

MEDIA TIMES LIMITED

Daily Times
Your right to know A new voice for a new Pakistan

Sunday

TGIF
Thank God it's Friday

Business
plus
Business & Current Affairs

ذائقہ
ZAIQA
TFC

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Company Profile

MTL is operating in Print, Electronic and Digital media. Core business units of the Company include Daily Times Newspaper, Sunday Magazine, TGIF Magazine, Daily Aaj Kal Newspaper, Business Plus TV and Zaiqa TFC. In addition, the digital wing of the Company is also operating online/ social media of each of the above-mentioned business units.

Print Media

Daily Times, a nationwide English daily newspaper printed from Lahore, Karachi and Islamabad caters to the needs of the general public and is considered to be amongst the leading English newspapers in the country in terms of circulation and enjoys a high level of respect & credibility.

Sunday Times is a leading fashion magazine of Pakistan celebrating almost 18 years of excellence for honoring fashion, lifestyle, arts, entertainment, culture and national style icons. The magazine is given as a complimentary copy each Sunday along with Daily Times Newspaper.

“Aajkal” an Urdu daily newspaper, is successfully maintaining its market position since its launch and continuously striving to improve circulation as well as advertising share across Pakistan.

Profile of the Company

Online/ Digital Media

Keeping in view the current ongoing trend of social media the management has completely shifted its focus on social media. The management of the Company is devoting its full attention over digital wing of the Company. The digital wing of the Company aims to be one-stop ahead solution to advertisers. Owing to the fact of more attraction of social media to advertisers, the Company is maintaining separate websites, Facebook pages, Instagram accounts, Twitter accounts, blog writing forum and snap chats for the following products:

- ❖ Daily Times Newspaper
- ❖ Sunday Times Magazine
- ❖ Business Plus TV
- ❖ Zaiqa TFC

- ❖ The company is developing YouTube channels and leveraging social media to create a new revenue stream. Additionally, it is building a state-of-the-art content creation studio and will offer production services to external clients as another source of revenue.

- ❖ The Board authorized the Company to explore the feasibility of potential merger of the Company with any Real estate company. The Company has also been authorized to, inter alia, engage legal, financial and such other advisors and consultants as may be required for the purpose of merger and carry out other necessary steps and actions, including to conduct necessary evaluation/recommendation of the potential merger.

Detail of the financial information

Accounts for the Year Ended 30 June 2025

Balance Sheet

Profit and Loss

Accounts 30 June 2025

Balance Sheet

	June-2025 Rupees	June-2024 Rupees
ASSETS		
<u>Non-current assets</u>		
Property, plant and equipment	80,306,507	105,752,916
Right of use assets	-	89,866,292
Long term Security deposits	5,074,886	6,868,807
	-	-
	85,381,393	202,488,015
<u>Current assets</u>		
Trade debts	45,079,927	30,030,138
Advances, prepayments and other receivable	3,276,738	3,319,515
Cash and bank balances	8,035,653	829,870
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Sub total	56,392,318	34,179,523
Total	141,773,711	236,667,538
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Balance Sheet – 30 June 2025

EQUITY AND LIABILITIES

Share capital and reserves

Authorized share capital

210,000,000 (2024: 210,000,000) ordinary shares of Rs.

10.00 each

Share capital

Share premium reserve

Accumulated loss

Non-current liabilities

Long term finance

Deferred liability

Deferred revenue

Lease liability

Current liabilities

Trade and other payables

Contract liability

Accrued mark-up

Deferred revenue

Lease liability

Jun-2025 Rupees	Jun-2024 Rupees
2,100,000,000	2,100,000,000
1,788,510,100	1,788,510,100
76,223,440	76,223,440
<u>(2,921,963,943)</u>	<u>(2,918,698,471)</u>
(1,057,230,403)	(1,053,964,931)
340,604,307	340,604,307
16,613,920	16,215,268
4,208,333	-
-	118,232,324
361,426,560	475,051,899
392,142,670	434,865,388
5,000,000	-
434,430,992	372,468,070
500,000	-
<u>5,503,892</u>	<u>8,247,112</u>
837,577,554	815,580,570
141,773,711	236,667,538 ⁸

Profit and Loss for the year – 30.06.2025

	Jun-2025	Jun-2024
	Rupees	Rupees
Revenue - net	152,937,866	67,244,759
Cost of production	(83,982,784)	(86,871,351)
Gross profit / (Loss)	68,955,082	(19,626,592)
Administrative and selling expenses	(59,369,746)	(60,379,343)
Other income	56,564,855	173,452,887
Finance cost	(65,030,445)	(95,680,240)
Other expenses	-	-
Profit/ (Loss) before taxation	1,119,746	(2,233,288)
Taxation	(1,911,723)	(840,559)
Profit/(Loss) after taxation	(791,977)	(3,073,847)
Profit/(Loss) per share - basic and diluted	(0.004)	(0.02)

Year on year Comparison of Key financials for last 05 years;

KEY INDICATORS

		2020	2021	2022	2023	2024	2025
Operating result							
Net Revenue		156,452,269	117,771,306	150,793,951	110,970,600	67,244,759	152,937,866
Gross profit/ (loss)		17,969,927	4,483,495	42,391,354	1,622,691	(19,626,592)	(68,955,082)
Profit / (loss) before tax		(107,618,743)	(111,400,638)	20,561,917	(109,152,961)	(83,066,778)	1,119,746
Profit / (loss) after tax		(110,019,052)	(114,476,289)	17,066,391	(110,540,094)	(83,517,786)	(791,977)
Financial Position							
Shareholder's equity		(844,831,636)	(958,249,260)	(943,658,934)	(1,051,505,578)	(1,135,023,364)	(1,057,230,403)
Property, plant & equipment		218,482,439	288,160,129	255,451,734	224,231,657	105,392,916	80,306,507
Net current assets		(786,309,724)	(739,733,683)	(770,765,661)	(865,713,736)	(851,788,557)	(781,185,236)
Profitability							
Gross profit/(loss)	%	11.49	3.81	28.11	1.46	(29.19)	(45.09)
Profit before tax/(loss)	%	(68.79)	(94.59)	13.64	(98.36)	(123.53)	0.73
Profit after tax/(loss)	%	(70.32)	(97.20)	11.32	(99.61)	(124.20)	(0.52)
Performance							
Fixed assets turnover	Times	0.72	0.41	0.59	0.49	0.64	1.90
Return on equity	%	(0.13)	(0.12)	0.02	0.0019	(0.07)	(0.0007)
Return on capital employed	%	(0.19)	(0.25)	0.03	0.095	0.07	(0.0011)
Liquidity							
Current	Times	0.07	0.05	0.07	0.04	0.03	0.07
Quick	Times	0.07	0.05	0.07	0.04	0.03	0.014
Valuation							
Earning/(loss) per share	Rs.	(0.62)	(0.64)	(0.64)	(0.62)	(0.02)	(0.004)
Break up value per share	Rs.	(4.72)	(5.36)	(5.28)	(5.88)	(6.35)	(5.91)

Key Revenue Drivers

During FY2025, the Company achieved a significant increase in revenue, which rose by 2.26 times to Rs. 153.00 million compared to Rs. 67.68 million in FY2024. This growth was mainly driven by:

- Stronger advertisement revenues, which increased from Rs. 63.14 million to Rs. 148.40 million, reflecting the success of integrated print and social media campaigns introduced by management.
- Improved client diversification, with direct client contributions nearly tripling (from Rs. 29.38 million to Rs. 84.84 million), reducing reliance on agency-driven business.
- Stable newspaper segment revenues, which remained consistent at Rs. 4.60 million, providing a steady contribution

Explanation of material variations in balance Sheet and Income Statement;

Income Statement

- Revenue increased and cost efficiencies improved gross margins; although prior-year non-recurring income declined, reduced finance costs resulted in a significantly lower net loss.

Balance Sheet

- Non-current assets decreased primarily due to lease asset adjustments, while current assets strengthened on the back of higher receivables and improved cash flow; non-current liabilities reduced following settlement of lease obligations.

Overall

- The Company reflects **enhanced operating performance and strengthened liquidity**, despite a modest residual loss.

Key business risks;

- Market conditions;
- The other Key Business Risks are;
- Law and order Situation;
- Natural Disasters;
- Currency Risk;
- Political instability.

Questions and Answers

Disclosure

- Actual results of the Company may vary from those forecasted / estimated in case of forecast or estimate of financials or operations and inclusion of assumptions or basis for such forecast or estimate vary.