PARTNERS

## effie AWARDS PAKISTAN

|  |  |   |   |
|--|--|---|---|
| <br>Title Sponsor                 | <br>Official Bakers      | <br>Style & Beauty Partner | <br>Style & Beauty Partner |
| <br>Celebration Partner           | <br>Official Tea Partner | <br>Hors D'oeuvres Partner | <br>Q-Commerce Partner     |
| <br>Official Insurance Partner | <br>Jury Sponsor      | <br>Gift Bag Partner     |   |

Effie Pakistan and PAS  
Thank all their Sponsors & Patners  
for their Support and Industry's Progress

|  |  |   |
|--|--|---|
| <br>Creative & Digital Partner  | <br>Print Media Partner         | <br>Digital Activation Partner |
| <br>Digital Publication Partner | <br>Digital Publication Partner | <br>Jury Session Partner       |

it looks  
good on you



### *Effie Workshop*

## **Case Craft – The Effie Way**

*A one-day workshop*

PAS introduced Case Craft – The Effie Way in Karachi and Lahore to help marketers better understand the Effie framework and strengthen their submissions. The workshop was fully interactive: participants first acted as jurors, judging real Effie cases to learn how evaluation and scoring work, and then applied those insights to craft their own cases. A quiz on the Effie judging process added a competitive element, with top winners from each city earning a spot on the actual Effie Jury.



it looks  
good on you

it looks  
good on you

20  
25



## Dubai Jury

This year, PAS expanded the Effie Pakistan programme by hosting a part of the Round 1 Jury Session in Dubai. The initiative aimed to enhance international participation, elevate evaluation standards, and establish a stronger regional footprint for Pakistan within the global Effie network. The Dubai Jury featured a diverse panel of local and international leaders, marking a proud milestone for the industry and positioning Pakistan more prominently on the regional stage.



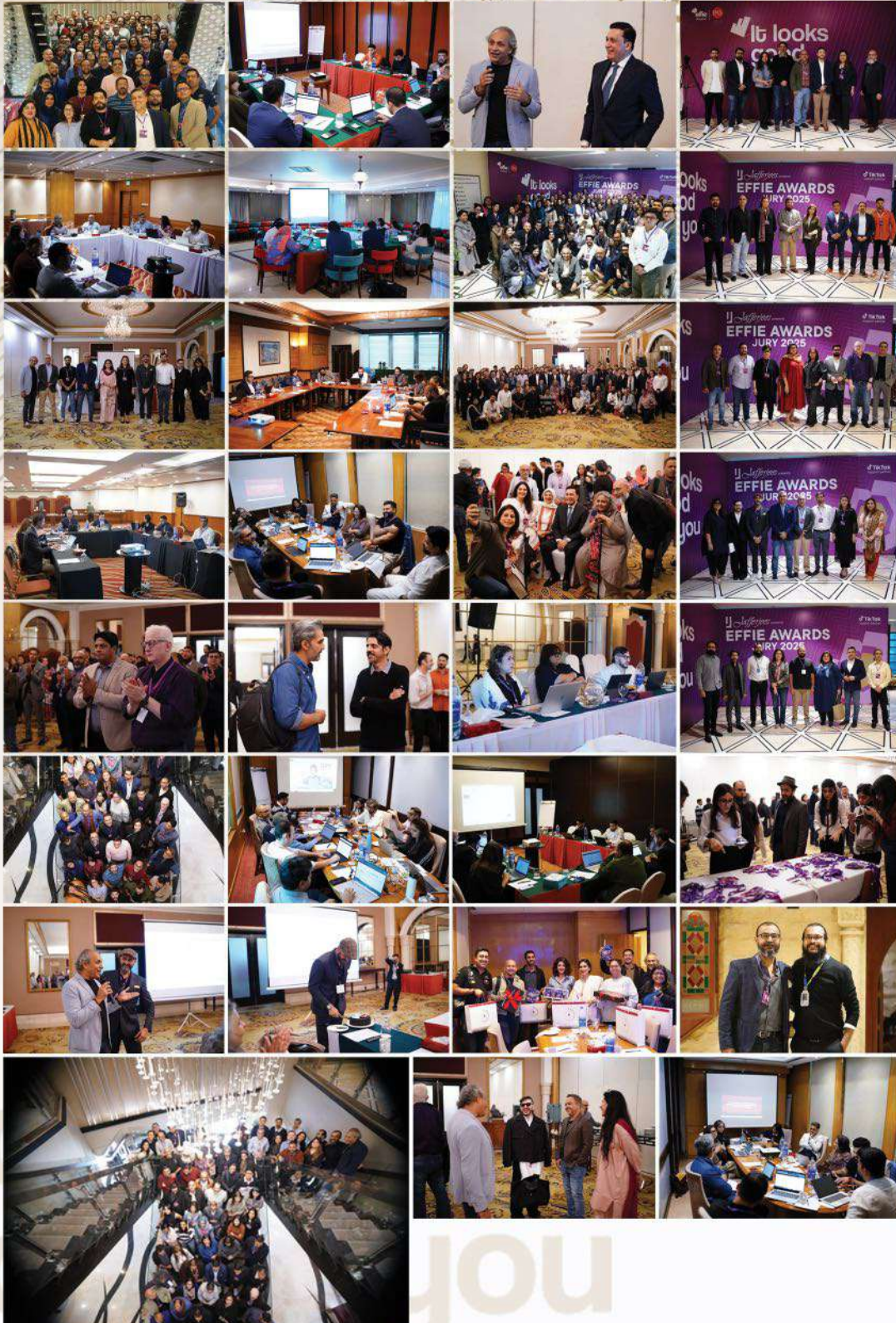
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20  
25



Karachi Jury



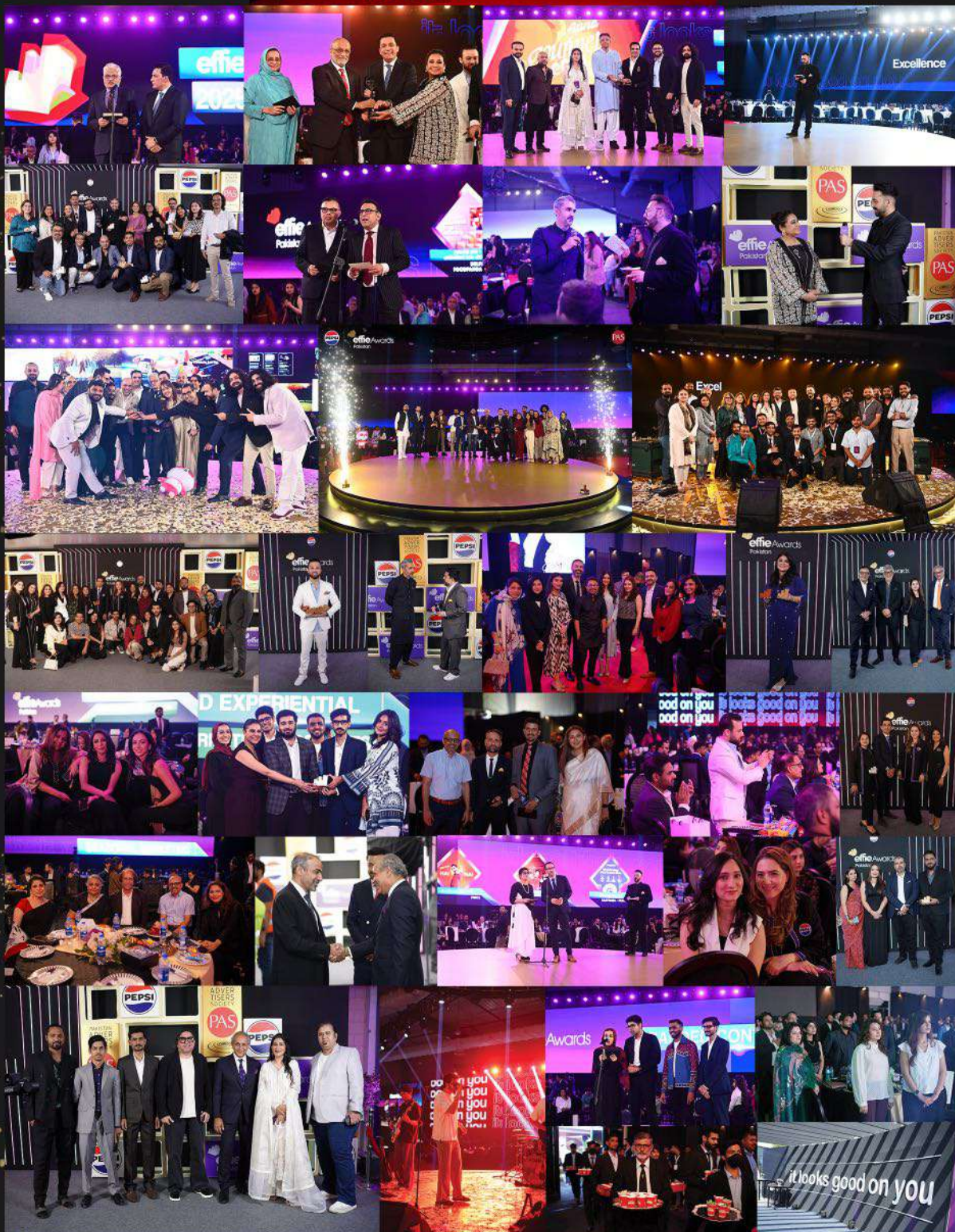
it looks  
good on you

2025



it looks  
good on you

20  
25



AWARD NIGHT



# CEO CIRCLE

The **PAS CEO Circle** was an invite-only platform that brought together Pakistan's top CEOs and CMOs to champion marketing as a key driver of business growth. The Circle aims to place marketing at the core of growth strategy and addressing industry-wide challenges through collaboration, evidence-based decision making and shared accountability. The first session focused on three critical pillars — **Research, Purpose and Capability...** *but most importantly, to discuss key marketing and brand challenges that CEOs will help define as priority areas to drive industry-wide progress.*

## OUR OBJECTIVE:

*"To drive business through consumer-led purposeful brand growth"*

## CORE VALUES OF THE CIRCLE:

- **Collaborative:** Build collaboration across industry to reach a common goal.
- **Scientific:** Everything we do will be evidence based.
- **Impact:** Strive to have a real impact and influence on business.

**OUTCOME DRIVEN FRAMEWORK:** *Action oriented, resulting in tangible initiatives jointly led by PAS and the marketing team.*

Each area of focus will be treated as a long term initiative, with:

- *Clear KPIs for measuring progress*
- *PAS to serve as the central hub for coordination, progress tracking and industry alignment.*

*We strongly feel that this will lay the foundation to discuss and initiate critical projects that hold us back to do great work and create real business impact.*



# CEO CIRCLE



# RESEARCH REPORTS

## INFLUENCER MARKETING BLUEPRINT



### *PAS and Oula Publish Pakistan's First Influencer Marketing Blueprint*

By 2025, influencer marketing has matured into a mainstream, data-driven marketing discipline. It is no longer about chasing followers or short-term buzz. It is a critical driver of cultural presence, brand trust, and commerce. As the discipline reaches a new level of maturity, the challenge ahead for marketers is clear: combine creativity with scale, local nuance with global coordination and authenticity with measurable impact.

This blueprint is designed to help brand owners navigate this evolving landscape with greater clarity, responsibility, and efficiency. It aims to reduce the guesswork of trial-and-error approaches, foster more effective and scalable influencer strategies, and provide benchmarks to assess performance against local and global peers.



# RESEARCH REPORTS

## THE 2026 PAKISTAN MEDIA BUDGETS SURVEY



PAS in partnership with Ebiquity and the World Federation of Advertisers (WFA), released 2026 Media Budgets Survey for Pakistan revealing significant shifts in advertiser priorities and media investment strategies for 2026.

**ebiquity**



World Federation  
of Advertisers

This report offers a comprehensive snapshot of the evolving media landscape in Pakistan and is part of a wider global initiative with surveys conducted across 17 individual markets to create and compare local benchmarks, aiding the planning and evaluation processes of marketers around the world.

The global 2026 Media Budgets Survey includes a total of 518 responses representing a total annual advertising budget of more than \$13.7bn.



# INDUSTRY ENGAGEMENTS



## CHAIRPERSON'S DINNER

PAKISTAN  
ADVERTISERS  
SOCIETY



# INDUSTRY ENGAGEMENTS

## NORTH DINNER

PAKISTAN  
ADVERTISERS  
SOCIETY



# INDUSTRY ENGAGEMENTS

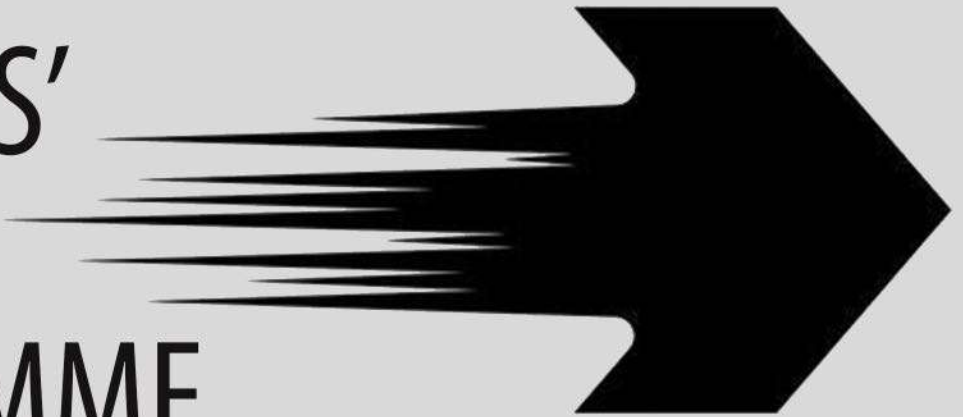
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PAKISTAN  
ADVERTISERS  
SOCIETY



# OUR SERVICES

## MEMBERS' BENEFIT PROGRAMME



PAS offers a comprehensive member's benefit programme for its members with educational, technical and advisory services. These are useful in day-to-day conduct of marketing, advertising and media function, will help establish and standardize best practices and nurture professionalism with the ultimate aim to raise the standard of marketing and advertising communication, making it more effective and rewarding.

PAS is also very sensitive to the unparalleled challenges our members are facing currently. We are equipping ourselves to help the members through these times and bring to them some additional portfolio of services to remain updated with the happenings of the marketing and advertising world.

# OUR SERVICES



**ADVOCACY & INDUSTRY INITIATIVES**

**REGULATORY ASSISTANCE**

**ARBITRATION**

**LEGAL ADVISORY SERVICES**

**AD CONTENT REVIEW**

**INDUSTRY RESEARCH PROJECTS**

**PROFESSIONAL ADVANCEMENT PROGRAMME**

**BEST PRACTICE TOOLKITS**

**BENCHMARKING / SURVEYS**

**ONLINE RESOURCE CENTRE**

**EFFIE AWARDS**

**MEMBERS' FORUM AND NETWORKING**

**HELP DESK**

# INDUSTRY GROUPS

## APPELLATE FORUM

The objective of the committee is to hear and resolve complaints against TAM provide in matters of panel interference, data validity, etc. The committee comprises of representatives from PAS and PEMRA. The following PAS members sit on the committee:

### **Farheen Salman**

*Chairperson, PAS  
CEO Ismail Foods.*

### **Asif Aziz**

*Council Member, PAS  
Chief Commercial Officer, JAZZ.*

## JOINT INDUSTRY REGULATORY COMMITTEE (JIRC)

A joint industry committee of all the industry stakeholders to govern Television Audience Measurement (TAM) Ratings in Pakistan. Chaired by an independent Chairman, the objective of the committee is to oversee the entire working of TAM to ensure the reliability and credibility of the data.

Alongside representation from PEMRA, Broadcasters and Media Agencies, PAS is represented by the following members:

### **Humayun Shaikh**

*Director Marketing, Shan Foods*

### **Fahad Saleem**

*Chief Commercial & Marketing Officer, P&G*

### **Qamar Abbas**

*Chief Executive Officer, PAS*

# COUNCIL MEMBERS

PAKISTAN  
ADVERTISERS  
SOCIETY



**Farheen Salman**  
Chairperson PAS  
CEO, Ismail Foods



**ASIF AZIZ**  
Vice Chairman PAS  
President, JAZZ Business



**HUMAYUN SHAIKH**  
General Secretary PAS  
Director Marketing, Shan Foods



**QAMAR ABBAS**  
CEO PAS



**ALI RASHID (TREASURER)**  
Sr. Director Marketing  
National Foods



**AMMAD DANISH**  
General Manager  
Home Care  
Unilever Pakistan



**FUAD GHAZANFAR**  
Chief Marketing &  
Communication Officer  
Nestle Pakistan



**HASSAAN SHERWANI**  
(Regional Chair)  
Group Strategy Officer  
Saigol Group



**M. FAHAD SALEEM**  
Chief Marketing Officer  
P&G



**NAUMAN KHAN**  
CEO, Pakistan & VP West Asia  
North Africa, Foods  
Dabur International



**RAHEEL YOUSUF**  
CMO  
Bank Alfalah



**SHAHZAIN MUNIR**  
Executive Director  
EBM



**SYED USMAN QAISER**  
Chief Marketing Officer  
J. (U&I Group)



**DR. ZEELAF MUNIR**  
(Council Member, Emeritus)  
Managing Director & CEO  
EBM

# OUR MEMBERS

|   |   |   |  |   |
|---|---|---|--|---|
|    | <br>Bank Alfalah |    |   |    |
|    |                  |    |    |    |
|    |                  |    |    |    |
|    |                  |    |    |    |
|   |                 |  |  |   |
|  |                |  |  |  |
|   |                |  |  |   |



**PEPSICO**

**L'ORÉAL**  
GROUPE



**ZIL**  
LIMITED

WELCOME TO OUR NEW MEMBERS

# OUR MISSION

Be a unifying force  
that amplifies the  
collective voice of marketers,  
drives innovation,  
enhances capabilities and  
encourages responsible practices.

*We inspire a community of future fit marketers!*

MISSION:  
  
IMPOSSIBLE

A FILM BY PAS

FINANCE

POVOOps



FINANCIAL  
STATEMENT  
2024 - 25

# PAKISTAN ADVERTISERS SOCIETY

## STATEMENT OF FINANCIAL POSITION

**AS AT JUNE 30, 2025**

|                                       | Note | 2025<br>Rupees | 2024<br>Rupees |
|---------------------------------------|------|----------------|----------------|
| <b>ASSETS</b>                         |      |                |                |
| <b>NON-CURRENT ASSETS</b>             |      |                |                |
| Property and equipment                | 4    | 8,763,635      | 8,963,168      |
| Intangible assets                     | 5    | 57,772         | 77,029         |
| Long term deposits                    | 6    | 2,386,810      | 2,386,810      |
|                                       |      | 11,208,217     | 11,427,007     |
| <b>CURRENT ASSETS</b>                 |      |                |                |
| Subscription receivable               | 7    | 17,804,089     | 13,843,973     |
| EFFIE awards receivable               | 8    | 30,044,789     | 35,616,086     |
| Advances and prepayments              | 9    | 6,031,093      | 3,750,066      |
| Tax refunds due from government       | 10   | 20,110,735     | 13,520,557     |
| Taxation net                          | 11   | 10,273,565     | 5,957,083      |
| Cash and bank balance                 | 12   | 97,716,973     | 92,046,432     |
|                                       |      | 181,981,243    | 164,734,197    |
| <b>TOTAL ASSETS</b>                   |      | 193,189,460    | 176,161,204    |
| <b>LIABILITIES</b>                    |      |                |                |
| <b>CURRENT LIABILITIES</b>            |      |                |                |
| Creditors, accrued and other payables | 13   | 35,276,172     | 39,589,639     |
| <b>NET ASSETS</b>                     |      | 157,913,288    | 136,571,564    |
| <b>REPRESENTED BY:</b>                |      |                |                |
| <b>FUNDS</b>                          |      |                |                |
| General fund                          |      | 157,913,288    | 136,571,564    |
| <b>CONTINGENCIES AND COMMITMENTS</b>  | 14   |                |                |

The annexed notes from 1 to 26 form an integral part of these financial statements.

PAKISTAN ADVERTISERS SOCIETY

STATEMENT OF INCOME AND EXPENDITURE

FOR THE YEAR ENDED ON JUNE 30, 2025

|  | Note | Reclassified<br>2025<br>Rupees | Reclassified<br>2024<br>Rupees |
|--|------|--------------------------------|--------------------------------|
| <b>INCOME</b>                              |      |                                |                                |
| Subscription income-net                    | 15   | 31,071,393                     | 29,291,088                     |
| EFFIE awards income                        | 16   | 126,603,398                    | 111,220,700                    |
| Training, conference and toolkits receipts | 17   | 36,902,523                     | 43,858,718                     |
|  |      | 194,577,314                    | 184,370,506                    |
| <b>EXPENDITURE</b>                         |      |                                |                                |
| EFFIE awards expense                       | 18   | 87,928,913                     | 69,479,068                     |
| Training, conference and toolkits expenses | 19   | 47,778,655                     | 49,831,475                     |
| Administrative and general expenses        | 20   | 27,894,718                     | 24,585,989                     |
| Ijarah rental                              |      | 1,959,948                      | 1,934,434                      |
|  |      | 165,562,234                    | 145,830,967                    |
| Other income                               | 21   | 1,134,247                      | -                              |
| Surplus before taxation                    |      | 30,149,327                     | 38,539,539                     |
| Taxation                                   | 22   | (8,807,603)                    | (11,294,216)                   |
| Surplus for the year                       |      | 21,341,724                     | 27,245,323                     |

The annexed notes from 1 to 26 form an integral part of these financial statements.

PAKISTAN ADVERTISERS SOCIETY

STATEMENT OF CHANGES IN FUND

FOR THE YEAR ENDED ON JUNE 30, 2025

|   | Fund<br>Rupees |   |            |
|---|----------------|---|------------|
| Balance as at July 1, 2022              | 87,790,804     | Balance as at July 1, 2021                | 58,584,582 |
| Total comprehensive income for the year |                | Total comprehensive income for the period |            |
| Surplus for the year                    | 21,535,437     | Surplus for the period                    | 29,206,222 |
| Other comprehensive income              | -              | Other comprehensive income                | -          |
|   | 21,535,437     |   | 29,206,222 |
| Balance as at June 30, 2023             | 109,326,241    | Balance as at June 30, 2022               | 87,790,804 |
| Balance as at July 1, 2023              | 109,326,241    |   |            |
| Total comprehensive income for the year |                |   |            |
| Surplus for the year                    | 27,245,323     |   |            |
| Other comprehensive income              | -              |   |            |
|   | 27,245,323     |   |            |
| Balance as at June 30, 2024             | 136,571,564    |   |            |
| Balance as at July 1, 2024              | 136,571,564    |   |            |
| Total comprehensive income for the year |                |   |            |
| Surplus for the year                    | 21,341,724     |   |            |
| Other comprehensive income              | -              |   |            |
|   | 21,341,724     |   |            |
| Balance as at June 30, 2025             | 157,913,288    |   |            |

The annexed notes from 1 to 26 form an integral part of these financial statements.

|  | Note | 2025<br>Rupees | 2024<br>Rupees |
|--|------|----------------|----------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES</b>                      |      |                |                |
| Surplus before taxation  |      | 30,149,327     | 38,539,539     |
| Adjustment for:  |      |                |                |
| Depreciation   | 4    | 2,406,037      | 2,418,234      |
| Amortisation   | 5    | 19,257         | 25,676         |
| Gain on disposal of fixed asset                                  |      | -              | -              |
|  |      | 2,425,294      | 2,443,911      |
| Decrease / (increase) in current assets                          |      |                |                |
| Subscription receivable  |      | (3,960,116)    | (3,717,081)    |
| Other receivables  |      | 5,571,298      | 17,229,332     |
| Advance, deposit and prepayment                                  |      | (2,281,027)    | 2,527,027      |
|  |      | (669,845)      | 16,039,277     |
| Increase in current liabilities                                  |      |                |                |
| Creditors, accrued expenses and other payables                   |      | (4,313,467)    | 19,826,915     |
| Cash generated / (used in) from operations                       |      | 27,591,309     | 76,849,642     |
| Income tax paid  |      | (19,714,263)   | (17,416,915)   |
| Net cash Inflows / (used in) generated from operating activities |      | 7,877,046      | 59,432,727     |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES</b>                      |      |                |                |
| Purchase of fixed assets   |      | (2,206,505)    | (977,740)      |
| Proceeds from disposal of fixed assets                           |      | -              | -              |
| Net cash used in investing activities                            |      | (2,206,505)    | (977,740)      |
| Net increase / (decrease) in cash and cash equivalents           |      | 5,670,541      | 58,454,987     |
| Cash and cash equivalents at the beginning of the year           |      | 92,046,432     | 33,591,444     |
| Cash and cash equivalents at the end of the year                 |      | 97,716,973     | 92,046,432     |

The annexed notes from 1 to 26 form an integral part of these financial statements.

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**1 LEGAL STATUS AND NATURE OF BUSINESS**

Pakistan Advertisers Society (the Society) was formed in 1996 under the Societies Registration Act, 1860. The principal activity of the Society is to represent the common interest of advertisers towards the advertising industries, its bodies and the Government. The registered office of the Society is situated at Office 403, 4th Floor, Clifton Diamond, Block 4, Clifton, Karachi

**2 BASIS OF PREPARATION**

**2.1 Statement of compliance**

These financial statements have been prepared in accordance with accounting and reporting standards as applicable in Pakistan which comprise of Accounting and Financial Reporting Standards for Small and medium Sized Entities (SMEs) applicable to non-corporate entities and Accounting Standards for Not for Profit Organization (NPOs) and issued by the Institute of Chartered Accountants of Pakistan (ICAP).

**2.2 Basis of measurement**

These financial statements have been prepared under the historical cost basis.

**2.3 Functional and presentation currency**

These financial statements are presented in Pakistani rupee ("Rupees" or "Rs."), which is the functional currency of the Society.

**3 MATERIAL ACCOUNTING POLICY INFORMATION**

The material accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the periods presented, unless otherwise stated.

**3.1 Property and Equipment**

Items of property and equipment are measured at cost less accumulated depreciation and accumulated impairment losses, if any.

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**Subsequent expenditure**

Subsequent expenditure is capitalized only if it is probable that the future economic benefits associated with the expenditure will flow to the Society. The carrying amount of the part so replaced is derecognised. The costs relating to day-to-day servicing of property and equipment are recognised in statement of income and expenditure as incurred.

**Depreciation**

Depreciation is calculated using the reducing balance method and is recognised in the statement of income and expenditure. The estimated rates are disclosed in the financial statements. Depreciation on additions is charged from the month the asset is available for use up to the month prior to the month of disposal.

**Disposal**

Any gain or loss on disposal of an item of property and equipment is recognised in statement of income and expenditure.

**Impairment**

The Society assesses at each reporting date whether there is any indication that the assets may be impaired. If such indications exist, the carrying amounts of such assets are reviewed to assess whether they are recorded in excess of their recoverable amounts. Where carrying values exceed the respective recoverable amount, assets are written down to their recoverable amounts and the resulting impairment charge is recognized in the statement of income and expenditure.

**3.2 Intangible Asset**

Intangible asset are stated at cost less accumulated amortization and impairment losses, if any.

**Subsequent expenditure**

Subsequent expenditure on intangible asset is capitalised only when it increase the future economic benefits embodied in the specific assets to which it relates. All other expenditure are expensed out as incurred.

**Amortization**

Amortization is charged to statement of profit or loss on a reducing balance basis over the estimated useful lives of intangible assets unless such lives are indefinite. Amortization on additions to intangible assets is charged from the date of use and discontinued from the date the asset is retired.

**3.3 Subscription and EFFIE awards receivables**

Subscription and Effie awards receivables are recognized initially at original invoice value less provision for any irrecoverable amounts. The Society is required to recognize allowance for doubtful debts when recovery of the amount is no longer probable. Bad debts are written off when considered irrecoverable.

**3.4 Provisions**

A provision is recognized in the statement of financial position when the Society has a present legal or constructive obligation as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of obligation. Provisions are reviewed at each balance sheet date and adjusted to reflect current best estimate.

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**3.5 Contingent Liability**

A contingent liability is disclosed when the School has a possible obligation as a result of past events, whose existence will be confirmed only by occurrence or non-occurrence, of one or more uncertain future events not wholly within the control of the School; or the School has a present legal or constructive obligation that arises from past events, but it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation, or the amount of the obligation cannot be measured with sufficient reliability.

**3.6 Advances and prepayments**

These are initially recognised at cost, which is the fair value of the consideration given. Subsequent to initial recognition assessment is made at each reporting date to determine whether there is an indication that assets may be impaired. If such indication exists, the estimated recoverable amount of that asset is determined and any impairment loss is recognised for the difference between the recoverable amount and the carrying value.

**3.7 Creditors, accrued and other payables**

Liabilities for creditors, accrued and other payables are carried at cost which is the fair value of the consideration to be paid in the future for goods and services received, whether or not billed to the Society.

**3.8 Revenue recognition**

Revenue from services is recognized as income as and when the related services are provided. The Society derives income from subscriptions, EFFIE Awards, and training, conferences and toolkits.

Subscription income is received annually in advance, generally in July, and is recognized evenly over the subscription period from July to June, with any portion relating to future periods treated as advance from customers.

Income from EFFIE Awards and from training, conferences and toolkits is recognized when participants apply and register through the designated software platform. Amounts received in advance for services relating to subsequent financial years are classified as advances from customers and recognized as income in the period to which they pertain.

**3.9 Cash and cash equivalents**

Cash and cash equivalents are carried in the statement of financial position at cost. For the purposes of statement of cash flows, cash and cash equivalents consist of cash in hand and balances with banks in current accounts.

**3.10 Foreign currency transactions**

Transactions in foreign currencies are translated to Pakistani Rupees at exchange rates at the date of the transactions.

Monetary assets and liabilities denominated in foreign currencies are translated to Pakistani Rupees at the exchange rates at the reporting date. Non-monetary assets and liabilities that are measured at fair value in foreign currency are translated to Pakistani Rupees at the exchange rate when the fair value was determined. Foreign currency differences are recognised in the statement of income and expenditure.

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**3.11 Taxation**

**Income Tax**

Provision for current taxation is based on taxable income at the enacted or substantively enacted rates of taxation after taking into account available tax credits and rebates, if any.

**Sales tax**

Expenses and assets are recognised net of the amount of sales tax, except:

When the sales tax incurred on a purchase of goods or services is not recoverable from the taxation authority, in which case, the sales tax is recognised as part of the cost of acquisition of the goods or as part of the expense item, as applicable; or

When receivables and payables include amount of sales tax, the net amount of sales tax recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the statement of financial position.

**3.12 Ijarah financing**

Leased assets which are obtained under Ijarah agreement are not recognized in the Society's financial statements and are treated as and operating lease. Ijarah payments made under Ijarah are charged to income and expenditure account on a straight line basis over the Ijarah term unless another systematic basis is representative of time pattern of the user's benefit even if the payment are not on that basis.

**3.13 Critical accounting estimates and judgments**

The preparation of financial statements in conformity with the accounting and reporting standards as applicable in Pakistan requires management to make judgments, estimates and assumptions that effect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about carrying values of assets and liabilities that are not readily apparent from the other sources. Actual results may differ from these estimates.

The estimates and assumptions are reviewed on an ongoing basis. Revision to accounting estimates are recognized in the period in which the estimates are revised if the revision affects only that period, or in the period of revision or future periods if the revision affects both current and future periods, The areas involving a higher degree of judgment or complexity, or areas where assumptions and estimates are significant to the financial statements are as follows:

- determining the residual values and useful lives of operating fixed assets
- determining the residual values and useful lives of intangible assets
- determining the indications of impairment of operating fixed assets
- Provisions
- Contingent liability

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**4 PROPERTY AND EQUIPMENT**

| Description | Office equipments  | Furniture and fittings | Computer and accessories | Vehicles | Total |
|-------------|--------------------|------------------------|--------------------------|----------|-------|
|             |                    |                        |                          |          |       |
|             | ----- Rupees ----- |                        |                          |          |       |

**Net carrying value basis**  
**year ended June 30, 2025**

|                                  |                  |                |                  |                  |                  |
|----------------------------------|------------------|----------------|------------------|------------------|------------------|
| Opening net book value           | 835,781          | 731,174        | 2,046,554        | 5,349,659        | 8,963,168        |
| Additions (at cost)              | 1,327,030        | -              | 879,474          | -                | 2,206,504        |
| Depreciation charge for the year | (413,096)        | (146,235)      | (776,774)        | (1,069,932)      | (2,406,037)      |
| <b>Closing net book value</b>    | <b>1,749,715</b> | <b>584,939</b> | <b>2,149,254</b> | <b>4,279,727</b> | <b>8,763,635</b> |

**Gross carrying value basis**  
**year ended June 30, 2025**

|                               |                  |                |                  |                  |                  |
|-------------------------------|------------------|----------------|------------------|------------------|------------------|
| Cost                          | 3,657,122        | 4,797,501      | 4,880,882        | 7,334,500        | 20,670,005       |
| Accumulated depreciation      | (1,907,406)      | (4,212,562)    | (2,731,628)      | (3,054,773)      | (11,906,370)     |
| <b>Closing net book value</b> | <b>1,749,715</b> | <b>584,939</b> | <b>2,149,254</b> | <b>4,279,727</b> | <b>8,763,635</b> |

Depreciation rate  
 (% per annum)

|     |     |     |     |
|-----|-----|-----|-----|
| 20% | 20% | 30% | 20% |
|-----|-----|-----|-----|

**Net carrying value basis**  
**year ended June 30, 2024**

|                                  |                |                |                  |                  |                  |
|----------------------------------|----------------|----------------|------------------|------------------|------------------|
| Opening net book value           | 648,173        | 913,967        | 2,154,448        | 6,687,074        | 10,403,662       |
| Additions (at cost)              | 333,940        | -              | 643,800          | -                | 977,740          |
| Depreciation charge for the year | (146,332)      | (182,793)      | (751,694)        | (1,337,415)      | (2,418,234)      |
| <b>Closing net book value</b>    | <b>835,781</b> | <b>731,174</b> | <b>2,046,554</b> | <b>5,349,659</b> | <b>8,963,168</b> |

**Gross carrying value basis**  
**year ended June 30, 2024**

|                               |                |                |                  |                  |                  |
|-------------------------------|----------------|----------------|------------------|------------------|------------------|
| Cost                          | 2,330,092      | 4,797,501      | 4,001,408        | 7,334,500        | 18,463,501       |
| Accumulated depreciation      | (1,494,310)    | (4,066,327)    | (1,954,855)      | (1,984,841)      | (9,500,333)      |
| <b>Closing net book value</b> | <b>835,781</b> | <b>731,174</b> | <b>2,046,554</b> | <b>5,349,659</b> | <b>8,963,168</b> |

Depreciation rate  
 (% per annum)

|     |     |     |     |
|-----|-----|-----|-----|
| 20% | 20% | 30% | 20% |
|-----|-----|-----|-----|

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

|          |  | 2025                 | 2024              |
|----------|--|----------------------|-------------------|
|          | Note   | ----- (Rupees) ----- |                   |
| <b>5</b> | <b>INTANGIBLE ASSETS</b>   |                      |                   |
|          | <b>Net carrying value basis</b>  |                      |                   |
|          | Opening net book value   | 77,029               | 102,705           |
|          | Amortization charge for the year   | (19,257)             | (25,676)          |
|          | Closing net book value   | <u>57,772</u>        | <u>77,029</u>     |
|          | <b>Gross carrying value basis</b>  |                      |                   |
|          | Cost   | 432,800              | 432,800           |
|          | Accumulated amortization   | (375,028)            | (355,771)         |
|          | <b>Net book value</b>  | <u>57,772</u>        | <u>77,029</u>     |
|          | Amortization rate per annum  | <u>25%</u>           | <u>25%</u>        |
| <b>6</b> | <b>LONG TERM DEPOSIT</b>   |                      |                   |
|          | Security deposit   | 125,000              | 125,000           |
|          | Advance for purchase of vehicle  | 2,261,810            | 2,261,810         |
|          |  | <u>2,386,810</u>     | <u>2,386,810</u>  |
| 6.1      | This represents fixed security deposit against the premises taken on rent.   |                      |                   |
| 6.2      | This represents advance paid against ijarah agreement in respect of vehicle. |                      |                   |
| <b>7</b> | <b>SUBSCRIPTION RECEIVABLE</b>   |                      |                   |
|          | <b>Unsecured - considered good</b>   |                      |                   |
|          | Subscription receivable  | 17,804,089           | 13,843,973        |
| 7.1      | Subscription receivable 2025   | 11,148,756           | -                 |
|          | Subscription receivable 2024   | 3,722,474            | 10,794,809        |
|          | Subscription receivable 2023   | 2,932,859            | 3,029,344         |
|          | Subscription receivable 2022   | -                    | 19,820            |
|          |  | <u>17,804,089</u>    | <u>13,843,973</u> |
| <b>8</b> | <b>EFFIE AWARDS RECEIVABLE</b>   |                      |                   |
|          | <b>Unsecured - considered good</b>   |                      |                   |
|          | Effie awards receivables   | 30,044,789           | 35,616,086        |
| 8.1      | Effie awards 2025  | 21,518,990           | -                 |
|          | Effie awards 2024  | 1,444,140            | 23,038,073        |
|          | Effie awards 2023  | 1,409,675            | 3,142,950         |
|          | Effie awards 2022  | -                    | 203,400           |
|          | Effie awards 2021  | 1,107,400            | 1,107,400         |
|          | Effie awards 2020  | 124,300              | 245,775           |
|          | Other receivables  | 4,440,284            | 7,878,489         |
|          |  | <u>30,044,789</u>    | <u>35,616,086</u> |

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**9 ADVANCES AND PREPAYMENTS**

|   |                  |                  |
|---|------------------|------------------|
| Advance against event expenses          | 1,187,100        | 220,000          |
| Pearl continental hotel karachi         | -                | -                |
| Simorgh award                           | 220,000          | 220,000          |
| Babelfish Consultancy                   | 1,357,000        | -                |
| MAD semble annual conference            | 1,013,126        | 1,102,452        |
| World Federation Advertising annual fee | -                | 565,798          |
| Prepaid rent                            | 1,806,000        | 1,641,816        |
| Others                                  | 447,867          | -                |
|   | <u>6,031,093</u> | <u>3,750,066</u> |

**10 TAX REFUNDS DUE FROM GOVERNMENT**

|                       |                   |                   |
|-----------------------|-------------------|-------------------|
| Income tax refundable | <u>20,110,735</u> | <u>13,520,557</u> |
|-----------------------|-------------------|-------------------|

**11 TAXATION NET**

|                        |                   |                  |
|------------------------|-------------------|------------------|
| Advance tax            | 19,081,168        | 17,251,299       |
| Provision for taxation | (8,807,603)       | (11,294,216)     |
|                        | <u>10,273,565</u> | <u>5,957,083</u> |

**12 CASH AND BANK BALANCES**

|                      |                   |                   |
|----------------------|-------------------|-------------------|
| Cash in hand         | 347,622           | 101,410           |
| Cash at banks        |                   |                   |
| Current account-SCB  | 16,380,545        | 91,920,326        |
| Current account-BAHL | 30,964,110        | 24,696            |
| Current account-UBL  | 24,696            |                   |
| BAHL-TDR             | 50,000,000        |                   |
|                      | <u>97,716,973</u> | <u>92,046,432</u> |

**13 CREDITORS, ACCRUED AND OTHER PAYABLES**

|   |                   |                   |
|---|-------------------|-------------------|
| Expenses due against EFFIE award          | 10,494,138        | 13,905,695        |
| Expenses due against Madsemble Conference | 9,803,335         | -                 |
| World Federation Advertising annual fee   | 617,048           | 554,732           |
| Accrued liabilities                       | 2,693,360         | 4,867,827         |
| Legal and professional fee payable        | 392,887           | 480,046           |
| Salary Payable                            | -                 | 2,797,970         |
| Bonus payable                             | 8,378,858         | 6,499,950         |
| Withholding tax payable                   | 2,896,546         | 4,816,093         |
| Sales tax payable                         | -                 | 5,667,326         |
|   | <u>35,276,172</u> | <u>39,589,639</u> |

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**14 CONTINGENCIES AND COMMITMENTS**

**14.1 Contingencies**

There were no contingencies as the reporting date (2024: Nil).

**14.2 Commitments**

Lease rentals under Ijarah agreements in respect of vehicles, payable over the following next five years, are as follows:

|                   | 2025             | 2024             |
|-------------------|------------------|------------------|
| <b>Age bucket</b> |                  |                  |
| Upto 1 year       | 1,596,864        | 1,934,434        |
| 1 to 2 year       | 1,729,936        | 3,193,728        |
| 3 to 5 year       | -                | 133,072          |
|                   | <u>3,326,800</u> | <u>5,261,234</u> |

**15 SUBSCRIPTION INCOME**

|                                 |                   |                   |
|---------------------------------|-------------------|-------------------|
| Category A                      | 26,573,016        | 24,633,120        |
| Category B                      | 4,348,377         | 4,221,558         |
| Joining fees                    | 150,000           | 450,000           |
|                                 | <u>31,071,393</u> | <u>29,304,678</u> |
| Discount allowed on joining fee | -                 | (13,590)          |
|                                 | <u>31,071,393</u> | <u>29,291,088</u> |

**16 EFFIE AWARD INCOME**

|                          |                    |                    |
|--------------------------|--------------------|--------------------|
| Sponsorship income       | 28,730,898         | 26,526,428         |
| Awards entry fees        | 79,732,500         | 68,847,471         |
| Seat registration income | 15,665,000         | 12,671,931         |
| Trophies income          | 1,455,000          | 553,200            |
| Others                   | 1,020,000          | 2,621,670          |
|                          | <u>126,603,398</u> | <u>111,220,700</u> |

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**17 TRAINING, CONFERENCE AND TOOLKITS RECEIPTS**

|                            |                   |                   |
|----------------------------|-------------------|-------------------|
| Madsemble income           | 26,717,923        | 35,267,627        |
| Marketers Competition      | 6,410,000         | 7,924,690         |
| Marketing with AI workshop | 1,540,000         | -                 |
| Strategic Thinking         | 1,254,600         | -                 |
| Simorgh award income       | 980,000           | 666,400           |
|                            | <u>36,902,523</u> | <u>43,858,718</u> |

**18 EFFIE AWARD EXPENSE**

|                                    |                   |                   |
|------------------------------------|-------------------|-------------------|
| Event expense                      | 25,459,333        | 21,432,598        |
| Worldwide fees                     | 11,588,434        | 10,796,504        |
| Acclaim software licencing         | 4,106,802         | 3,061,564         |
| Trophies, shields and certificates | 2,682,000         | 2,220,400         |
| Jury and briefing session          | 6,858,482         | 1,646,809         |
| Entertainment expense              | 113,507           | 258,487           |
| Printing and stationery            | 483,305           | 649,435           |
| Salaries and bonus                 | 35,632,841        | 26,332,315        |
| Traveling and conveyance           | 39,536            | 169,476           |
| Marketing and communication        | 57,791            | 54,000            |
| Effie Partners Meeting             | -                 | 1,124,717         |
| Bad debt expense                   | 271,246           | -                 |
| Misc Expense                       | 118,850           | -                 |
| Website and portal charges         | 516,786           | 426,073           |
| Bootcamp workshop expenses         | -                 | 1,306,690         |
|                                    | <u>87,928,913</u> | <u>69,479,068</u> |

**19 TRAINING, CONFERENCE AND TOOLKITS EXPENSE**

|   |                   |                   |
|---|-------------------|-------------------|
| Young lion marketer competition expense | 1,517,996         | 5,160,060         |
| Salaries and bonus                      | 16,976,029        | 13,886,037        |
| Madsemble expense                       | 26,942,383        | 29,482,957        |
| Simorgh expense                         | 266,136           | 973,237           |
| Marketing With AI expense               | 902,014           | -                 |
| Strategic Thinking expense              | 1,139,097         | -                 |
| Conference and training workshop        | 35,000            | 329,184           |
|   | <u>47,778,655</u> | <u>49,831,475</u> |

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**20 ADMINISTRATIVE AND GENERAL EXPENSES**

|  |      |                   |                   |
|--|------|-------------------|-------------------|
| Salaries, bonus and benefits           |      | 8,358,454         | 7,549,687         |
| Rent expense                           |      | 3,447,816         | 3,134,376         |
| Depreciation                           | 4    | 2,406,037         | 2,418,234         |
| Amortisation expense                   | 5    | 19,257            | 25,676            |
| Meeting expenses                       |      | 5,484,558         | 3,307,685         |
| Subscription and membership fee        |      | 901,603           | 617,067           |
| Telephone and communication            |      | 178,755           | 168,835           |
| Vehicle running and maintenance        |      | 1,781,509         | 1,468,813         |
| Repairs and maintenance                |      | 723,131           | 762,012           |
| Website content and management charges |      | 1,213,066         | 750,418           |
| Utilities expense                      |      | 576,547           | 633,875           |
| Insurance expense                      |      | 413,803           | 772,070           |
| Office entertainment                   |      | 632,902           | 413,702           |
| Professional charges                   |      | 1,060,334         | 1,325,641         |
| Auditors' remuneration                 | 20.1 | 392,887           | 357,170           |
| Bank charges                           |      | 4,083             | 9,305             |
| PAS Branding Design                    |      | -                 | 565,000           |
| Miscellaneous Expense                  |      | 299,977           | 306,423           |
| Bad Debts Expense                      |      | -                 | -                 |
| Zakat                                  |      | -                 | -                 |
|  |      | <u>27,894,718</u> | <u>24,585,989</u> |

**20.1 Auditors' remuneration**

|                        |                |                |
|------------------------|----------------|----------------|
| Audit fee              | 330,713        | 300,648        |
| Out of pocket expenses | 33,071         | 30,065         |
| Sales tax              | 29,103         | 26,457         |
|                        | <u>392,887</u> | <u>357,170</u> |

**21 OTHER INCOME**

|                                 |                  |          |
|---------------------------------|------------------|----------|
| Bank profit                     | 1,134,247        | -        |
| Gain on disposal of fixed asset | -                | -        |
|                                 | <u>1,134,247</u> | <u>-</u> |

**22 TAXATION**

|                  |                  |                   |
|------------------|------------------|-------------------|
| Current taxation | <u>8,807,603</u> | <u>11,294,216</u> |
|------------------|------------------|-------------------|

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**23 TRANSACTIONS AND BALANCES WITH RELATED PARTIES**

The related parties of the Society comprise of entities with common directors, members and key management employees. Transactions and balances with related parties and associated undertakings are given below:

**23.1 Transactions with related parties are summarized as follows:**

| Name                  | Basis of relationship | Nature of transaction | 2025                 | 2024              |
|-----------------------|-----------------------|-----------------------|----------------------|-------------------|
|                       |                       |                       | ----- (Rupees) ----- |                   |
| Muhammad Fahad Saleem | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Mohammad Raheel       | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Hassan Khan Sherwani  | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Khawaja Shazain Munir | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Farheen Salman Amir   | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Humayun Sheikh        | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Ali Rashid Khan       | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Faisal Rana           | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Asima Haq             | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Asif Aziz             | Council member        | Annual Subscription   | 1,046,832            | 951,665           |
| Muhammad Nauman Khan  | Council member        | Annual Subscription   | 483,153              | 398,200           |
| Syed Usman Qaiser     | Council member        | Annual Subscription   | 483,153              | 439,230           |
|                       |                       |                       | <u>11,434,621</u>    | <u>10,354,080</u> |

| 23.2 Balances at the reporting date with related parties are as follows: | 2025                 | 2024    |
|--|----------------------|---------|
|  | ----- (Rupees) ----- |         |
| Faisal Rana  | 1,046,832            | 951,665 |
| Ali Rashid Khan  | 1,046,832            | 951,665 |
| Asif Aziz  | 1,046,832            | -       |
| Farheen Salman   | -                    | 951,665 |

**24 NUMBER OF EMPLOYEES**

The total number of employees at the reporting date and average number of employees during the year are as follows:

|                             |          |          |
|-----------------------------|----------|----------|
| Total number of employees   | <u>9</u> | <u>5</u> |
| Average number of employees | <u>7</u> | <u>5</u> |

**PAKISTAN ADVERTISERS SOCIETY**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED ON JUNE 30, 2025**

**25 DATE OF AUTHORIZATION FOR ISSUE**

These financial statements were authorized for issue on \_\_\_\_\_ by the Council of the Society.

**26 GENERAL**

26.1 Figures have been rounded off to the nearest rupee, unless otherwise stated.

26.2 Corresponding figures have been rearranged and reclassified, wherever necessary for the purpose of comparison and better presentation. However, no material reclassification has been made during the reporting period.

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