

**Interactive Advertising Bureau (IAB MENA)
Annual Ordinary General Assembly
Agenda**

Date 18 February 2025, 10:00AM - 12:00PM

Place **Zabeel House by Jumeirah, The Greens**
Tower 3 Sheikh Zayed Road Dubai, Dubai

- 1. Call Meeting to Order**
 - Verification of Quorum
 - Chairperson of the Meeting
- 2. Agenda**
 - Additions to the Agenda
 - Approval of the Agenda
- 3. Chairperson Welcome**
 - Chairperson's Thoughts
- 4. 2024 Learnings, Highlights & top-line 2025 Plans**
 - 2024 Highlights
 - Task Force Overview
 - 2025 Plans
- 5. Financial & Membership Review & 2025 Plans**
 - Revenue Sources & Financial Overview
 - Membership Overview
 - 2025 Financial Plans and Membership Targets
 - Auditors of the Association
- 6. Member Engagement Session**
 - Results of Poll
 - Discussion & Member Input
- 7. Q&A**
- 8. Adjourn Meeting & Closing Remarks**