

# **INTERACTIVE ADVERTISING BUREAU**

**(A Business Group)**

**DUBAI - United Arab Emirates  
Independent Auditor's report**

**and Financial Statements**

**For the year ended March 31, 2025**

**INTERACTIVE ADVERTISING BUREAU**  
**(A Business Group)**

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**March 31, 2025**

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**INTERACTIVE ADVERTISING BUREAU**  
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**General information**

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Principal office address : The Offices 02 Building In One Central  
2nd Floor  
Dubai World Trade Centre  
Dubai, United Arab Emirates.

The Director : Name Nationality  
Mr. Ian Manning UK

The Auditor : Majed Alshamsi Auditing  
P.O. Box 1148  
Dubai - United Arab Emirates

Bank Details : Emirates NBD

## **INTERACTIVE ADVERTISING BUREAU**

### **Management's Report**

**Year Ended March 31, 2025**

The Director hereby presents the annual report together with the audited financial statements of **INTERACTIVE ADVERTISING BUREAU** ("a Business Group") for the year starting from, April 01, 2024 to March 31, 2025.

#### **Financial Results**

#### **Figures in AED**

	<b>2025</b>	<b>2024</b>
Operating Revenue	<b>1,685,491</b>	1,473,440
Net Operating Income	<b>210,577</b>	106,928

#### **Principal activities of the Association**

The organisation is a business group, the license activity of the organisation is Business and International organisation offices.

#### **Auditors**

M/s Majed Alshamsi Auditing, have been appointed as the auditor in the general meeting of the company.

#### **Other Matters**

At the end of this report the Management is not aware of any circumstances not otherwise dealt with in this report or the accounts, which would render any amount stated in the accounts misleading.

#### **On behalf of the Interactive Advertising Bureau**

*Sebastian Joziasse*

**Authorised Signatory**  
**Dubai**  
**May 27, 2025**



*Nisrine Ghazal*

**Note from the IAB MENA: Board**  
**approval was obtained on June 30, 2025**

## Independent Auditor's Report

### The Management of Interactive Advertising Bureau

### Report on the Audit of the Financial Statements

#### Opinion

We have audited the financial statements of INTERACTIVE ADVERTISING BUREAU ("a Business Group"), which comprise the Statement of Financial Position as of March 31, 2025, the Statement of Comprehensive Income, the Statement of Cash Flows for the year then ended, and the notes to the financial statements, including a summary of significant accounting policies.

The financial statement has been prepared as per available records, supporting documents, information and explanations provided by the Management during the course of the audit.

In our opinion, except for the other matters stated in preceding paragraph the accompanying financial statements, present fairly, in all material respects, the financial position of Interactive Advertising Bureau as at March 31, 2025, and of its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium-sized Entities.

#### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Establishment in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Other Matters

The comparative figures for the previous year ended March 31, 2024 have been audited by the other auditor who have issued report dated June 05, 2024. It has been observed that the remuneration paid to the director should be formally approved through a separate Board Resolution, in accordance with applicable corporate governance practices and regulatory requirements. While a Board Resolution was passed for the appointment of the director, it did not include or authorize any remuneration. As per good governance standards, the remuneration to directors should be explicitly approved by the Board.



### Other Matters (continued)

To ensure proper asset management, control, and compliance, all software acquisitions should be centrally coordinated and duly registered by the company. To strengthen internal controls and ensure accountability, it is recommended that the organization implement a maker-checker policy, whereby all expenses are prepared (initiated) by one individual and independently reviewed and approved by another. This segregation of duties helps reduce the risk of errors, misuse of funds, and enhances overall financial governance. As a matter of sound governance and internal control, all significant spendings should ideally be approved by the Board of Directors, either individually or within the framework of an approved annual budget envelope.

It was observed that one of the authorised signatories, who was acting as a representative of a member company, was replaced by another representative nominated by the same member company. A Board Resolution was subsequently passed allowing the old authorised representative to continue until the association's registration with the Community Development Authority (CDA) was completed. Although the association is now registered with the CDA, no updated Board Resolution has been passed to appoint a new authorised signatory. It is recommended that the Board take timely action to update the list of authorised signatories in line with the current representation to ensure compliance with governance requirements and to maintain proper control over the association's operations.

Further it was observed that, although the association's bylaws do not include provisions for a director to act as an authorised signatory, this is currently the case. It is recommended that the Board take the necessary steps to update the list of authorised signatories accordingly.

### Responsibility of the Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards for Small and Medium-sized Entities and for such internal controls as the Management determines is necessary to enable the preparation of financial statements that are free from material misstatements, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Company's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless, the Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.



## Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatements, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatements when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional skepticism throughout the audit. We also :

- Identify and assess the risks of material misstatements of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risks of not detecting a material misstatements resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentation or override of internal controls.
- Obtain an understanding of internal controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Management.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Conclude on the appropriateness of the Management's use of going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.





### Auditor's Responsibilities for the Audit of the Financial Statements (continued)

We communicate with the Management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal controls that we identify during our audit.

We also provide the Management with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with the Management, we determine those matters that were of most significance in the audit of the financial statements of the current year and are therefore the key audit matters.

### Report on Other Legal and Regulatory Requirement

As required by the provisions issued by the entities in Community Development Authority, Dubai, United Arab Emirates, we further confirm that,

1. we have obtained all the information we considered necessary for the purpose of our audit;
2. The financial statements of the Company have been prepared and comply, in all material respects, with the applicable provisions of the Community Development Authority, Dubai, UAE;
3. The financial information included in the report of the management is consistent with the Company's books of account;
4. Based on the information that has been made available to us except for the matter stated in qualified opinion, nothing has come to our attention which causes us to believe that the Company has contravened during the year ended March 31, 2025 any of the applicable provisions of the Community Development Authority, Dubai, UAE or its Memorandum and Articles of Association which would materially affect its activities or its financial position as at March 31, 2025.

For **Majed Alshamsi Auditing**



**Majed Ali Omran Alshamsi**

Auditor License No. 1021

Dubai

May 27, 2025





## INTERACTIVE ADVERTISING BUREAU

### Statement of Financial Position

As at March 31, 2025

(Figures in AED)	Notes	2025	2024
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash and cash equivalents	4	<b>1,785,581</b>	1,552,282
Other receivables and prepayments	5	<b>79,897</b>	80,314
Accounts receivables	6	<b>531,381</b>	520,553
Total Current Assets		<b>2,396,859</b>	2,153,149
<b>Total Assets</b>		<b>2,396,859</b>	2,153,149
<b>LIABILITIES AND NET ASSETS</b>			
<b>Current Liabilities</b>			
Accounts and other payables	7	<b>228,770</b>	195,637
Total Current Liabilities		<b>228,770</b>	195,637
<b>Net Assets</b>			
Initial Members Contribution		<b>305,167</b>	305,167
Retained earnings		<b>1,862,922</b>	1,652,345
<b>Total Net Assets</b>		<b>2,168,089</b>	1,957,512
<b>Total Liabilities and Net Assets</b>		<b>2,396,859</b>	2,153,149

These financial statements were approved by the Board of Directors on May 27, 2025 and signed on their behalf by:



Note from the IAB MENA: Board  
approoval was obtained on June 30, 2025

.....  
Authorised Signatory

*Sebastian Joziassse*

*Nisrine Ghazal*



## INTERACTIVE ADVERTISING BUREAU

### Statement of Activities

Year Ended March 31, 2025

(Figures in AED)	Notes	2025	2024
<b>Operating Revenue</b>			
Membership Fee	8	<u>1,685,491</u>	<u>1,473,440</u>
		<u><b>1,685,491</b></u>	<u><b>1,473,440</b></u>
Program and Administrative Expenses	9	<u>(1,475,652)</u>	<u>(1,367,083)</u>
Other Income	10	<u>738</u>	<u>571</u>
<b>Net Operative Income For The Year</b>		<u><b>210,577</b></u>	<u><b>106,928</b></u>
Provision for corporate tax		<u>-</u>	<u>-</u>
<b>Net Operative Income After Tax For The Year</b>		<u><b>210,577</b></u>	<u><b>106,928</b></u>
<b>Net assets at the beginning of the year</b>		<u><b>1,957,512</b></u>	<u><b>1,850,584</b></u>
<b>Net assets at the end of the year</b>		<u><b>2,168,089</b></u>	<u><b>1,957,512</b></u>

These financial statements were approved by the Board of Directors on May 27, 2025 and signed on their behalf by:



Note from the IAB MENA: Board  
approval was obtained on June 30, 2025

.....  
Authorised Signatory

*Sebastian Joziassse*

*Nisrine Ghazal*



**INTERACTIVE ADVERTISING BUREAU****Statement of Cash Flows**  
**Year Ended March 31, 2025**

(Figures in AED)	2025	2024
<b>Cash Flow from Operating Activities</b>		
Net operative income for the year	<b>210,577</b>	106,928
<u>Adjustments for:</u>		
<u>Changes in operating assets and liabilities</u>		
Decrease / (Increase) in accounts receivables	<b>(10,828)</b>	(251,083)
Decrease / (Increase) in other receivables	<b>417</b>	2,508
Increase in accounts and other payable	<b>33,133</b>	110,083
Net cash generated from operating activities	<b>233,299</b>	(31,564)
<b>Cash flow from Investing Activities</b>		
Fixed Deposit	<b>(736)</b>	(571)
Net cash used in investing activities	<b>(736)</b>	(571)
Net change in cash and cash equivalents	<b>232,563</b>	(32,135)
Cash and cash equivalents at beginning of the year	<b>1,531,599</b>	1,563,734
Cash and cash equivalents at end of the year	<b>1,764,162</b>	1,531,599
 These comprises of:		
Cash and Bank Balance	<b>1,785,581</b>	1,552,282
Less:- Fixed Deposits	<b>(21,419)</b>	(20,683)
Cash and cash equivalents at end of the year	<b>1,764,162</b>	1,531,599

## **INTERACTIVE ADVERTISING BUREAU**

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### **Notes to the Financial Statements**

**March 31, 2025**

#### **1 Legal Status and purpose**

Interactive Advertising Bureau is registered with the Community Development Authority of Dubai as a Public Welfare Association under the professional license no. 1316653.

The registered office of the Company is The Offices 02 Building in One Central, 2nd Floor, Dubai World Trade Centre, Dubai, United Arab Emirates.

The activities of the Association as per license is Business and International organisation offices. The organization is committed to fostering best practices, solutions, and high ethical and professional standards within the digital advertising industry. It actively enhances knowledge and understanding through engagement with members, industry stakeholders, and the wider community. The organization supports the growth of digital marketing investment by generating research, promoting education, and advocating for industry-wide collaboration. It also represents members at key forums, promotes measurement guidelines, and drives the acceptance of creative standards, both regionally and globally.

#### **2 Basis of Preparation of Financial Statements**

These financial statements are prepared in compliance with International Financial Reporting Standards for Small and Medium-sized Entities issued by International Accounting Standards Board. They are presented in Arab Emirate Dirhams, currency unit of United Arab Emirates. The presentation of Financial Statements in accordance with the International Financial Reporting Standards for Small and Medium-sized Entities requires the determination and consistent application of accounting policies to transactions and events. Significant accounting policies, adopted and applied consistently in dealing with items that are considered material in relation to these financial statements, are set below.

The financial statements have been prepared under the historical cost convention basis except for certain financial instruments which are carried at fair value, as explained in the accounting policies.

The financial statements have been prepared on a going concern basis. While preparing the financial statements, the management has made an assessment of the Entity's ability to continue as a going concern. The management has not come across any evidence that causes it to believe that material uncertainties related to the events or conditions existed, which may cast significant doubt on the Entity's ability to continue as a going concern.



**2 Basis of Preparation of Financial Statements (Continue)**

The preparation of financial statements in conformity with International Financial Reporting Standards for Small and Medium-sized Entities requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the carrying amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant and reasonable under the circumstances.

These estimates and assumptions are derived from historical experience and other relevant factors that are considered reasonable under the given circumstances. They represent Management's best assessment of current events and future conditions. Key areas involving estimates include, but are not limited to, provisions for doubtful receivables, corporate tax, determination of the useful lives of depreciable assets, provisions for gratuity, and impairment assessments.

While these estimates are made with due diligence and in good faith, actual results may differ from these estimates due to inherent uncertainties in financial and economic conditions. Any adjustments arising from such differences are recognized in the period in which they become known.

Estimates and the underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, if the revision affects only that period, or in the period of revision and future periods if the revision affects both current and future periods.

**3 Summary of Significant Accounting Policies****Operating Revenue**

Contribution of cash and other assets are reported as with donor or grantor restriction if they are received with donor or grantor stipulations that limit or specify the use of the donated assets, whether by time, period or purpose. When a donor or grantor restriction expires-that is, when a stipulated time restriction ends or the stated purpose restriction is accomplished - donor/grantor restricted net assets are reclassified to net assets without donor restriction and reported in the statement of activities as net assets received from restrictions.

**Property, Plant and Equipment**

Property, plant and equipment, is stated at historical costs less accumulated depreciation and any accumulated impairment losses. Historical costs includes expenditure that is directly attributable to bringing the assets to the location and condition necessary for it to be capable of operating in the manner intended by the management.



**3 Summary of Significant Accounting Policies (continued)****Property, Plant and Equipment (Continued)**

The cost of replacing or addition to an item of property, plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to the Company and its cost can be measured reliably. The costs of day-to-day servicing of property, plant and equipment are recognised in the profit or loss as incurred.

The Association does not hold any Property, Plant and Equipment as at the year ended on March 31, 2025.

**Functional allocation of expense**

The costs of operations and supporting activities have been summarized on a functional basis in the Statement of Activities. The Statement of Functional Expenses presents a detailed natural classification of expenses by function. In line with this presentation, certain costs have been allocated among the various operational and supporting services of the Association.

The financial report reflects specific categories of expenses that are attributable to one or more of the Association's operational or supporting functions,. These allocations are made based on a systematic approach that ensures expenses are appropriately distributed across the different functions to provide a fair representation of the Association's financial position and performance.

**Financial Instruments**

Financial assets and financial liabilities are recognised when the Association becomes a party to the contractual provisions of the instrument.

**Financial assets****Classification**

The Association classifies its financial assets in the following measurement categories:

- those to be measured subsequently at fair value (either through OCI "FVTOCI", or through profit or loss "FVTPL"), and
- those to be measured at amortised cost.

The classification depends on the Association's business model for managing the financial assets and the contractual terms of the cash flows.



**3 Summary of Significant Accounting Policies (continued)****Financial Instruments (continued)****Financial assets (continued)****Classification (Continued)**

For assets measured at fair value, gains and losses will either be recorded in profit or loss or OCI. For investments in equity instruments that are not held for trading, this will depend on whether the Association has made an irrevocable election at the time of initial recognition to account for the equity investment at fair value through other comprehensive income (FVTOCI). For investments in these equity instruments, the Association does not subsequently reclassify between FVTOCI and FVTPL.

The Association reclassifies debt investments when and only when its business model for managing those assets changes.

**Measurement**

At initial recognition, the Association measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss (FVTPL), transaction costs that are directly attributable to the acquisition of the financial asset. Transaction costs of financial assets carried at FVTPL are expensed in profit or loss.

Financial assets comprise of cash and cash equivalents, receivables, due from related parties and other financial assets.

Cash and cash equivalents comprise cash on hand and demand deposits and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of changes in value.

**Accounts and Other Receivables**

Accounts receivables are stated at their anticipated realisable value.

The Association undertakes a periodic review of amounts recoverable from trade accounts and other receivable, and determines recoverability based on various factors such as ageing of receivable, payment history, collateral available and other knowledge about the receivable. The figures in the other receivable includes deposits, vat receivables, advances to staff etc.

The fair value of accounts receivables is not materially different from their net balances shown in the statement of financial position.





**3 Summary of Significant Accounting Policies (continued)****Financial Instruments (continued)****Cash and Cash Equivalents**

Cash and cash equivalents comprise of cash in hand and bank accounts that are readily convertible to a known amount of cash and are subject to an insignificant risk of changes in value.

**Impairment of financial assets**

The Association assesses on a forward looking basis the expected credit losses associated with its debt instruments carried at amortised cost and FVTOCI. The impairment methodology applied depends on whether there has been a significant increase in credit risk.

For trade receivables and due from related parties, the Association applies the simplified approach permitted by IFRS 9, which requires expected lifetime losses to be recognised from initial recognition of the receivables.

**Derecognition of financial assets**

The Association derecognises a financial asset only when the contractual rights to the cash flows from the asset expire; or it transfers the financial asset and substantially all the risks and rewards of ownership of the asset to another Association. If the Association neither transfers nor retains substantially all the risks and rewards of ownership and continues to control the transferred asset, the Association recognises its retained interest in the asset and an associated liability for the amounts, it may have to pay. If the Association retains substantially all the risks and rewards of ownership of a transferred financial asset, the Association continues to recognise the financial asset.

**Financial liabilities**

Financial liabilities are classified according to the substance of the contractual arrangements entered into and the definitions of a financial liability. All financial liabilities are recognised initially at fair value and, in the case of loans, borrowings and payables, net of directly attributable transaction costs. The Association's financial liabilities include Accounts and other payables.

**Accounts and Other Payable**

Accounts and other payable are stated at their anticipated amounts payable for services rendered. Other payable includes vat payable and accrued expenses.



**3 Summary of Significant Accounting Policies (continued)****Offsetting financial instruments**

Financial assets and liabilities are offset and the net amount reported in the statement of financial position, when there is a legally enforceable right to offset the recognised amounts and there is an intention to settle on a net basis or realise the asset and settle the liability simultaneously.

**Provisions**

Provisions are recognised when the Company has a present obligation as a result of past event and it is probable that the outflow of resources will be required to settle the obligation and the amount can be reliably estimated. Provisions are measured at the present value of the amount expected to be required to settle the obligation and the risk specific to the obligation.

**Leases**

The association assesses whether a contract is or contains a lease, at inception of a contract. A contract is, or contains, a lease if it conveys the right to control the use of an identified asset for a period of time in exchange for consideration. To assess whether a contract conveys the right to control the use of an identified asset, the Entity assess whether:

- the contract involves the use of an identified asset – this may be specified explicitly or implicitly, and should be physically distinct or represents substantially all of the capacity of a physically distinct asset. If the supplier has a substantive substitution right, then the asset is not identified;
- it has the right to obtain substantially all of the economic benefits from the use of the asset throughout the period of use; and
- it has the right to direct the use of the asset.

Leases in which substantially all the risks and rewards of Management ship are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.



**3 Summary of Significant Accounting Policies (continued)**

**Taxes**

Value Added Tax:

Expenses and assets are recognized net of the amount of input tax, except:

- When the input tax is incurred on a purchase of assets, goods or services which is non recoverable from the Federal Tax Authority, in which case, the input tax is recognized as part of the cost of acquisition of the asset, goods or services as part of the expense, as applicable.
- The net amount of value added tax recoverable from, or payable to, the Federal Tax Authority is included as part of receivables or payables in the statement of financial position, as applicable.

**Input VAT and Output VAT**

Input VAT is recognized when the goods or services are supplied to the Company and the tax on which is paid/due to be paid by the Company to the Supplier.

Output VAT is recognized in respect of taxable supply of goods / services rendered by the Company on which tax is charged and due to be paid to the Federal Tax Authority.

**Corporate Tax**

On 9 December 2022, the UAE Ministry of Finance released Federal Decree-Law No. 47 of 2022 on the Taxation of Corporations and Businesses (the "Law") to enact a Federal corporate tax regime in the UAE. Furthermore, on January 16, 2023, a Cabinet Decision was published specifying the threshold of AED 375,000 of taxable income above which taxable entities would be subject to a 9% corporate tax rate.

The Corporate Tax regime will become effective for the accounting periods beginning on or after June 01, 2023. For the association it is effective from April 01, 2024. While a number of regulations with regards to the application of tax legislation have been further published, clarifications in relation to certain key aspects such as foreign tax credits are pending and as such management will continue to monitor developments in order to assess the impact of corporate tax including any deferred tax on the Entity.



**3 Summary of Significant Accounting Policies (continued)****Taxes (Continued)****Corporate Tax (Continued)**

Corporate tax is measured at the amount expected to be paid to the FTA in accordance with the provisions of the FTA, for the income of the year. It includes taxes on income from operations in UAE and, where applicable, from foreign jurisdictions. Tax expense relating to foreign operations is determined in accordance with the tax laws applicable in the countries where such operations are domiciled. This Audit Report does not provide an absolute assurance that the profit arrived in this report is taxable profit as per FTA, the calculation of taxable profit will be different as per FTA Guidelines only. "The taxable income of the company exceeding AED 375000 is subject to the rate of 9% as per CT Law. The association can also claim the benefit of Small Business Relief as per the guidelines of FTA which states that if an entity has total revenue not exceeding 3 million in AED then they can claim this mentioned benefit. So the company can claim this mentioned relief while filing corporate tax return, due to which the company will have a zero taxable profit and will not be liable to pay corporate tax."

**Foreign Currencies Transactions**

The financial statements are presented in Arab Emirates Dirhams, which is the Company's functional and presentation currency.

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

**Critical accounting judgements and key sources of estimation uncertainty**

In the application of the Entity's accounting policies, which are described in policy notes, the management are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.



**3 Summary of Significant Accounting Policies (continued)**

**Critical accounting judgements and key sources of estimation uncertainty (Continued)**

The significant judgments and estimates made by management, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are described below.

**Critical judgements in applying accounting policies**

In the process of applying the Entity's accounting policies, which are described above, and due to the nature of operations, management makes the following judgment that has the most significant effect on the amounts recognised in the financial statements.

**Key sources of estimation uncertainty**

The key assumptions concerning the future, and other key sources of estimation uncertainty at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year, are discussed below.



**INTERACTIVE ADVERTISING BUREAU**  
**Notes to the Financial Statements**  
**March 31, 2025**

(Figures in AED)	2025	2024
<b>4 Cash and Bank Balances</b>		
Balance in local currency accounts	1,764,162	1,531,599
Fixed Deposits	21,419	20,683
	<u>1,785,581</u>	<u>1,552,282</u>
<b>5 Other Receivable and Prepayments</b>		
Deposits	2,000	2,000
Prepayments	77,897	78,314
	<u>79,897</u>	<u>80,314</u>
<b>6 Accounts Receivables</b>		
Membership fees	531,381	520,553
	<u>531,381</u>	<u>520,553</u>
<b>7 Accounts and Other Payable</b>		
Trade payables	176,336	-
Accrued Expense	23,970	168,802
VAT Payable	26,945	26,381
Credit Card	1,519	-
Other Payables	-	454
	<u>228,770</u>	<u>195,637</u>
<b>8 Operating Revenue</b>		
Membership Fee	1,685,491	1,473,440
	<u>1,685,491</u>	<u>1,473,440</u>
<b>9 General and Administrative expenses</b>		
Professional fee	961,500	781,500
Bank Charges	612	368
Meals and Entertainment	35,635	98,115
Office Rent	20,000	20,000
Other expenses	32,441	28,122
Project costs	425,464	438,978
	<u>1,475,652</u>	<u>1,367,083</u>



**INTERACTIVE ADVERTISING BUREAU**  
**Notes to the Financial Statements**  
**March 31, 2025**

(Figures in AED) 2025                      2024

**10 Other income**

Other revenue	<b>736</b>	571
Exchange loss	<b>2</b>	-
	<b>738</b>	571

**11 Contingent Liabilities**

Except for this and ongoing service commitments in the normal course of business against which no loss is expected, there are no other known contingent liabilities existing at the balance sheet date.

**12 Comparative Figures**

The comparative figures for the previous year ended March 31, 2024 have been audited by other Auditor who have issued the report dated June 05, 2024.

These financial statements were approved by the Board of Directors on May 27, 2025 and signed on their behalf by:



Note from the IAB MENA: Board  
approval was obtained on June 30, 2025

.....  
**Authorised Signatory**

*Sebastian Joziassse*

*Nisrine Ghazal*

