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# Internal Financial Report - Final Version

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Interactive Advertising Bureau  
For the period ended January 31, 2025

Prepared by  
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Prepared on  
February 12, 2025



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# Explanation Notes

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The report end date is January 31, 2025.

## The terminology for non-profits:

- 1.
2. **Additional notes:**
3. Operating Statement = Profit and Lost Statement
4. Statement of Financial Position = Balance Sheet
5. Net Assets = Retained Earnings
6. Members Contribution = Owners' Equity
1. The Committed Funds is the approved budget for the 2021 digital ad market sizing project.

# GA YTD:Operating Statement

April 2024 - January 2025

	Apr 2024 - Jan 2025	Apr 2023 - Mar 2024 (PP)	Change	% Change	Apr 2023 - Jan 2024 (PY)	Total
<b>INCOME</b>						
New Membership Fees	220,350.00	312,162.50	(91,812.50)	(29.41176%)		229,531.25
Other Revenue	735.96	570.95	165.01	28.90095%		570.95
Renewal Membership Fees	859,178.35	1,161,276.81	(302,098.46)	(26.01434%)		706,956.25
<b>Total Income</b>	<b>1,080,264.31</b>	<b>1,474,010.26</b>	<b>(393,745.95)</b>	<b>(26.71257%)</b>		<b>937,058.45</b>
<b>GROSS PROFIT</b>	<b>1,080,264.31</b>	<b>1,474,010.26</b>	<b>(393,745.95)</b>	<b>(26.71257%)</b>		<b>937,058.45</b>
<b>EXPENSES</b>						
Committee   Board Governance	30,735.71	59,894.12	(29,158.41)	(48.68326%)		31,085.56
Committee   Ecosystem & Channel Development	8,800.00	16,802.06	(8,002.06)	(47.62547%)		16,802.06
Committee   People Development	7,776.51	4,400.00	3,376.51	76.73886%		4,400.00
Committee   Research & Measurement	166,414.52	357,881.36	(191,466.84)	(53.50009%)		276,783.36
Operational Expenses	913,948.57	924,292.03	(10,343.46)	(1.11907%)		739,618.24
Website	3,498.85	3,814.02	(315.17)	(8.26346%)		3,338.99
<b>Total Expenses</b>	<b>1,131,174.16</b>	<b>1,367,083.59</b>	<b>(235,909.43)</b>	<b>(17.2564%)</b>		<b>1,072,028.21</b>
<b>OTHER EXPENSES</b>						
Reconciliation Discrepancies	(1.83)	(0.51)	(1.32)	(258.82353%)		
<b>Total Other Expenses</b>	<b>(1.83)</b>	<b>(0.51)</b>	<b>(1.32)</b>	<b>(258.82353%)</b>		<b>0.00</b>
<b>NET EARNINGS</b>	<b>AED (50,908.02)</b>	<b>AED106,927.18</b>	<b>AED (157,835.20)</b>	<b>(147.60999%)</b>		<b>AED (134,969.76)</b>

# GA YTD:Statement of Financial Position

As of January 31, 2025

	As of Jan 31, 2025	As of Mar 31, 2024 (PP)	Change	% Change	As of Jan 31, 2024 (PY)	Change	Total % Change
<b>ASSETS</b>							
<b>Current Assets</b>							
<b>Accounts receivable</b>							
Membership Receivable (A/R)	520,696.92	520,552.79	144.13	0.02769%	308,007.21	212,689.71	69.05348%
<b>Total Accounts receivable</b>	<b>520,696.92</b>	<b>520,552.79</b>	<b>144.13</b>	<b>0.02769%</b>	<b>308,007.21</b>	<b>212,689.71</b>	<b>69.05348%</b>
Bank ENBD	1,398,394.55	1,552,281.60	-153,887.05	-9.9136%	1,512,160.72	-113,766.17	-7.52342%
Prepaid Expenses	96,318.35	78,313.35	18,005.00	22.99097%	16,520.19	79,798.16	483.03415%
<b>Total Current Assets</b>	<b>2,015,409.82</b>	<b>2,151,147.74</b>	<b>-135,737.92</b>	<b>-6.31002%</b>	<b>1,836,688.12</b>	<b>178,721.70</b>	<b>9.73065%</b>
<b>Long-term assets</b>							
Security Deposits	2,000.00	2,000.00	0.00	0.00%	2,000.00	0.00	0.00%
<b>Total long-term assets</b>	<b>2,000.00</b>	<b>2,000.00</b>	<b>0.00</b>	<b>0.00%</b>	<b>2,000.00</b>	<b>0.00</b>	<b>0.00%</b>
<b>Total Assets</b>	<b>AED2,017,409.82</b>	<b>AED2,153,147.74</b>	<b>AED -135,737.92</b>	<b>-6.30416%</b>	<b>AED1,838,688.12</b>	<b>AED178,721.70</b>	<b>9.72007%</b>
<b>LIABILITIES AND SHAREHOLDER'S EQUITY</b>							
<b>Current liabilities:</b>							
<b>Accounts payable</b>							
Accounts Payable (A/P)	84,847.23	168,801.49	-83,954.26	-49.7355%	87,538.94	-2,691.71	-3.07487%
<b>Total Accounts payable</b>	<b>84,847.23</b>	<b>168,801.49</b>	<b>-83,954.26</b>	<b>-49.7355%</b>	<b>87,538.94</b>	<b>-2,691.71</b>	<b>-3.07487%</b>
ENBD Visa Credit Card	2,614.82	454.31	2,160.51	475.55854%	2,653.62	-38.80	-1.46215%
Accrued liabilities	0.00	0.00	0.00		7,368.00	-7,368.00	-100.00%
VAT Control	23,345.06	26,381.21	-3,036.15	-11.50876%	-118.15	23,463.21	19,858.83199%
VAT Suspense	0.00	0.00	0.00		25,631.92	-25,631.92	-100.00%
<b>Total current liabilities</b>	<b>110,807.11</b>	<b>195,637.01</b>	<b>-84,829.90</b>	<b>-43.36087%</b>	<b>123,074.33</b>	<b>-12,267.22</b>	<b>-9.96733%</b>
<b>Shareholders' equity:</b>							
Net Income	-50,908.02		-50,908.02		-134,969.76	84,061.74	62.28191%
Members Contribution	305,166.89	305,166.89	0.00	0.00%	305,166.89	0.00	0.00%
Net Assets	1,652,343.84	1,652,343.84	0.00	0.00%	1,545,416.66	106,927.18	6.91899%
<b>Total shareholders' equity</b>	<b>1,906,602.71</b>	<b>1,957,510.73</b>	<b>-50,908.02</b>	<b>-2.60065%</b>	<b>1,715,613.79</b>	<b>190,988.92</b>	<b>11.1324%</b>
<b>Total liabilities and equity</b>	<b>2,017,409.82</b>	<b>2,153,147.74</b>	<b>-135,737.92</b>	<b>-6.30416%</b>	<b>1,838,688.12</b>	<b>178,721.70</b>	<b>9.72007%</b>

# GA YTD:Statement of Cash Flows

April 2024 - January 2025

	<b>Total</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>	
Profit for the year	-50,908.02
Adjustments for non-cash income and expenses:	
Membership Receivable (A/R)	-144.13
Prepaid Expenses:IAB Licence Prepaid Expenses	-14,319.33
Prepaid Expenses:Rent Prepaid Expenses	-3,333.38
Prepaid Expenses:Software Licence Prepaid Expenses	-352.29
Accounts Payable (A/P)	-83,954.26
ENBD Visa Credit Card:ENBD Credit Card xxxx 2332	2,160.51
VAT Control	-3,036.15
<b>Total Adjustments for non-cash income and expenses:</b>	<b>-102,979.03</b>
<b>Net cash from operating activities</b>	<b>-153,887.05</b>
<b>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS</b>	
Cash and cash equivalents at beginning of year	1,552,281.60
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>AED1,398,394.55</b>

# Trial Balance

As of January 31, 2025

	Debit	Credit
Bank ENBD:Current Account AED:Committed Funds:Ad-Market Sizing Project	628,886.28	
Bank ENBD:Current Account AED:Operational Funds	748,089.53	
Bank ENBD:Fixed Deposit AED	21,418.74	
Membership Receivable (A/R)	520,696.92	
Prepaid Expenses:IAB Licence Prepaid Expenses	81,048.00	
Prepaid Expenses:Rent Prepaid Expenses	13,333.36	
Prepaid Expenses:Software Licence Prepaid Expenses	1,936.99	
Security Deposits	2,000.00	
Accounts Payable (A/P)		84,847.23
ENBD Visa Credit Card:ENBD Credit Card xxxx 2332		2,614.82
VAT Control		23,345.06
Members Contribution		305,166.89
Net Assets		1,652,343.84
New Membership Fees		220,350.00
Other Revenue		735.96
Renewal Membership Fees		859,178.35
Committee   Board Governance:Travel Expenses	30,734.71	
Committee   Board Governance:Venue & Meals	1.00	
Committee   Ecosystem & Channel Development:Professional Fees	8,800.00	
Committee   People Development:Software License	180.20	
Committee   People Development:Travel Expenses	7,596.31	
Committee   Research & Measurement:Market Sizing Project:Market Sizing 2023	163,081.66	
Committee   Research & Measurement:Market Sizing Project:Market Sizing 2024	3,332.86	
Operational Expenses:Advertising Expenses	110.92	
Operational Expenses:Bank charges	526.78	
Operational Expenses:IAB Licence	74,096.67	



	<b>Debit</b>	<b>Credit</b>
Operational Expenses:Office Rent	16,666.62	
Operational Expenses:Other Expenses	16,380.00	
Operational Expenses:Professional Fees	801,500.00	
Operational Expenses:Software Licence	4,667.58	
Website:Software licences	3,498.85	
Reconciliation Discrepancies		1.83
<b>TOTAL</b>	<b>AED3,148,583.98</b>	<b>AED3,148,583.98</b>

# GA YTD:Statement of Changes in Equity

As of January 31, 2025

	As of Jan 31, 2025	As of Mar 31, 2024 (PP)	Change	% Change	As of Jan 31, 2024 (PY)	Change	% Change	Total
Members Contribution	305,166.89	305,166.89	0.00	0.00%	305,166.89	0.00	0.00%	
Net Assets	1,652,343.84	1,652,343.84	0.00	0.00%	1,545,416.66	106,927.18	6.91899%	
<b>Total Equity</b>	<b>1,957,510.73</b>	<b>1,957,510.73</b>	<b>0.00</b>	<b>0.00%</b>	<b>1,850,583.55</b>	<b>106,927.18</b>	<b>5.77802%</b>	