



Internal Financial Report - Preliminary Version

Interactive Advertising Bureau
For the period ended March 31, 2022

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Prepared on
April 4, 2022

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Explanation Notes

The report end date is March 31, 2022.

The terminology for non-profits:

1. Operating Statement = Profit and Lost Statement
2. Statement of Financial Position = Balance Sheet
3. Net Assets = Retained Earnings
4. Members Contribution = Owners' Equity

Additional notes:

1. The Committed Funds is the approved budget for the 2021 digital ad market sizing project.

GA:Operating Statement

April 2021 - March 2022

	Apr 2021 - Mar 2022	Apr 2020 - Mar 2021 (PY)	Change	Total % Change
INCOME				
In-Kind Contributions	107,500.00	69,561.00	37,939.00	54.54062%
New Membership Fees	137,718.75	82,631.25	55,087.50	66.66667%
Renewal Membership Fees	999,141.82	633,506.25	365,635.57	57.71617%
Total Income	1,244,360.57	785,698.50	458,662.07	58.37635%
GROSS PROFIT	1,244,360.57	785,698.50	458,662.07	58.37635%
EXPENSES				
In-Kind Professional Services	107,500.00	69,561.00	37,939.00	54.54062%
Market Sizing Project	161,690.76		161,690.76	
Recurrent Expenses	555,458.26	433,890.19	121,568.07	28.01817%
Website	2,509.68		2,509.68	
Total Expenses	827,158.70	503,451.19	323,707.51	64.29769%
NET EARNINGS	AED417,201.87	AED282,247.31	AED134,954.56	47.81429%

GA:Statement of Financial Position

As of March 31, 2022

	As of Mar 31, 2022	As of Mar 31, 2021 (PY)	Change	Total % Change
ASSETS				
Current Assets				
Accounts receivable				
Membership Receivable (A/R)	212,083.89	268,092.56	-56,008.67	-20.89154%
Total Accounts receivable	212,083.89	268,092.56	-56,008.67	-20.89154%
Bank ENBD AED	1,233,247.50	768,686.13	464,561.37	60.43577%
Prepaid Expenses	76,736.38	71,630.30	5,106.08	7.12838%
Undeposited Funds	19,280.63		19,280.63	
Total Current Assets	1,541,348.40	1,108,408.99	432,939.41	39.05954%
Long-term assets				
Security Deposits	22,000.00	22,000.00	0.00	0.00%
Total long-term assets	22,000.00	22,000.00	0.00	0.00%
Total Assets	AED1,563,348.40	AED1,130,408.99	AED432,939.41	38.29936%
LIABILITIES AND SHAREHOLDER'S EQUITY				
Current liabilities:				
Accounts payable				
Accounts Payable (A/P)	35,000.00	35,000.00	0.00	0.00%
Total Accounts payable	35,000.00	35,000.00	0.00	0.00%
ENBD Visa Credit Card	929.87	470.38	459.49	97.68485%
Accrued liabilities	200.00	0.00	200.00	
VAT Control	26,866.19	11,788.14	15,078.05	127.90864%
Total current liabilities	62,996.06	47,258.52	15,737.54	33.30096%
Shareholders' equity:				
Net Income	417,201.87	282,247.31	134,954.56	47.81429%
Members Contribution	305,166.89	305,166.89	0.00	0.00%
Net Assets	777,983.58	495,736.27	282,247.31	56.93497%

	As of Mar 31, 2022	As of Mar 31, 2021 (PY)	Change	Total % Change
Total shareholders' equity	1,500,352.34	1,083,150.47	417,201.87	38.51744%
Total liabilities and equity	1,563,348.40	1,130,408.99	432,939.41	38.29936%

GA:Statement of Cash Flows

April 2021 - March 2022

	Total
CASH FLOWS FROM OPERATING ACTIVITIES	
Profit for the year	417,201.87
Adjustments for non-cash income and expenses:	
Membership Receivable (A/R)	56,008.67
Prepaid Expenses:Rent Prepaid Expenses	-4,999.94
Prepaid Expenses:Software Licence Prepaid Expenses	-106.14
ENBD Visa Credit Card:ENBD Credit Card xxxx 2332	459.49
Accrued liabilities	200.00
VAT Control	15,078.05
Total Adjustments for non-cash income and expenses:	66,640.13
Net cash from operating activities	483,842.00
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	483,842.00
Cash and cash equivalents at beginning of year	768,686.13
CASH AND CASH EQUIVALENTS AT END OF YEAR	AED1,252,528.13

GA:A/R Ageing Summary

As of March 31, 2022

	Current	1 - 30	31 - 60	61 and over	Total
Amazon					0.00
Amazon Web Services MENA FZ-LLC			57,841.88		57,841.88
Total Amazon			57,841.88		57,841.88
Archers FZ LLC		-3.00			-3.00
Dubizzle Middle East FZ LLC	19,280.63				19,280.63
Facebook FZ-LLC	57,841.88				57,841.88
GroupM					0.00
Group M Mena FZ LLC	57,841.88				57,841.88
Total GroupM	57,841.88				57,841.88
InMobi Pte Ltd		9,640.31			9,640.31
Think Digital Group					0.00
Tailwind Middle East & Africa DMCC	9,640.31				9,640.31
Total Think Digital Group	9,640.31				9,640.31
TOTAL	AED144,604.70	AED9,637.31	AED57,841.88	AED0.00	AED212,083.89

Trial Balance

As of March 31, 2022

	Debit	Credit
Bank ENBD AED	933,633.29	
Bank ENBD AED:Committed Funds:Ad-Market Sizing Project	299,614.21	
Membership Receivable (A/R)	212,083.89	
Prepaid Expenses:IAB Licence Prepaid Expenses	66,312.00	
Prepaid Expenses:Rent Prepaid Expenses	9,999.98	
Prepaid Expenses:Software Licence Prepaid Expenses	424.40	
Undeposited Funds	19,280.63	
Security Deposits	22,000.00	
Accounts Payable (A/P)		35,000.00
ENBD Visa Credit Card:ENBD Credit Card xxxx 2332		929.87
Accrued liabilities		200.00
VAT Control		26,866.19
Members Contribution		305,166.89
Net Assets		777,983.58
In-Kind Contributions		107,500.00
New Membership Fees		137,718.75
Renewal Membership Fees		999,141.82
In-Kind Professional Services	107,500.00	
Market Sizing Project:Market Sizing 2019-2020	161,690.76	
Recurrent Expenses:Bank charges	3,034.25	
Recurrent Expenses:IAB Licence	93,416.00	
Recurrent Expenses:Office Rent	15,000.06	
Recurrent Expenses:Other Expenses	16,380.00	
Recurrent Expenses:Professional Fees	421,500.00	
Recurrent Expenses:Software Licence	6,127.95	
Website:Professional Fees	1,781.24	
Website:Software licences	728.44	
TOTAL	AED2,390,507.10	AED2,390,507.10

GA:Statement of changes in equity

As of March 31, 2022

	As of Mar 31, 2022	As of Mar 31, 2021 (PY)	Change	Total % Change
Members Contribution	305,166.89	305,166.89	0.00	0.00%
Net Assets	777,983.58	495,736.27	282,247.31	56.93497%
Total Equity	1,083,150.47	800,903.16	282,247.31	35.24113%