HUM NETWORK LIMITED

CORPORATE BRIEFING SESSION 2025

LEGACY OF HUM NETWORK LIMITED

In 2025, HUM Network Limited celebrated twenty years of excellence in Pakistan's media industry, with its flagship channels remain a source of inspiration and entertainment across drama, news, sports, lifestyle, and culinary content.

HUM SITARAY
Launched: 2013

MASALA TV
Launched: 2006

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

UK:
sky sky glass

EUROPE:
sky sky glass

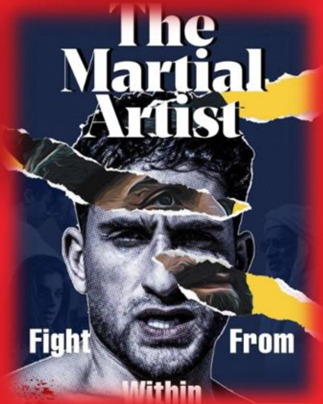
MIDDLE EAST:
ooredoo e-vision du

SUB SAHARAN AFRICAN COUNTRIES:
zuku

BANGLADESH:
AKASH Digital TV

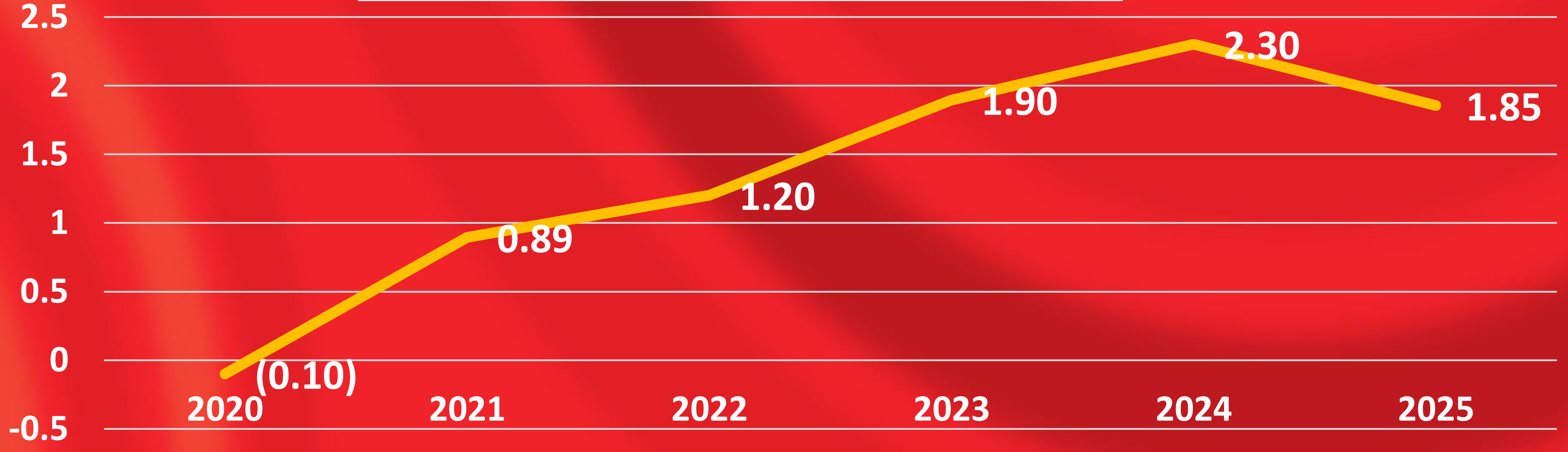
AUSTRALIA:

TOP TV DRAMAS, SHOWS & EVENTS ON AIRED

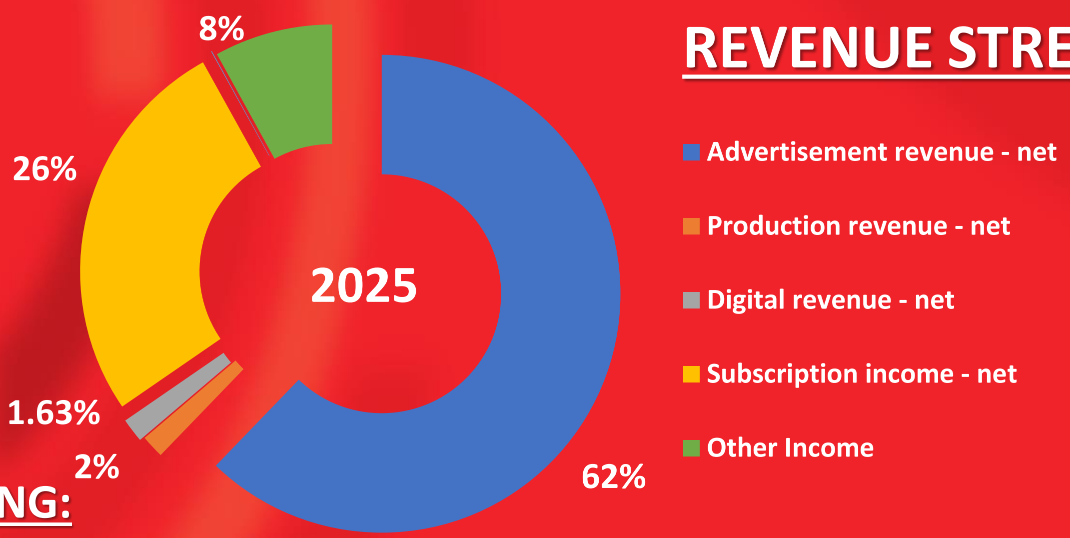


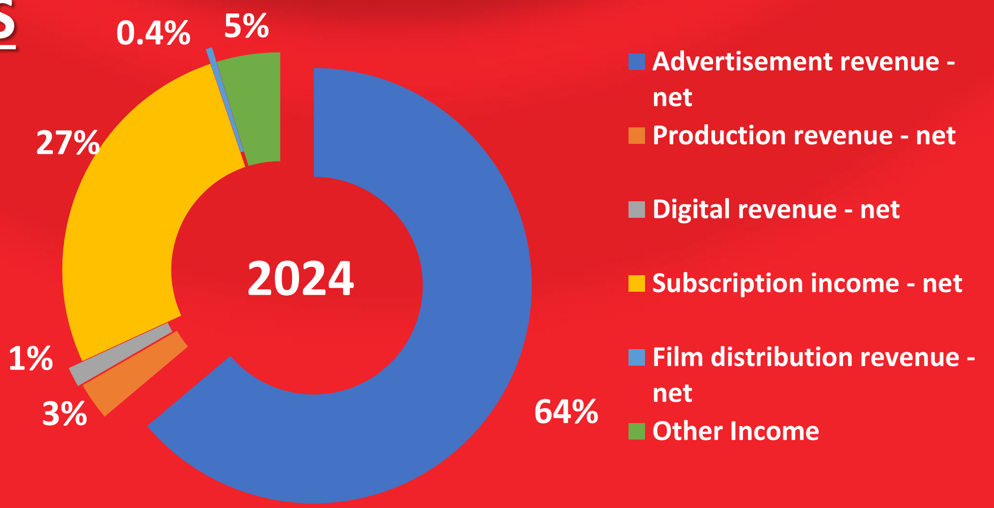
PERFORMANCE INDICATORS

EARNING / (LOSS) PER SHARE - RUPEES



REVENUE STREAMS





PACRA RATING:

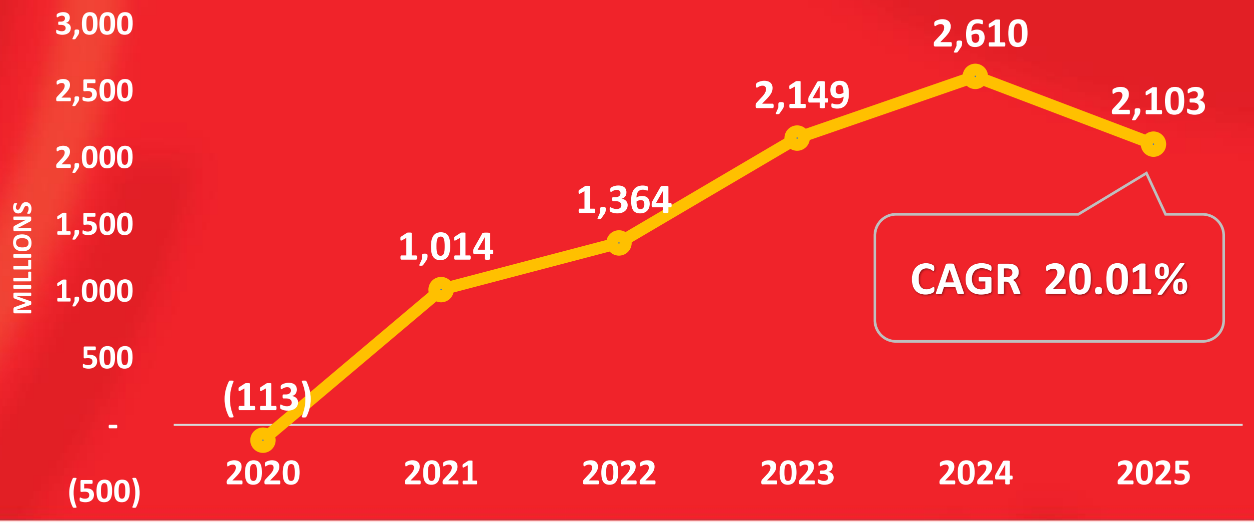
Following consistent improvement in business risk profile of the Company, the Pakistan Credit Rating Agency Limited (PACRA) upgraded the long-term entity ratings of the Company to “AA-” from “A+” while maintaining short-term entity rating at "A1". These ratings denote a low expectation of credit risk and the network’s established market position.

PERFORMANCE INDICATORS

REVENUES - NET

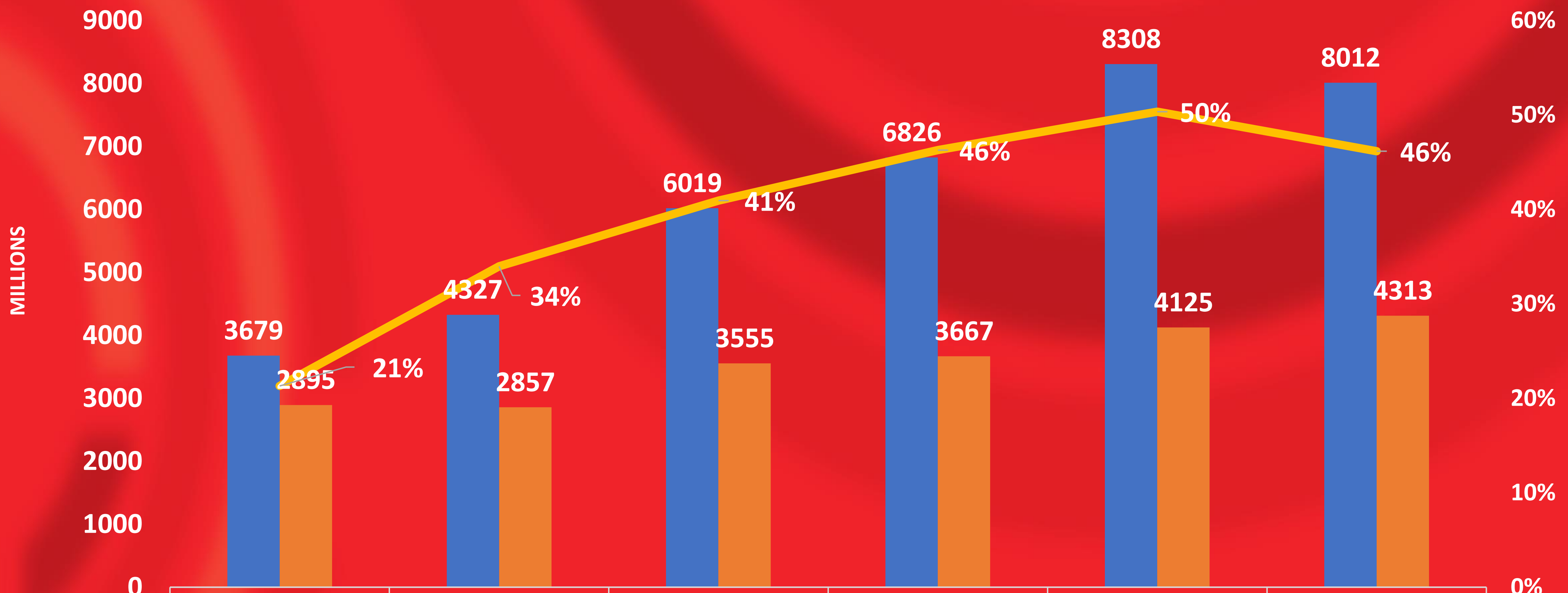
PROFIT BEFORE TAXATION

PROFIT AFTER TAX



PERFORMANCE INDICATORS

REVENUE, COST OF SALES & GP MARGINS



	2020	2021	2022	2023	2024	2025
Revenue - Net	3679	4327	6019	6826	8308	8012
Cost of Sales	2895	2857	3555	3667	4125	4313
Gross profit margin	21%	34%	41%	46%	50%	46%

FUTURE OUTLOOK

- **Strengthening Digital Footprint:**
  The Company aims to accelerate its digital transformation by expanding presence across **OTT and social media platforms**, enabling direct engagement with audiences.

  Further the Company intends to leverage **data analytics and audience behavior insights** to refine our advertising strategies, offering brands targeted and measurable engagement opportunities across multiple platforms.

- **Focused Growth in Sports Broadcasting:**
  The Company intends to **deepen its foothold in sports content** by pursuing **exclusive licensing and production partnerships** for local and regional sporting events—strengthening Ten Sports' positioning as a leading sports destination.

- **Enhanced News Credibility and Digital Integration:**
  HUM News will continue to invest in **fact-based, technology-driven journalism**, incorporating digital analytics, and AI-assisted newsroom tools to deliver faster, more reliable coverage.

- **Strategic New Ventures:**
  The management is actively pursuing **strategic new ventures** in areas such as **sports production, content syndication, and emerging business ventures beyond traditional broadcasting**, aimed at strengthening the Company's market presence and broadening its revenue base.

QUESTIONS & ANSWERS SESSION

THANK YOU