KPMG Taseer Hadi & Co.
Chartered Accountants

Symmetry Group Limited

Unconsolidated Financial Statements
For the year ended 30 June 2021

KPMG

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Chartered Accountants
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INDEPENDENT AUDITOR'S REPORT

To the members of Symmetry Group Limited

Report on the Audit of Unconsolidated Financial Statements

Opinion

We have audited the annexed financial statements of **Symmetry Group Limited** ("the Company"), which comprise the unconsolidated statement of financial position as at **30 June 2021**, and the unconsolidated statement of profit and loss and other comprehensive income, the unconsolidated statement of changes in equity, and the unconsolidated cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information, and we state that we have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purposes of the audit.

In our opinion and to the best of our information and according to the explanations given to us, the statement of financial position, profit and loss account, the statement of changes in equity and cash flow statement together with the notes forming part thereof conform with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (XIX of 2017), in the manner so required and respectively give a true and fair view of the state of the Company's affairs as at 30 June 2021 and of the profit, the changes in equity and its cash flows for the year then ended.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) as applicable in Pakistan. 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 Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants as adopted by the Institute of Chartered Accountants of Pakistan (the Code), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Board of Directors for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the accounting and reporting standards as applicable in Pakistan and the requirements of Companies Act, 2017 (XIX of 2017) and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, 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 management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Board of Directors are responsible for overseeing the Company's financial reporting process.

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 misstatement, 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 as applicable in Pakistan will always detect a material misstatement 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 as applicable in Pakistan, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement 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 risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control 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 control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

- Conclude on the appropriateness of management's use of the 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 a 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.

- 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.

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

Report on Other Legal and Regulatory Requirements

Based on our audit, we further report that in our opinion:

a) proper books of account have been kept by the Company as required by the Companies Act, 2017 (XIX of 2017);

b) the statement of financial position, profit and loss account, the statement of changes in equity and cash flow statement together with the notes thereon have been drawn up in conformity with the Companies Act, 2017 (XIX of 2017) and are in agreement with the books of account and returns;

c) investments made, expenditure incurred and guarantees extended during the year were for the purpose of the Company's business; and

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d) no zakat was deductible at source under the Zakat and Ushr Ordinance, 1980 (XVIII of 1980).

The engagement partner on the audit resulting in this independent auditor's report is **Moneeza Usman Butt**.

Date: 23 September 2021

Karachi

KPMG Taseer Hadi & Co.
Chartered Accountants

Symmetry Group Limited

Unconsolidated Statement of Financial Position

As at 30 June 2021

	Note	2021	2020
		(Rupees)	
ASSETS			
Non current assets			
Property and equipment	4	**7,740,680**	9,651,452
Right of use assets	5	**9,233,246**	6,605,572
Intangible assets	6	**4,050,375**	6,045,338
Long term investments	7	**10,996,000**	10,996,000
Deferred taxation	8	**265,345**	-
Long term deposits	9	**1,858,900**	1,758,900
		34,144,546	35,057,260
Current assets			
Trade debts	10	**155,112,561**	75,773,051
Advances and prepayments	11	**621,940**	1,970,749
Interest accrued on short term investments		**181,312**	30,115
Short term investments	12	**14,275,000**	6,450,000
Due from related parties	13	**85,856,850**	79,939,722
Taxation - net		**-**	28,357
Cash and bank balances	14	**164,204**	190,356
		256,211,867	164,382,350
Total assets		**290,356,413**	199,439,610
EQUITY AND LIABILITIES			
Share capital and reserves			
Authorized share capital			
100,000,000 (2020: 100,000,000) ordinary shares of Rs. 1/- each		**100,000,000**	100,000,000
Issued, subscribed and paid-up capital	15	**85,000,000**	85,000,000
Unappropriated profit		**102,866,639**	35,593,145
		187,866,639	120,593,145
Non current liabilities			
Lease liabilities	5	**3,381,104**	3,464,200
Long term borrowings	16	**4,680,589**	1,609,640
Deferred income - government grant	17	**489,565**	416,664
Deferred taxation	8	**-**	1,151,867
		8,551,258	6,642,371
Current liabilities			
Current portion of lease liabilities	5	**3,237,685**	1,185,391
Current portion of long term borrowings	16	**7,340,539**	4,217,168
Current portion of deferred income - government grant	17	**532,798**	207,632
Trade and other payables	18	**25,556,116**	11,483,968
Short term finance	19	**21,243,329**	19,626,039
Taxation - net		**18,724,279**	-
Due to related parties	20	**17,303,770**	35,483,878
		93,938,516	72,204,094
Total equity and liabilities		**290,356,413**	199,439,610
Contingencies and commitments	21		

The annexed notes 1 to 34 form an integral part of these financial statements.

Chief Executive

Director

Symmetry Group Limited

Unconsolidated Statement of Profit or Loss Account and Other Comprehensive Income

For the year ended 30 June 2021

	Note	2021	2020
		(Rupees)	
Revenue - net	22	**205,306,676**	91,213,256
Administrative and general expenses	23	**(139,667,713)**	(125,616,496)
Impairment loss on long term investment	7.2	**-**	(998,000)
Impairment of trade debts	10.1	**(75,226)**	-
Other income	24	**50,301,224**	69,866,406
Operating profit		**115,864,961**	34,465,166
Finance costs	25	**(7,128,742)**	(5,052,591)
Profit before taxation		**108,736,219**	29,412,575
Taxation	26	**(25,898,481)**	(3,871,782)
Profit after taxation		**82,837,738**	25,540,793
Other comprehensive income		**-**	-
Total comprehensive income		**82,837,738**	25,540,793

The annexed notes 1 to 34 form an integral part of these financial statements.

Chief Executive **Director**

Symmetry Group Limited

Unconsolidated Statement of Changes in Equity

For the year ended 30 June 2021

	Issued, subscribed and paid-up share capital	Unappropriated profit	Total
	---------- (Rupees) ----------		
Balance as at 01 July 2019	85,000,000	18,857,544	103,857,544
Transactions with owners recorded directly in equity - contributions			
-1st Interim dividend for the year ended 30 June 2020 @ Rs 0.1036 per Share	-	(8,805,192)	(8,805,192)
Total comprehensive income for the year ended 30 June 2020			
Profit for the year	-	25,540,793	25,540,793
Balance as at 30 June 2020	85,000,000	35,593,145	120,593,145
Transactions with owners recorded directly in equity - contributions			
-1st Interim dividend for the year ended 30 June 2021 @ Rs 0.1831 per Share	-	**(15,564,244)**	**(15,564,244)**
Total comprehensive income for the year ended 30 June 2021			
Profit for the year	-	**82,837,738**	**82,837,738**
Balance as at 30 June 2021	**85,000,000**	**102,866,639**	**187,866,639**

The annexed notes 1 to 34 form an integral part of these financial statements.

Chief Executive **Director**

Symmetry Group Limited
Unconsolidated Statement of Cash Flows
For the year ended 30 June 2021

	Note	2021	2020
		(Rupees)	
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash generated from operations	27	**39,838,412**	35,113,610
Finance costs paid		**(4,383,602)**	(4,230,874)
Income taxes paid		**(8,563,055)**	(10,010,678)
Long term deposits - net		**(100,000)**	2,632,000
Net cash generated from operating activities		**26,791,755**	23,504,058
CASH FLOWS FROM INVESTING ACTIVITIES			
Capital expenditure - net of proceeds from disposals		**(2,747,048)**	(5,994,171)
Interest received on Term Deposits Receipts		**742,074**	-
Investments in Term Deposit Receipts		**(7,825,000)**	(6,450,000)
Net cash used in investing activities		**(9,829,974)**	(12,444,171)
CASH FLOWS FROM FINANCING ACTIVITIES			
Dividend paid		**(15,564,244)**	(8,805,192)
Loan paid to related parties - net		**(7,424,707)**	(3,881,604)
Long term borrowings received		**6,233,000**	6,295,866
Repayment of lease liabilities		**(1,849,272)**	(6,860,749)
Net cash used in financing activities		**(18,605,223)**	(13,251,679)
Net (decrease) in cash and cash equivalents		**(1,643,442)**	(2,191,792)
Cash and cash equivalents at beginning of the year		**(19,435,683)**	(17,243,891)
Cash and cash equivalents at end of the year		**(21,079,125)**	(19,435,683)
Cash and cash equivalents comprise of the following:			
Cash and bank balances	14	**164,204**	190,356
Short term running finance	19	**(21,243,329)**	(19,626,039)
		(21,079,125)	(19,435,683)

The annexed notes 1 to 34 form an integral part of these financial statements.

Chief Executive | **Director**

1. STATUS AND NATURE OF BUSINESS

Symmetry Group Limited ('the Company') was incorporated in Pakistan as a private limited company on 3 February 2012 under the repealed Companies Ordinance, 1984. Last year the Company was converted to a public company with effect from 31 May 2018. The principal activities of the Company is digital media, internet marketing and display advertising etc.

The ultimate parent entity of the Company is Bulls Eye Communications (Private) Limited incoporated in Pakistan.

The registered office of the Company is situated at 3rd and 4th Floor, Plot 45-C, Shahbaz Lane 4, Phase VI, D.H.A. Karachi.

These financial statements are separate financial statements of the Company in which investment in subsidiary is accounted for on the basis of cost rather then on the basis of reported results. Consolidated financial statements are prepared separately.

Detail of Company's investment in subsidiary companies is given in note 7 to these financial statements.

2. BASIS OF PREPARATION

2.1 Statement of compliance

These financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan. The accounting and reporting standards as applicable in Pakistan comprise of:

- International Financial Reporting Standards (IFRS Standards) issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017; and

- Provisions of and directives issued under the Companies Act 2017.

Where the provisions of and directives issued under the Companies Act 2017 differ from IFRS Standards, the provisions of and directives issued under the Companies Act 2017 have been followed.

2.2 Basis of measurement

These financial statements have been prepared under the historical cost convention, unless otherwise stated.

2.3 Functional and presentation currency

These financial statements are presented in Pakistan rupees which is Company's functional currency. All financial information presented in Pakistan rupees has been rounded to the nearest rupee, unless otherwise stated.

2.4 Use of estimates and judgments

The preparation of financial statements in conformity with accounting and reporting standards, as applicable in Pakistan, requires management to make judgments, estimates and assumptions that affect the application of the accounting policies and the reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates underlying the assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized 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. Information about the judgments made by the management in the application of the accounting policies, that have the most significant effect on the amount recognized in these financial statements, assumptions and estimation uncertainties with significant risk of material adjustment to the carrying amount of asset and liabilities in the next year are described in the following notes:

- Lease (note 3.1)
- Property and equipment (note 3.2)
- Intangible assets (note 3.3)
- Financial assets (note 3.5)
- Taxation (note 3.13)
- Provisions (note 3.14)
- Government grants (note 3.15)

2.5 New or amendments / interpretations to existing standards, interpretation and forthcoming requirements

There are certain new standards, amendments to the approved accounting standards and new interpretations that are mandatory for accounting periods beginning on or after 1 July 2020. However, these do not have any significant impact on the Company's financial reporting and therefore have not been detailed in these unconsolidated financial statements.

2.6 Standards, interpretations and amendments to published approved accounting standards that are not yet effective

The following International Financial Reporting Standards (IFRS Standards) as notified under the Companies Act, 2017 and the amendments and interpretations thereto will be effective for accounting periods beginning on or after 01 July 2021:

- Interest Rate Benchmark Reform – Phase 2 which amended IFRS 9, IAS 39, IFRS 7, IFRS 4 and IFRS 16 is applicable for annual financial periods beginning on or after 1 January 2021, with earlier application permitted. The amendments introduce a practical expedient to account for modifications of financial assets or financial liabilities if a change results directly from IBOR reform and occurs on an 'economically equivalent' basis. In these cases, changes will be accounted for by updating the effective interest rate. A similar practical expedient will be accounted for by updating the effective interest rate. A similar practical expedient will apply under IFRS 16 for lessees when accounting for lease modifications required by IBOR reform. The amendments also allow a series of exemptions from the regular, strict rules around hedge accounting for hedging relationships directly affected by the interest rate benchmark reforms. The amendments apply retrospectively with earlier application permitted. Hedging relationships previously discontinued solely because of changes resulting from the reform will be reinstated if certain conditions are met.

- Onerous Contracts – Cost of Fulfilling a Contract (Amendments to IAS 37) effective for the annual periods beginning on or after 1 January 2022 amends IAS 1 by mainly adding paragraphs which clarifies what comprises the cost of fulfilling a contract, Cost of fulfilling a contract is relevant when determining whether a contract is onerous. An entity is required to apply the amendments to contracts for which it has not yet fulfilled all its obligations at the beginning of the annual reporting period in which it first applies the amendments (the date of initial application). Restatement of comparative information is not required, instead the amendments require an entity to recognize the cumulative effect of initially applying the amendments as an adjustment to the opening balance of retained earnings or other component of equity, as appropriate, at the date of initial application.

- The following annual improvements to IFRS Standards 2018-2020 are effective for annual reporting periods beginning on or after 1 January 2022.

  - IFRS 9 – The amendment clarifies that an entity includes only fees paid or received between the entity (the borrower) and the lender, including fees paid or received by either the entity or the lender on the other's behalf, when it applies the '10 per cent' test in paragraph B3.3.6 of IFRS 9 in assessing whether to derecognize a financial liability.

  - IFRS 16 – The amendment partially amends Illustrative Example 13 accompanying IFRS 16 by excluding the illustration of reimbursement of leasehold improvements by the lessor. The objective of the amendment is to resolve any potential confusion that might arise in lease incentives.

  - IAS 41 – The amendment removes the requirement in paragraph 22 of IAS 41 for entities to exclude taxation cash flows when measuring the fair value of a biological asset using a present value technique.

- Property, Plant and Equipment: Proceeds before Intended Use (Amendments to IAS 16) effective for annual periods beginning on or after 1 January 2022 clarifies that sales proceeds and costs of items produced while bringing an item of property, plant and equipment to the location and condition necessary for it to be capable of operating in the manner intended by management e.g. when testing etc., are recognized in profit or loss in accordance with applicable Standards. The entity measures the cost of those items applying the measurement requirements of IAS 2. The standard also removes the requirement of deducting the net sales proceeds from cost of testing. An entity shall apply those amendments retrospectively, but only to items of property, plant and equipment that are brought to the location and condition necessary for them to be capable of operating in the manner intended by management on or after the beginning of the earliest period presented in the financial statements in which the entity first applies the amendments. The entity shall recognize the cumulative effect of initially applying the amendments as an adjustment to the opening balance of retained earnings (or other component of equity, as appropriate) at the beginning of that earliest period presented.

- Reference to the Conceptual Framework (Amendments to IFRS 3) - Reference to the Conceptual Framework, issued in May 2020, amended paragraphs 11, 14, 21, 22 and 23 of and added paragraphs 21A, 21B, 21C and 23A to IFRS 3 . An entity shall apply those amendments to business combinations for which the acquisition date is on or after the beginning of the first annual reporting period beginning on or after 1 January 2022. Earlier application is permitted if at the same time or earlier an entity also applies all the amendments made by Amendments to References to the Conceptual Framework in IFRS Standards, issued in March 2018.

- Classification of liabilities as current or non-current (Amendments to IAS 1) amendments apply retrospectively for the annual periods beginning on or after 1 January 2023. These amendments in the standards have been added to further clarify when a liability is classified as current. The standard also amends the aspect of classification of liability as non-current by requiring the assessment of the entity's right at the end of the reporting period to defer the settlement of liability for at least twelve months after the reporting period. An entity shall apply those amendments retrospectively in accordance with IAS 8.

- Disclosure of Accounting Policies (Amendments to IAS 1 and IFRS Practice Statement 2) – the Board has issued amendments on the application of materiality to disclosure of accounting policies and to help companies provide useful accounting policy disclosures. The key amendments to IAS 1 include:

  The Board also amended IFRS Practice Statement 2 to include guidance and two additional examples on the application of materiality to accounting policy disclosures. The amendments are effective for annual reporting periods beginning on or after 1 January 2023 with earlier application permitted.

- Definition of Accounting Estimates (Amendments to IAS 8) – The amendments introduce a new definition for accounting estimates clarifying that they are monetary amounts in the financial statements that are subject to measurement uncertainty. The amendments also clarify the relationship between accounting policies and accounting estimates by specifying that a company develops an accounting estimate to achieve the objective set out by an accounting policy. The amendments are effective for periods beginning on or after 1 January 2023, and will apply prospectively to changes in accounting estimates and changes in accounting policies occurring on or after the beginning of the first annual reporting period in which the company applies the amendments.

- Deferred Tax related to Assets and Liabilities arising from a Single Transaction (Amendments to IAS 12) – The amendments narrow the scope of the initial recognition exemption (IRE) so that it does not apply to transactions that give rise to equal and offsetting temporary differences. As a result, companies will need to recognise a deferred tax asset and a deferred tax liability for temporary differences arising on initial recognition of a lease and a decommissioning provision. For leases and decommissioning liabilities, the associated deferred tax asset and liabilities will need to be recognised from the beginning of the earliest comparative period presented, with any cumulative effect recognised as an adjustment to retained earnings or other components of equity at that date. The amendments are effective for annual reporting periods beginning on or after 1 January 2023 with earlier application permitted.

- Sale or Contribution of Assets between an Investor and its Associate or Joint Venture (Amendments to IFRS 10 and IAS 28) – The amendment amends accounting treatment on loss of control of business or assets. The amendments also introduce new accounting for less frequent transaction that involves neither cost nor full step-up of certain retained interests in assets that are not businesses. The effective date for these changes has been deferred indefinitely until the completion of a broader review.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies set out below are consistently applied for all periods presented in these financial statements.

3.1 Leases

Right-of-use assets

The Company recognizes right-of-use assets at the commencement date of the lease (i.e. the date the underlying asset is available for use). Right-of-use assets are measured at cost, less any accumulated depreciation and impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognized, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received. Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease term and the estimated useful lives of the assets.

Right-of-use assets comprise of head office sales office and warehouse building which is depreciated over period of lease on straight line basis ranging from one year to five years. If ownership of the leased asset transfers to the Company at the end of the lease term or the cost reflects the exercise of a purchase option, depreciation is calculated using the estimated useful life of the asset. The right-of-use assets are also subject to impairment.

Lease liabilities

At the commencement date of the lease, the Company recognizes lease liabilities measured at the present value of lease payments to be made over the lease term. The lease payments include fixed payments (including in substance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate, and amounts expected to be paid under residual value guarantees. The lease payments also include the exercise price of a purchase option reasonably certain to be exercised by the Company and payments of penalties for terminating the lease, if the lease term reflects the Company exercising the option to terminate. Variable lease payments that do not depend on an index or a rate are recognized as expenses (unless they are incurred to produce inventories) in the period in which the event or condition that triggers the payment occurs.

In calculating the present value of lease payments, the Company uses its incremental borrowing rate at the lease commencement date because the interest rate implicit in the lease is not readily determinable. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in the lease payments (e.g., changes to future payments resulting from a change in an index or rate used to determine such lease payments) or a change in the assessment of an option to purchase the underlying asset.

Short-term leases

The Company applies the short-term lease recognition exemption to its short-term leases where the lease term is of 12 months or less from the commencement date and do not contain a purchase option and leases for which the underlying asset is of low value. Lease payments on short-term leases are recognized as expense on a straight-line basis over the lease term.

3.2 Property and equipment

An item of property and equipment is initially recognized at cost which is equal to the fair value of consideration paid at the time of acquisition or construction of the asset. These are stated at cost less accumulated depreciation and accumulated impairment losses, if any.

Depreciation is charged to income at rates using straight line method. Depreciation on additions is charged from the month during which the asset is available for use. For disposals during the year, depreciation is charged up to the month preceding the month of disposal. The useful life and depreciation method are reviewed and adjusted, if appropriate, at the reporting date.

Maintenance and repairs are charged to statement of profit or loss account as and when incurred. Major renewals and improvements are capitalized and the assets so replaced, if any, are retired. Gains and losses on disposal of assets, if any, are included in current income.

3.3 Intangible assets

Intangible assets acquired by the Company are stated at cost less accumulated amortization and impairment losses, if any. Subsequent expenditure on intangible assets is capitalized only when it increases the future economic benefits embodied in the specific assets to which it relates. All other expenditure is expensed out as incurred.

Amortization is charged to statement of profit or loss account on reducing balance method at the rates specified in respective notes in these financial statements unless lives of assets are indefinite. All intangible assets with an indefinite useful life are systematically tested for impairment at each reporting date. Amortization on additions to intangible assets is charged from the date on which an item is acquired or capitalized and upto the date preceding the disposal. Where the carrying amount of an asset exceeds its estimated recoverable amount it is written down immediately to its recoverable amount.

3.4 Long term investment - subsidiary companies

Subsidiaries are the entities controlled by the Company. The Company controls an entity when it is exposed to or has right to variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity.

The investment in subsidiary is initially recognized and carried at cost. The carrying amount of the investment is reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists the investment's recoverable amount is estimated. An impairment loss is recognized if the carrying amount exceeds its recoverable amount. A recoverable amount is higher of its fair value less cost to sell and value in use. Impairment losses are recognized in the statement of profit or loss account. An impairment loss is reversed if there has been a change in estimates used to determine the recoverable amount but limited to the extent of initial cost of investment. A reversal of impairment loss is recognized in the statement of profit or loss account. On loss of control of subsidiary company, any gain or loss is recognized in the statement of profit or loss account, being the difference between purchase price and disposal proceeds.

3.5 Financial assets

Financial assets are initially recognised at the time when the Company becomes a party to the contractual provision of the instrument.

Financial assets currently comprising of the assets 'measured at amortised cost', are initially measured at fair value plus transaction costs that are directly attributable to its acquisition. These assets are subsequently measured at amortised cost using the effective interest rate method. The amortised cost is reduced by impairment losses. Interest / markup income, foreign exchange gains and losses and impairments are recognized in the statement of profit or loss account.

Financial assets are derecognized when the rights to receive cash flows from the financial assets have expired or have been transferred and the Company has transferred substantially all risks and rewards of ownership.

3.6 Cash and cash equivalents

For the purpose of presentation in statement of cash flow, cash and cash equivalents includes cash in hand, balances with banks and short term borrowings availed by the Company, which are repayable on demand and form an integral part of the Company's cash management.

3.7 Financial liabilities

Financial liabilities are initially recognized on trade date i.e. date on which the Company becomes party to the respective contractual provisions. Financial liabilities include mark-up bearing borrowings and trade and other payables. The Company derecognizes the financial liabilities when contractual obligations are discharged or cancelled or expire. Financial liability other then at fair value through profit or loss are initially measured at fair value less any directly attributable transaction cost. Subsequent to initial recognition, these liabilities are measured at amortized cost using effective interest rate method.

3.8 Mark-up bearing borrowings and borrowing costs

Mark-up bearing borrowings are recognized initially at fair value, less attributable transaction costs. Subsequent to initial recognition, mark-up bearing borrowings are stated at amortized cost, while the difference between the cost (reduced for periodic payments) and redemption value is recognized in the statement of profit or loss account and other comprehensive income over the period of the borrowings using the effective interest method.

Borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset are capitalized as part of the cost of the relevant asset.

3.9 Trade and other payables

Trade and other payables are recognized initially at fair value plus directly attributable costs, if any, and subsequently measured at amortized costs.

3.10 Derivative financial instruments

Derivatives that do not qualify for hedge accounting are recognized in the statement of financial position at estimated fair value with corresponding effect to statement of profit or loss account and other comprehensive income. Derivative financial instruments are carried as assets when fair value is positive and liabilities when fair value is negative.

When a derivative is designated as a cash flow hedging instrument, the effective portion of changes in fair value of the derivative is recognized in other comprehensive income and accumulated in hedging reserve. Any ineffective portion of changes in fair value of derivative is recognized immediately in profit or loss. The amount accumulated in equity is removed therefrom and included in the initial carrying amount of non-financial asset upon recognition of non-financial asset.

The fair value of forward exchange contracts is estimated using appropriate valuation techniques. These are carried as assets when the fair value is positive and liabilities when the fair value is negative.

3.11 Offsetting of financial assets and financial liabilities

Financial assets and financial liabilities are offset and the net amount is reported in the financial statements only when the Company has currently legally enforceable right to set-off the recognized amounts and the Company intends either to settle on a net basis or to realize the assets and to settle the liabilities simultaneously. The legally enforceable right must not be contingent on future events and must be enforceable in normal course of business and in the event of default, insolvency or winding up of the Company or the counter parties.

3.12 Impairment

3.12.1 Financial assets

The Company recognizes loss allowances for Expected Credit Losses (ECLs) in respect of financial assets measured at amortized cost.

The Company measures loss allowances at an amount equal to lifetime ECLs, except for the following, which are measured at 12-month ECLs:

- debt securities that are determined to have low credit risk at the reporting date; and
- other debt securities and bank balance for which credit risk (i.e. the risk of default occurring over the expected life of the financial instrument) has not increased significantly since initial recognition.

Loss allowances for trade receivables are always measured at an amount equal to lifetime ECLs.

When determining whether the credit risk of a financial asset has increased significantly since initial recognition and when estimating ECLs, the Company considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis, based on the Company's historical experience and informed credit assessment and including forward-looking information.

The Company assumes that the credit risk on a financial asset has increased significantly if it is more than past due for a reasonable period of time. Lifetime ECLs are the ECLs that result from all possible default events over the expected life of a financial instrument. 12-month ECLs are the portion of ECLs that result from default events that are possible within the 12 months after the reporting date (or a shorter period if the expected life of the instrument is less than 12 months). The maximum period considered when estimating ECLs is the maximum contractual period over which the Company is exposed to credit risk.

Loss allowances for financial assets measured at amortized cost are deducted from the Gross carrying amount of the assets.

The gross carrying amount of a financial asset is written off when the Company has no reasonable expectations of recovering of a financial asset in its entirety or a portion thereof. The Company individually makes an assessment with respect to the timing and amount of write-off based on whether there is a reasonable expectation of recovery. The Company expects no significant recovery from the amount written off. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Company's procedures for recovery of amounts due.

The adoption of the expected loss approach has not resulted in any material change in impairment provision for any financial asset.

3.12.2 Non-financial assets

The carrying amounts of the Company's non-financial assets, other than deferred tax assets and inventories are reviewed at each reporting date to determine whether there is any indication of impairment. If such indication exists, the asset's recoverable amount, being higher of value in use and fair value less costs to sell, is estimated. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. For the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or groups of assets. An impairment loss is recognized whenever the carrying amount of an asset exceeds its recoverable amount. Impairment losses are recognized in the statement of profit or loss account and other comprehensive income.

3.13 Taxation

Current

Provision for current taxation is based on taxable income at current rates of taxation after taking into account tax rebates and credits, if any.

Deferred

Deferred tax is provided using balance sheet liability method, providing for temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The amount of deferred tax provided is based on the expected manner of realization or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the balance sheet date. A deferred tax asset is recognized to the extent that it is probable that future taxable profits will be available against which the temporary differences can be utilized. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realized.

3.14 Provisions

A provision is recognized in the balance sheet when the Company has a legal or constructive obligation as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. However, provisions are reviewed at each reporting date and adjusted to reflect current best estimate.

3.15 Government grants

Government grants are transfers of resources to an entity by a government entity in return for compliance with certain past or future conditions related to the entity's operating activities - e.g. a government subsidy. The definition of "government" refers to governments, government agencies and similar bodies, whether local, national or international.

The Company recognizes government grants when there is reasonable assurance that grants will be received and the Company will be able to comply with conditions associated with grants.

Government grants are recognized at fair value, as deferred income, when there is reasonable assurance that the grants will be received and the Company will be able to comply with the conditions associated with the grants.

Grants that compensate the Company for expenses incurred, are recognized on a systematic basis in the income for the year in which the related expenses are recognized. Grants that compensate for the cost of an asset are recognized in income on a systematic basis over the expected useful life of the related asset.

A loan is initially recognized and subsequently measured in accordance with IFRS 9. IFRS 9 requires loans at below-market rates to be initially measured at their fair value - e.g. the present value of the expected future cash flows discounted at a market-related interest rate. The benefit that is the government grant is measured as the difference between the fair value of the loan on initial recognition and the amount received, which is accounted for according to the nature of the grant.

3.16 Foreign currency transactions

Transactions in foreign currencies are accounted for in rupees at the rate of exchange prevailing on the date of transaction. Monetary assets and liabilities in foreign currencies as at the reporting date are expressed in rupees at rates of exchange prevailing on that date except where forward exchange cover has been obtained for payment of liabilities, in which case the contracted rates are applied. Exchange gains and losses are included in income currently.

3.17 Functional and presentation currency

Items included in the financial statements are measured using the currency of the primary economic environment in which the Company operates. The financial statements are presented in Pak Rupees, which is the Company's functional and presentation currency and have been rounded off to the nearest rupee.

3.18 Revenue recognition

Revenue from contracts with customers is recognized when control of the services are transferred to the customer at an amount that reflects the consideration to which the Company expects to be entitled in exchange for those goods and services.

- Revenue from media buying services is recognized at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

- Revenue from providing social media management services is recognized on a straight line basis over the line of the respective contracts.

- Revenue from content creation services is recognized at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

- Revenue from agency commissions and discounts is recognized at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

3.19 Expenses

All expenses are recognized in the statement of profit or loss account on an accrual basis.

3.20 **Dividend distributions and appropriations**

Dividend distributions and appropriations are recorded in the period in which the distributions and appropriations are approved.

4. PROPERTY AND EQUIPMENT

Following is a summary of the Company owned property and equipment:

	2021				
	Owned				Total
	Furniture and fixtures	Office equipment	Computer and ancillary equipment	Vehicles	
	(Rupees)				
As at 1 July 2020					
Cost	1,975,653	787,061	12,838,183	1,085,000	16,685,897
Accumulated depreciation	(344,255)	(540,374)	(5,291,895)	(857,921)	(7,034,445)
Net book value	1,631,398	246,687	7,546,288	227,079	9,651,452
Additions	-	491,500	2,255,548	-	2,747,048
Depreciation charge for the year	(296,408)	(194,678)	(3,972,095)	(194,635)	(4,657,820)
Closing net book value	1,334,990	543,509	5,829,741	32,440	7,740,680
As at 30 June 2021					
Cost	1,975,653	1,278,561	15,093,731	1,085,000	19,432,945
Accumulated depreciation	(640,663)	(735,052)	(9,263,990)	(1,052,560)	(11,692,265)
Net book value	1,334,990	543,509	5,829,741	32,440	7,740,680
Depreciation rates (% per annum)	15	30	30	15	

	2020				
	Owned				Total
	Furniture and fixtures	Office equipment	Computer and ancillary equipment	Vehicles	
	(Rupees)				
As at 1 July 2019					
Cost	383,903	787,061	8,085,762	6,685,720	15,942,446
Accumulated depreciation	(89,844)	(401,234)	(2,438,602)	(4,075,671)	(7,005,351)
Net book value	294,059	385,827	5,647,160	2,610,049	8,937,095
Additions	1,591,750	-	4,752,421	-	6,344,171
Disposal					
Cost	-	-	-	(5,600,720)	(5,600,720)
Accumulated depreciation	-	-	-	3,690,353	3,690,353
Depreciation charge for the year	(254,411)	(139,140)	(2,853,293)	(472,603)	(3,719,447)
Closing net book value	1,631,398	246,687	7,546,288	227,079	9,651,452
As at 30 June 2020					
Cost	1,975,653	787,061	12,838,183	1,085,000	16,685,897
Accumulated depreciation	(344,255)	(540,374)	(5,291,895)	(857,921)	(7,034,445)
Net book value	1,631,398	246,687	7,546,288	227,079	9,651,452
Depreciation rates (% per annum)	15	30	30	15	

4.1 The depreciation charge for the year has been allocated to administrative and general expenses.

5. LEASES	Note	2021	2020
		(Rupees)	

5.1 Right-of-use assets

	2021	2020
As at July 1, 2020	**6,605,572**	3,705,889
Additions	**3,397,205**	6,866,635
Disposals	-	(1,706,556)
Depreciation	**(769,611)**	(2,260,396)
As at June 30, 2021	**9,233,246**	6,605,572

5.2 Lease liabilities

Rental contracts are made for a fixed period subject to renewal upon mutual consent of the Company and lessor. Wherever practicable, the Company seeks to include extension option to provide operational flexibility. Lease term is negotiated on an individual basis and contain a wide range of different terms and conditions. Management exercises significant judgement in determining whether these extensions and termination options are reasonably certain to be exercised. The future lease payments have been discounted using interest rates ranging from 6.32% to 11.05% (2020: 6.32% to 9.37%).

Set out below is the carrying amount of lease liabilities and the movements during the year:

	2021	2020
As at 1 July	**4,649,591**	4,265,448
Additions	**3,397,205**	6,866,635
Interest expense	**421,165**	378,257
Payments	**(1,849,272)**	(6,860,749)
As at 30 June	**6,618,789**	4,649,591
Current	**3,237,685**	1,185,391
Non-current	**3,381,104**	3,464,200
	6,618,789	4,649,591

Lease liabilities are payable as follows:

	2021		
	Minimum lease payment	**Interest**	**Present value of minimum lease payments**
		(Rupees)	
Less than one year	**3,687,513**	**449,828**	**3,237,685**
Between one and five years	**3,639,478**	**258,374**	**3,381,104**
	7,326,991	**708,202**	**6,618,789**

	2020		
	Minimum lease payment	Interest	Present value of minimum lease payments
		(Rupees)	
Less than one year	1,523,145	337,753	1,185,392
Between one and five years	3,882,990	418,791	3,464,199
	5,406,135	756,544	4,649,591

6. INTANGIBLE ASSETS

		2021	2020
		(Rupees)	
Computer software			
Cost			
Balance as at 1 July		**30,000,000**	30,000,000
Balance as at 30 June		**30,000,000**	30,000,000
Amortization			
Balance as at 1 July		**23,954,664**	20,977,110
Amortization for the year	6.1	**1,994,961**	2,977,554
Balance as at 30 June		**25,949,625**	23,954,664
Net book value		**4,050,375**	6,045,336
Amortization rate (% per annum)		**33.00%**	33.00%

6.1 The amortization charge for the year has been allocated to administrative and general expenses.

7. LONG TERM INVESTMENTS - *Subsidiaries at cost*

2021	2020				
(Number of shares)					
999,800	999,800	Symmetry Digital (Private) Limited	7.1	**9,998,000**	9,998,000
-	99,800	Creative Jin (Private) Limited	7.2	-	-
99,800	99,800	Iris Digital (Private) Limited	7.3	**998,000**	998,000
1,099,600	1,199,400			**10,996,000**	10,996,000

7.1 This represents investment in Symmetry Digital (Private) Limited ("Symmetry Digital") at par value of Rupees 10 each. The Company held 99.8% (2020: 99.8%) shareholding in Symmetry Digital as at 30 June 2021.

7.2 This represents investment in Creative Jin (Private) Limited ("Creative Jin") at par value of Rupees 10 each. The operations of Creative Jin ceased on 19th March 2020. Management has wind-up the operations in accordance with Section 246 of Companies Act, 2017 with respect to Easy Exit of a Defunct Company on 28 June 2021.

7.3 This represents investment in Iris Digital (Private) Limited ("Iris Digital") at par value of Rupees 10 each. The Company held 99.8% (2020: 99.8%) shareholding in Iris Digital as at 30 June 2021.

7.4 The investments in subsidiary companies have been made in accordance with the requirements of the Companies Act, 2017.

8. DEFERRED TAXATION

Deferred taxation	8.1	**265,345**	(1,151,867)

8.1 Deductible / (taxable) temporary differences

Property and equipment	**276,210**	(3,279,428)
Intangible assets	**396,440**	1,118,582
Deferred income - government grant	**261,551**	-
Finance lease obligation	**(668,856)**	1,008,979
	265,345	(1,151,867)

9. LONG TERM DEPOSITS

Deposit for		
- rent	**1,294,000**	1,194,000
- finance lease	**564,900**	564,900
	1,858,900	1,758,900

10. TRADE DEBTS

	Note	2021	2020
		(Rupees)	
Trade debts		155,187,787	75,773,051
less: Allowance for impairment loss against trade receivables	10.1	(75,226)	-
		155,112,561	75,773,051

10.1 Allowance for impairment loss against trade debts

	2021	2020
Balance as on 1 July	-	-
Expense for the year	75,226	-
Balance as on 30 June	75,226	-

11. ADVANCES AND PREPAYMENTS

	2021	2020
Advance to staff - *unsecured*	266,200	1,559,750
Prepayments:		
- rent	355,740	343,800
- Insurance	-	67,199
	355,740	410,999
	621,940	1,970,749

12. SHORT TERM INVESTMENTS

	2021	2020
Investments in Term Deposit Receipts - at amortised cost	14,275,000	6,450,000

12.1 The Term Deposit Receipts are maintained with Bank Al Habib Limited carrying mark-up rates ranging from 6.60% to 7.10% (2020: 6.60% to 7.10%) per annum and having maturity upto 23 April 2022.

13. DUE FROM RELATED PARTIES

	2021	2020
Iris Digital (Private) Limited	19,248,846	-
Symmetry Digital (Private) Limited	66,608,004	79,939,722
	85,856,850	79,939,722

The maximum aggregate amount due from the related parties at the end of any month during the year is as follows:

	2021	2020
Iris Digital (Private) Limited	20,111,351	-
Symmetry Digital (Private) Limited	96,791,349	104,840,204

14. CASH AND BANK BALANCES

	Note	2021	2020
Cash with banks			
- In saving accounts	14.1	8	8
- In current accounts		12,476	174,272
		12,484	174,280
Cash in hand		151,720	16,076
		164,204	190,356

14.1 The saving accounts carry markup ranging from 6.5% to 7% per annum. (2020: 6.5% to 7% per annum).

15. ISSUED, SUBSCRIBED AND PAID UP CAPITAL

2021	2020		2021	2020
(Number of shares)			(Rupees)	
85,000,000	85,000,000	Ordinary shares of Rs. 1 each (2020: Rs. 1 each) fully paid in cash	85,000,000	85,000,000

15.1 Share capital was subscribed and paid-up by the following:

2021	2020		2021	2020
(Percentage holding)			(Number of Shares)	
51.00%	51.00%	Bull's Eye Communication (Private) Limited	**43,350,000**	43,350,000
24.50%	24.50%	Mr. Adil Ahmed	**20,825,000**	20,825,000
24.50%	24.50%	Mr. Sarocsh Ahmed	**20,825,000**	20,825,000
			85,000,000	85,000,000

16. LONG TERM BORROWINGS - *secured*

		2021	2020
		(Rupees)	
Loan from conventional financial institutions	*16.1*	**12,021,128**	5,826,806
Current portion shown under current liabilities		**(7,340,539)**	(4,217,166)
		4,680,589	1,609,640
		4,680,589	1,609,640

16.1 The Company has obtained long term loans of Rs. 10,320,000 (2020: Rs. 6,438,560) for financing its salaries and wages under SBP Refinance Scheme for payment of wages and salaries which is secured against lien over TDR on company's name. The rate of markup on these loans are at 3% per annum. These loans are for two and half years and are repayable in eight equal quarterly instalments.

17. DEFERRED INCOME - GOVERNMENT GRANT

		2021	2020
Deferred income - government grant	*17.1*	**1,022,363**	624,296
Current portion of deferred income - government grant		**(532,798)**	(207,632)
		489,565	416,664

17.1 Due to the effects of pandemic, State Bank of Pakistan took various steps to support the economy. SBP introduced a refinance scheme for payment of salaries and wages at subsidized rate of borrowing.

The company has obtained the said borrowing from Bank Al-Habib Limited ("BAHL") at subsidized rate in five tranches on 21 May 2020, 25 June 2020, 14 July 2020, 24 August 2020 and 13 October 2020 at 3% concessional interest rate which is repayable in October 2022 in 8 quarterly installments to BAHL under the SBP scheme.

Government grant amounting to Rs. 1,298,488 (2020: Rs. 650,871) was recorded during the year ended 30 June 2021 and Rs. 932,568 (2020: Rs. 26,575 has been amortized during the year. In accordance with the terms of the grant, the company is prohibited to lay-off the employees at least for three months from the period of the grant.

18. TRADE AND OTHER PAYABLES

	2021	2020
Trade payables	**4,456,200**	4,765,894
Accrued expenses	**9,089,456**	6,090,253
Withholding tax payable	**6,062,237**	489,811
EOBI payable	**187,430**	138,030
Sales tax payable	**5,760,753**	-
	25,556,1[illegible]	11,483,988

19. SHORT TERM FINANCE - *secured*

This represents running finance facility obtained from Askari Bank Limited against available limit of Rs. 19.70 million, which carries mark-up @ 2% plus 3 months KIBOR payable quarterly in arrears. The facility is secured against hypothecation charge over receivables with 30% margin, mortgage over 100 yards commercial plot situated in Phase - VII (Ext.) DHA, owned by family member of director and personal guarantees of all directors and owner of mortgaged property. Amount unutilized for such facility as at 30 June 2021 was Rs. 24,574 (2020: Rs. 73,961).

20. DUE TO RELATED PARTIES

	Note	2021	2020
		(Rupees)	
Iris Digital (Private) Limited		-	10,125,209
Creative Jin (Private) limited		-	630,192
Loan from related parties	20.1	**17,303,770**	24,728,477
		17,303,770	35,483,878

20.1 Loan from related parties - unsecured

Loan from:			
- Syed Sarocsh Ahmed - Director	20.1.1	-	16,128,477
- Mrs. Dur-e-Shahwar Fareed	20.1.2	**17,303,770**	8,600,000
		17,303,770	24,728,477

20.1.1 This represents an interest free loan obtained from the Company's Director Mr. Sarocsh Ahmed. The loan is payable on demand.

20.1.2 This represents loan from Mrs. Fareed amounting to Rs. 17.3 million (2020: 8.6 million) bearing interest at the rate of 12% (2020: 15%) per annum. The loan is payable on demand.

21. CONTINGENCIES AND COMMITMENTS

There were no contingences and commitments as at reporting date (2020:Nil).

22. REVENUE

Gross sales		**371,408,080**	140,475,903
Sales tax		**(26,456,321)**	(2,584,787)
	22.1	**344,951,759**	137,891,116
Cost of services	22.2	**(139,645,083)**	(46,677,860)
		205,306,676	91,213,256

22.1 Disaggregation of revenue

The Company analyses its net revenue by the following streams:

Media buying		**75,593,682**	1,544,462
Social media management and retainership		**28,449,585**	15,895,200
Content creation		**101,451,182**	83,357,154
Agency commissions and discounts		**2,656,504**	8,310
Web Hosting & Registration Local		-	15,800
Designing and Development		**95,336,280**	2,369,822
Website maintenance		**3,475,806**	-
Export of IT services	22.1.1	**37,988,720**	34,700,368
		344,951,759	137,891,116

22.1.1 Export of IT services are not taxable as per clause 9815.800, First Schedule to the Sindh Sales Tax Act, 2011.

22.2 Cost of sales

	Note	2021	2020
		(Rupees)	
Media buying		**39,361,338**	1,544,462
Social media management and retainership		**4,347,840**	-
Content creation		**95,935,905**	45,133,398
		139,645,083	46,677,860

23. ADMINISTRATIVE AND GENERAL EXPENSES

	Note	2021	2020
Salaries and other benefits		**59,875,843**	43,611,907
Traveling and conveyance		**15,755,193**	23,097,450
Depreciation	*4.1*	**5,427,431**	5,979,843
Amortization	*6.1*	**1,994,961**	2,977,554
Utilities		**5,897,413**	4,820,262
Entertainment		**5,290,394**	4,639,762
Advertisement / sales promotion		**186,159**	368,455
Rent, rates and taxes		**8,164,255**	7,150,480
Legal and professional		**1,449,728**	1,522,147
Fees and subscription		**39,000**	323,332
Repairs and maintenance		**2,869,339**	4,966,197
Insurance		**816,251**	1,657,924
Security charges		**559,032**	559,032
Office supplies		**1,460,228**	1,649,822
Auditors' remuneration	*23.1*	**712,800**	519,750
Printing and stationery		**472,295**	300,248
Miscellaneous expenses		**174,983**	393,151
Communication and courier		**191,783**	155,947
Donations		**10,000**	40,000
Loss on disposal		**-**	3,266,923
Shared service expense	*23.2*	**28,320,625**	17,616,310
		139,867,713	125,616,496

23.1 Auditors' remuneration

	2021	2020
Audit fee	**500,000**	387,500
Consolidated accounts	**100,000**	50,000
Sindh sales tax	**52,800**	38,500
Out of pocket expenses	**60,000**	43,750
	712,800	519,750

23.2 This includes salaries of key management personal, utilities, insurance, conveyance, rent, security cost, cleaning, office supplies, computer cost, printing and stationary, courier, advertising and marketing, staff and guest entertainment, repair and maintenance, travelling and accommodation, donations and other miscellaneous expenses allocated among group companies on an agreed basis.

24. OTHER INCOME

	Note	2021	2020
Dividend income from Creative Jin (Private) Limited		**-**	5,985,629
Interest income on Term Deposit Receipts		**893,271**	30,115
Amortization of government grant		**932,568**	26,575
Shared service income	*23.2*	**47,989,026**	63,824,087
Exchange gain		**486,359**	-
		50,301,224	69,866,406

25. FINANCE COSTS

	2021	2020
	(Rupees)	
Markup charges on:		
- running finance	**1,820,613**	2,926,511
- finance lease	**421,185**	378,257
- long term borrowings	**1,291,957**	44,180
- loan from other parties	**1,032,000**	1,299,300
	4,565,755	4,648,248
Bank charges	**2,562,987**	236,946
Exchange loss	**-**	167,397
	7,128,742	5,052,591

26. TAXATION

Current	**27,315,693**	4,299,069
Deferred	**(1,417,212)**	(427,287)
	25,898,481	3,871,782

26.1 Income tax assessments of the Company have been deemed to be finalized upto and including tax year 2017 on the basis of tax return filed under section 120 of Income Tax Ordinance 2001. However, the return may be selected for detailed audit within five years from the date of filing of return and the Income Tax Commissioner may amend the assessment if any objection is raised in audit.

Accounting profit	**108,736,219**	29,412,575
Tax @ 29% (2020: 29%)	**31,533,504**	8,529,647
Tax effect of income taxed under final tax regime	**(3,715,553)**	(2,548,064)
Tax effect of income assessed under minimum tax regime	**265,650**	-
Tax effect of net tax inadmissible expenses	**(767,908)**	(1,682,514)
Tax effect of taxable temporary differences	**(1,417,212)**	(427,287)
Tax expense for the year	**25,898,481**	3,871,782

27. CASH GENERATED FROM OPERATIONS

Profit before taxation		**108,736,219**	29,412,575
Adjustments for:			
- Depreciation		**5,427,431**	5,979,843
- Amortization		**1,994,961**	2,977,554
- Finance costs		**7,128,742**	4,648,248
- Loss on disposal of assets		**-**	3,266,923
- Impairment of trade debts		**75,226**	-
- Amortization of grant income		**(932,568)**	(26,575)
- Interest income on Term Deposit Receipts		**(893,271)**	(30,115)
- Impairment loss on investments		**-**	998,000
Working capital changes	27.1	**(81,698,328)**	(12,112,843)
		39,838,412	35,113,610

27.1 Working capital changes

	2021	2020
	(Rupees)	
(Increase) / decrease in current assets		
Trade debts	**(79,414,736)**	(13,303,407)
Advances and prepayments	**1,348,809**	(546,199)
Due from related parties	**(5,917,128)**	28,119,882
	(83,983,055)	14,270,276
(Decrease) / increase in current liabilities		
Trade and other payables	**13,040,128**	(18,866,959)
Due to related parties	**(10,755,401)**	(7,516,160)
	(81,698,328)	(12,112,843)

28. REMUNERATION OF CHIEF EXECUTIVE, DIRECTOR AND EXECUTIVES

	2021			2020		
	Chief Executive	**Director**	**Executives**	Chief Executive	Director	Executives
	(Rupees)					
Managerial remuneration	**6,579,721**	**6,579,721**	**24,105,196**	5,981,565	5,981,565	21,913,815
Other allowances	**3,236,909**	**3,236,909**	**10,330,798**	2,942,645	2,942,645	9,391,635
	9,816,630	**9,816,630**	**34,435,994**	8,924,210	8,924,210	31,305,450
Number of persons	**1**	**1**	**17**	1	1	17

29. NUMBER OF EMPLOYEES

	2021	2020
	(Numbers)	
As at 30 June	**48**	40
Average number of employees during the year	**44**	40

30. TRANSACTIONS WITH RELATED PARTIES

The related parties comprise of the Parent company and other group companies, entities with common directors, major shareholders, staff retirement funds, directors, key management personnel and close members of family of such individuals. Transactions with related parties are carried out at agreed rates.

Transactions with related parties and outstanding balances other than those disclosed elsewhere in these financial statements can be summarized as follows:

Transactions	2021	2020
	(Rupees)	
Expenses incurred by / (on behalf of) associated company		
Creative Jin (Private) Limited	**839,192**	3,155,879
Symmetry Digital (Private) Limited	**(13,331,718)**	(28,119,882)
Iris Digital (Private) Limited	**29,374,055**	4,360,282
Other parties		
Loan (repaid) / received to / from other parties	**(7,424,707)**	(3,881,604)

31. FINANCIAL INSTRUMENTS AND RELATED DISCLOSURES

The Company has exposures to the following risks from its use of financial instruments:

- Credit risk
- Liquidity risk
- Market risk

The Board of Directors has overall responsibility for the establishment and oversight of Company's risk management framework. The Board is also responsible for developing and monitoring the Company's risk management policies.

31.1 Credit risk

Credit risk is the risk of financial loss to the Company if a customer or a counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers and related parties.

To manage the exposure to credit risk in respect of trade debts, management uses aging of debtors to follow up overdue balances. The Company believes that it is not exposed to any major concentration of credit risk, as its customers represent various sectors of the economy.

The carrying amount of financial assets represents the maximum credit exposure. The maximum exposure to credit risk at the reporting date is:

	2021	2020
	(Rupees)	
Long term deposits	**1,858,900**	1,758,900
Trade debts	**155,112,561**	75,773,051
Interest accrued on short term investments	**181,312**	30,115
Short term investments	**14,275,000**	6,450,000
Due from related parties	**85,856,850**	79,939,722
Bank balances	**12,484**	174,280
	257,297,107	164,126,068

Long term deposits

The Company has provided security deposits as per the contractual terms with counter parties as security and does not expect material loss against those deposits and consider such amounts as receivable upon termination of services.

Trade debts

The Company monitors the credit quality of its financial assets with reference to historical performance of such assets and where available, external credit ratings.

The aging of trade debts at the reporting date is as follows:

	2021		2020	
	Gross	Impairment	Gross	Impairment
	(Rupees)			
Not past due	**93,519,857**	-	67,542,561	-
Past due 30 - 60 days	**14,063,520**	**(75,226)**	4,043,741	-
Past due 60 - 90 days	**45,842,796**	-	3,192,949	-
Past due 90 days and over	**1,761,614**	-	993,800	-
	155,187,787	**(75,226)**	75,773,051	-

The Company applies IFRS 9 simplified approach to measure expected credit losses (ECLs) which uses a life time expected loss allowance for all trade debts. The company uses an allowance matrix to measure the ECLs of trade receivables. These historical loss rates are calculated using a 'roll rate' method based on the probability of a receivable progressing through successive stages of delinquency to write-off. Thus, expected credit loss rates are based on the payment profile of revenue over a period of 24 months before 30 June 2021 and the corresponding historical credit loss experienced within this period. These historical rates are adjusted to reflect current and forward-looking information on macroeconomic factors affecting the ability of customers to settle the receivables. The Company identified gross domestic product (GDP), and inflation to be the most relevant factors for performing macro level adjustments in expected credit loss financial model.

Based on the past experience, consideration of financial position, past track records and recoveries, the Company believes that trade debts past due do not require any impairment.

Due from related parties

This represents due from associated companies in respect of certain reimbursable expenses and accrued markup on outstanding balance from an associated company. Management does not expect to incur material losses against those balances.

	2021		2020	
	Gross	**Impairment**	Gross	Impairment
	(Rupees)			
Not past due	**1,543,825**	-	22,705,310	-
Past due 30 - 60 days	**2,386,297**	-	2,252,000	-
Past due 60 - 90 days	**12,380,500**	-	-	-
Past due 90 - 120 days	**69,546,228**	-	54,982,412	-
	85,856,850	-	79,939,722	-

Bank balances

Credit risk from bank deposits are managed by placing deposits with banks having sound credit ratings. The credit quality of the Company's major bank accounts is assessed with reference to external credit ratings which at the reporting date are as follows:

	Rating Agency	**Rating**	
		Short term	**Long Term**
Bank AL Habib Limited	**PACRA**	**A1+**	**AA+**
Askari Bank Limited	**PACRA**	**A1+**	**AA+**

31.2 Liquidity risk

Liquidity risk is the risk that the Company will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Company's approach to managing liquidity is to ensure as far as possible to always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation. The Company is not materially exposed to liquidity risk as a substantial portion of its obligations / commitments of the Company are short term in nature and are restricted to the extent of available liquidity.

The following are the contractual maturities of the financial liabilities, including estimated interest payments:

	2021			
	Carrying amount	**Contractual cash flows**	**Upto one year**	**More than one year**
	(Rupees)			
Financial liabilities				
Lease liabilities	**6,618,789**	**(7,326,991)**	**(3,687,513)**	**(3,639,478)**
Long term borrowings	**12,021,128**	**(5,787,689)**	**(1,609,640)**	**(4,178,049)**
Trade and other payables	**13,545,656**	**(13,545,656)**	**(13,545,656)**	**-**
Short term finance	**21,243,329**	**(21,243,329)**	**(21,243,329)**	**-**
Due to related parties	**17,303,770**	**(17,303,770)**	**(17,303,770)**	**-**
	70,732,672	**(65,207,435)**	**(57,389,908)**	**(7,817,527)**

	2020			
	Carrying amount	Contractual cash flows	Upto one year	More than one year
	(Rupees)			
Financial liabilities				
Lease liabilities	4,649,591	(5,406,135)	(1,523,145)	(3,882,990)
Long term borrowings	5,826,806	(5,787,689)	(1,609,640)	(4,178,049)
Trade and other payables	10,856,147	(10,856,147)	(10,856,147)	-
Short term finance	19,626,039	(19,626,039)	(19,626,039)	-
Due to related parties	35,483,878	(35,483,878)	(35,483,878)	-
	76,442,461	(77,159,888)	(69,098,849)	(8,061,039)

31.3 Market risk

Market risk is the risk that changes in market price, such as foreign exchange rates, interest rates and equity prices will affect the Company's income or the value of its holdings of financial instruments.

31.3.1 Currency risk

The Company is exposed to foreign currency risk on its receivables and payables in the following currencies:

	2021	2020
	USD (Equivalent Rupees)	
Financial assets		
Trade debts	**122,000**	111,435
	122,000	111,435
Financial liabilities		
Trade payables	**(347,046)**	(435)
Net exposure	**(225,046)**	111,000

The following significant exchange rates have been applied:

	Average rate		**Reporting date rate**	
	2021	2020	**2021**	2020
PKR to USD	**160.33**	164.05	**157.54**	168.05

Sensitivity analysis

At the reporting date, if the PKR had strengthened by 10% against the above foreign currencies with all based on past experience, consideration of financial position, past track records and recoveries, the shown below, mainly as a result of foreign exchange gains / (losses).

	2021	2020
	(Rupees)	
USD	**(15,978)**	7,881

The weakening of the PKR against above currencies would have had an equal but opposite impact on the post tax profits.

The sensitivity analysis prepared is not necessarily indicative of the effects on profit for the year and assets of the Company.

31.3.2 Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

At the reporting date, the interest rate profile of the Company's interest-bearing financial assets and liabilities is as follows:

	Effective interest rate		Carrying amount	
	2021	2020	2021	2020
	(In percent)		(Rupees)	
Fixed rate instruments				
Financial assets				
Bank balances	6.5% - 7.0%	6.5% - 7.0%	8	8
Financial liabilities				
Loan from related parties	12.0%	15.0%	(8,800,000)	(8,800,000)
Long term borrowings	3%	3%	(12,021,120)	(5,626,606)
			(20,821,120)	(14,426,706)
Variable rate instruments				
Financial liabilities				
Lease liabilities	6.32% - 9.37%	6.32% - 9.37%	(6,618,789)	(4,649,591)
Short term finance	8.68%-12.88%	8.68%-12.88%	(21,243,329)	(19,626,039)
			(27,862,118)	(24,275,630)

Fair value sensitivity analysis for fixed rate instruments

A change of 100 basis points in interest rates at the year end would have increased or decreased the profit for the year and equity by Rs. 2,082,112 (2020: 1,442,680). This analysis assumes that all other all other variables, in particular foreign currency rates, remain constant. The analysis is performed on the same basis for 2020.

Cash flow sensitivity analysis for variable rate instruments

A change of 100 basis points in interest rates at the year end would have increased or decreased the profit for the year and equity by Rs. 2,786,212 (2020: Rs. 2,427,563). This analysis assumes that all other all other variables, in particular foreign currency rates, remain constant. The analysis is performed on the same basis for 2020.

The sensitivity analysis prepared is not necessarily indicative of the effects on profit for the year and assets / liabilities of the Company.

31.3.3 Other price risk

Other price risk is the risk that the fair value of future cash flows of financial instruments will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk) whether those changes are caused by factors specific to the individual financial instrument or its issuer or factors affecting all similar financial instrument traded in the market. As at 30 June 2021, the Company is not exposed to other price risk.

31.4 Reconciliation of movements of equity and liabilities to cash flows arising from financing activities

	Long term borrowings	Finance lease liabilities	Retained earnings	Loan from related and other parties	Total
	(Rupees)				
Balance as at 1 July 2020	6,451,102	4,849,591	35,593,145	24,728,477	71,422,315
Changes from financing cash flows					
Bank loan received / (paid)	6,233,000	-	-	-	6,233,000
Payment of finance lease liabilities	-	(1,849,272)	-	-	(1,849,272)
Repayment of loan to related and other parties	-	-	-	(7,424,707)	(7,424,707)
Dividend paid	-	-	(15,564,244)	-	(15,564,244)
Total changes from financing activities	12,684,102	2,800,319	20,028,901	17,303,770	52,817,092
Other changes - interest cost					
Interest expense	1,291,957	421,185	-		1,713,142
Interest paid	-		-		-
Amortization of government grant	(932,568)				
Addition to finance lease		3,397,285			3,397,285
Profit for the year					
Changes in running finance	-	-	-	-	-
	359,389	3,818,470	-	-	5,110,427
Total equity related other changes	-	-	82,837,738	-	82,837,738
Balance as at 30 June 2021	13,043,491	6,618,789	102,866,639	17,303,770	139,832,088

31.5 Fair value of financial instruments

When measuring the fair value of an asset or a liability, the Company uses market observable data as far as possible. Fair values are categorized into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).

Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The following table shows the carrying amounts and fair values of financial assets and financial liabilities, including their levels in the fair value hierarchy.

	2021					
	Carrying amount			Fair value		
	Loan and receivables	Fair value	Other financial liabilities	Level 1	Level 2	Level 3
	(Rupees)					
Financial assets not measured at fair value						
Long term investments	10,996,000	-	-	-	-	-
Long term deposits	1,858,900	-	-	-	-	-
Trade debts	155,112,561	-	-	-	-	-
Advances and prepayments	621,940	-	-	-	-	-
Due from related parties	85,856,850	-	-	-	-	-
Interest accrued on short term investments	181,312	-	-	-	-	-
Short term investments	14,275,000	-	-	-	-	-
Cash and bank balances	-	-	-	-	-	-
Financial liabilities not measured at fair value						
Lease liabilities	-	-	6,618,789	-	-	-
Long term borrowings	-	-	12,021,128	-	-	-
Trade and other payables	-	-	25,556,116	-	-	-
Short term finance	-		21,243,329	-	-	-
Due to related parties	-	-	17,303,770	-	-	-
Short term finance	-	-	93,938,516	-	-	-

	2020					
	Carrying amount			Fair value		
	Loan and receivables	Fair value	Other financial liabilities	Level 1	Level 2	Level 3
	(Rupees)					
Financial assets not measured at fair value						
Long term deposits	1,758,900	-	-	-	-	-
Short term investments	6,450,000	-	-	-	-	-
Long term investments	10,996,000	-	-	-	-	-
Trade debts	75,773,051	-	-	-	-	-
Due from Symmetry Digital (Private) Limited	79,939,722	-	-	-	-	-
Bank balances	174,280	-	-	-	-	-
Financial liabilities not measured at fair value						
Liabilities against assets subject to finance lease	-	-	4,649,591	-	-	-
Long term borrowings	-	-	5,826,808	-	-	-
Loan from related and other parties	-	-	24,728,477	-	-	-
Trade creditors and accrued expenses	-	-	10,856,147	-	-	-
Short term finance	-	-	19,526,039	-	-	-
Due to related party	-	-	35,483,878	-	-	-

The estimated fair value of all financial assets and liabilities is considered not significantly different from carrying values as the items are either short-term in nature or periodically repriced.

32. CAPITAL RISK MANAGEMENT

The Company's objective when managing capital is to safe guard the Company's ability to continue as a going concern so that it can provide returns for shareholders and benefits for other stakeholders and to maintain a strong capital base to support the sustained development of its business.

The Company manages its capital structure by monitoring return on net assets and makes adjustments to it in the light of changes in economic conditions. In order to maintain or adjust the capital structure, the Company may adjust the amount of dividend paid to the shareholders or issue new shares. There are no externally imposed capital requirements on the Company.

33. RECLASSIFICATION OF COMPARATIVES

Corresponding figures have been rearranged and reclassified for better presentation, wherever considered necessary, the effect of which is not material.

34. GENERAL

34.1 Figures of the financial statements have been rounded off to the nearest rupee.

34.2 These financial statements were authorized for issue on ______________ by the Board of Directors of the Company.

Chief Executive

Director

KPMG Taseer Hadi & Co.
Chartered Accountants

Symmetry Group Limited

Consolidated Financial Statements
For the year ended 30 June 2021

KPMG Taseer Hadi & Co.
Chartered Accountants
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INDEPENDENT AUDITOR'S REPORT

To the members of Symmetry Group Limited

Report on the Audit of Consolidated Financial Statements

Opinion

We have audited the annexed consolidated financial statements of **Symmetry Group Limited** ("the Group"), which comprise the consolidated statement of financial position as at **30 June 2021**, and the consolidated statement of profit and loss and other comprehensive income, the consolidated statement of changes in equity, and the consolidated cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information, and we state that we have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purposes of the audit.

In our opinion and to the best of our information and according to the explanations given to us, the consolidated statement of financial position, consolidated profit and loss account and other comprehensive income, the consolidated statement of changes in equity and consolidated cash flow statement together with the notes forming part thereof conform with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (XIX of 2017), in the manner so required and respectively give a true and fair view of the state of the Group's affairs as at 30 June 2021 and of the profit, the changes in equity and its cash flows for the year then ended.

Basis for Opinion

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

Emphasis of matter

We draw attention to note 1.3 to the consolidated financial statements, which describes that the going concern basis of preparing financial statements Creative Jin (Private) Limited, the Subsidiary Company has not been used because Board of Directors of the Subsidiary Company in its meeting held on 4 May 2021 resolved to liquidate and wind-up the Company from 28 June 2021 in accordance with section 246 of Companies Act, 2017 with respect to Easy Exit of a Defunct Company. Our opinion is not modified in respect of this matter.

Responsibilities of Management and Board of Directors for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with the accounting and reporting standards as applicable in Pakistan and the requirements of Companies Act, 2017 (XIX of 2017) and for such internal control as management determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, management is responsible for assessing the Group'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 management either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Board of Directors are responsible for overseeing the Group's financial reporting process.

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

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, 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 as applicable in Pakistan will always detect a material misstatement 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 consolidated financial statements.

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

- Identify and assess the risks of material misstatement of the consolidated 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 risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control 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 Group's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

- Conclude on the appropriateness of management's use of the 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 Group's ability to continue as a 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 consolidated 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 Group to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

KPMG Taseer Hadi & Co.

Report on Other Legal and Regulatory Requirements

Based on our audit, we further report that in our opinion:

a) proper books of account have been kept by the Group as required by the Companies Act, 2017 (XIX of 2017);

b) the consolidated statement of financial position, consolidated profit and loss account and other comprehensive income, the consolidated statement of changes in equity and consolidated cash flow statement together with the notes thereon have been drawn up in conformity with the Companies Act, 2017 (XIX of 2017) and are in agreement with the books of account and returns;

c) investments made, expenditure incurred and guarantees extended during the year were for the purpose of the Group's business; and

d) no zakat was deductible at source under the Zakat and Ushr Ordinance, 1980 (XVIII of 1980).

The engagement partner on the audit resulting in this independent auditor's report is **Moneeza Usman Butt**.

Date: 23 September 2021

Karachi

KPMG Taseer Hadi & Co.
Chartered Accountants

Symmetry Group Limited
Consolidated Statement of Financial Position
As at 30 June 2021

	Notes	2021	2020
		(Rupees)	
ASSETS			
Non current assets			
Property and equipment	4	15,605,279	25,452,727
Right-of-use assets	5	9,233,246	6,605,572
Intangible assets	6	5,595,375	9,570,336
Goodwill	7	42,777,721	42,777,721
Deferred taxation	8	1,202,502	-
Long term deposits	9	1,858,900	1,758,900
		76,273,023	86,165,256
Current assets			
Trade debts	10	175,577,702	114,329,722
Advances and prepayments	11	721,940	2,020,749
Due from Bull's Eye Communications Private Limited		-	2,000
Interest accrued on short term investments		486,780	88,615
Short term investments	12	38,325,000	16,850,000
Taxation - net		27,828,945	45,638,642
Cash and bank balances	13	268,202	7,570,811
		243,208,569	186,500,539
Total assets		319,481,592	272,665,795
EQUITY AND LIABILITIES			
Share capital and reserves			
Authorised share capital			
100,000,000 (2020: 100,000,000) ordinary shares of Re. 1/- each		100,000,000	100,000,000
Issued, subscribed and paid-up share capital	14	85,000,000	85,000,000
Unappropriated profit		112,010,230	70,036,763
Non-controlling interest	15	799	55,557
		197,011,029	155,092,320
Non - current liabilities			
Lease liabilities	5	3,381,104	3,464,200
Long term borrowings	16	13,122,318	7,995,626
Deferred income - government grant	17	660,061	830,566
Deferred taxation	8	-	1,889,624
		17,163,483	12,290,392
Current liabilities			
Current portion of lease liabilities	5	3,237,685	1,185,391
Current portion of long term borrowings	16	19,723,101	7,133,276
Current portion of deferred income - government grant	17	1,371,251	901,154
Trade and other payables	18	40,945,634	47,676,793
Short term finance	19	21,243,329	19,626,039
Loan from related parties	20	18,786,080	28,668,806
		105,307,080	105,283,083
		319,481,592	272,665,795
Contingencies and commitments	21		

The annexed notes 1 to 32 form an integral part of these consolidated financial statements.

Chief Executive **Director**

Symmetry Group Limited

Consolidated Statement of Profit or Loss Account and Other Comprehensive Income

For the year ended 30 June 2021

	Notes	2021	2020
		(Rupees)	
Revenue - net	22	**286,650,837**	232,076,454
Administrative and operating expenses	23	**(194,715,541)**	(181,316,683)
Impairment of trade debts		**(75,226)**	-
Operating profit		**91,860,070**	50,759,771
Finance cost	24	**(9,377,282)**	(5,369,870)
		82,482,788	45,389,901
Other income	25	**5,358,302**	165,285
Profit before taxation		**87,841,090**	45,555,186
Taxation	26	**(30,358,137)**	(9,581,817)
Profit after taxation		**57,482,953**	35,973,369
Other comprehensive income		-	-
Total comprehensive income		**57,482,953**	35,973,369
Profit attributable to:			
- Parent entity		**57,537,711**	35,949,730
- Non-controlling interest		**(54,758)**	23,639
		57,482,953	35,973,369

The annexed notes 1 to 32 form an integral part of these consolidated financial statements.

Chief Executive

Director

Symmetry Group Limited
Consolidated Statement of Cash Flows
As at 30 June 2020

	Notes	2021	2020
		(Rupees)	
CASH FLOWS FROM OPERATING ACTIVITIES			
Profit before taxation		87,841,090	45,555,186
Adjustment for non-cash and other items:			
- Depreciation		13,364,108	14,107,073
- Amortization		3,974,961	4,957,554
- Finance costs		9,377,282	4,965,527
- Loss on disposal of assets		-	3,266,923
- Impairment of trade debts		75,226	-
- Amortization of grant income		(2,414,262)	(76,670)
- Interest income on Term Deposit Receipts		(2,118,031)	(88,615)
- advanced taxation written off		-	360,107
Operating profit before working capital changes		110,100,374	73,047,085
Working capital changes:			
(Increase) / decrease in current assets			
Trade debts		(61,323,206)	(9,094,602)
Advances and prepayments		1,298,809	(526,515)
Due from Bull's Eye Communications Private Limited		2,000	-
		(60,022,397)	(9,621,117)
(Decrease) / increase in current liabilities			
Trade and other payables		(7,765,152)	(16,420,932)
Cash generated from operations		42,312,825	47,005,036
Finance cost paid		(5,491,029)	(4,475,203)
Income tax paid		(15,640,571)	(17,917,842)
Long term deposits - net		(100,000)	2,632,000
Net cash generated from operating activities		21,081,225	27,243,991
CASH FLOW FROM INVESTING ACTIVITIES			
Capital expenditure net of proceeds		(2,747,048)	(5,994,171)
Interest received on Term Deposits Receipts		1,719,866	-
Investment in Term Deposits Receipts		(21,475,000)	(16,850,000)
		(22,502,182)	(22,844,171)
CASH FLOW FROM FINANCING ACTIVITIES			
Dividend paid		(15,564,244)	(6,817,187)
Loan repaid to related parties - net		(8,082,726)	(2,705,539)
Long term borrowings - net		17,997,300	16,682,532
Repayment of lease liabilities		(1,849,272)	(6,860,749)
Net cash used in financing activities		(7,498,942)	(1,700,943)
Net increase in cash and cash equivalents		(8,919,899)	2,696,877
Cash and cash equivalents at the beginning of the year		(12,055,228)	(14,754,105)
Cash and cash equivalents at the end of the year		(20,975,127)	(12,055,228)
Cash and cash equivalents comprise of the following:			
Cash and bank balances	13	268,202	7,570,811
Short term running finance	19	(21,243,329)	(19,626,039)
		(20,975,127)	(12,055,228)

The annexed notes 1 to 32 form an integral part of these consolidated financial statements.

Chief Executive | **Director**

Symmetry Group Limited
Consolidated Statement of Changes in Equity
For the year ended 30 June 2021

	Issued, subscribed and paid-up share capital	Revenue reserve Unappropriated profit	Sub - total	Non-controlling interest	Total
	(Rupees)				
Balances as at 1 July 2019	85,000,000	42,892,225	127,892,225	43,913	127,936,138
Total comprehensive income for the year ended 30 June 2020					
Profit for the year	-	35,949,730	35,949,730	23,639	35,973,369
Transactions with owners recorded directly in equity - contributions					
-1st Interim dividend for the year ended 30 June 2020 @ Rs 0.1036 per Share	-	(8,805,192)	(8,805,192)	-	(8,805,192)
- Dividend to non-controlling interest	-	-	-	(11,995)	(11,995)
Balances as at 30 June 2020	85,000,000	70,036,763	155,036,763	55,557	155,092,320
Transactions with owners recorded directly in equity - contributions					
-1st Interim dividend for the year ended 30 June 2021 @ Rs 0.1831 per Share	-	**(15,564,244)**	**(15,564,244)**	-	**(15,564,244)**
Total comprehensive income for the year ended 30 June 2021					
Profit for the year	-	**57,537,711**	**57,537,711**	**(54,758)**	**57,482,953**
Balances as at 30 June 2020	**85,000,000**	**112,010,230**	**197,010,230**	**799**	**197,011,029**

The annexed notes 1 to 32 form an integral part of these consolidated financial statements.

Chief Executive

Director

Symmetry Group Limited
Consolidated Notes to the Financial Statements
For the year ended 30 June 2021

1. THE GROUP AND ITS OPERATIONS

1.1 Symmetry Group Limited ('the Parent Company') was incorporated in Pakistan as a private limited company on 3 February 2012 under the repealed Companies Ordinance, 1984. In 2018 the Company was converted to a public company with effect from 31 May 2018. The principal activities of the Company is digital media, internet marketing and display advertising etc.

M/s Bulls Eye Communications (Private) Limited, Mr. Adil Ahmed and Mr. Sarosch Ahmed each hold 51.00%, 24.50% and 24.50% shareholding respectively in the Company. Bulls Eye Communications (Private) Limited in the ultimate parent of the Group.

The registered office of the Company is situated at 3rd and 4th Floor, Plot 45-C, Shahbaz Lane 4, Phase VI, D.H.A. Karachi.

1.2 Symmetry Group Limited and its subsidiaries ('the Group') comprises of the following:

Symmetry Group Limited	Parent Company	
Subsidiary companies	**Percentage of Direct Holding**	
	2020	2020
Symmetry Digital (Private) Limited	**99.98%**	99.98%
Creative Jin (Private) Limited	-	99.80%
Iris Digital (Private) Limited	**99.80%**	99.80%

1.3 **Nature of operations of subsidiaries**

Symmetry Digital (Private) Limited

Symmetry Digital (Private) Limited (the Company) was incorporated in Pakistan as a private limited company on 31 August 2009 under the repealed Companies Ordinance, 1984.The principal activities of the Company is digital media, internet marketing and display advertising etc. and creative services including digital design, web development and other related activities.

The registered office of the Company is situated at 3rd and 4th Floor, Plot 45-C, Shahbaz Lane 4, Phase VI, D.H.A. Karachi.

Creative Jin (Private) Limited

Creative Jin (Private) Limited ('the Company') was incorporated in Pakistan as a private limited company on 3 February 2012 under the repealed Companies Ordinance, 1984 (now Companies Act, 2017). The principal activities of the Company is digital media, internet marketing and display advertising and creative services including digital design, web development and other related activities.

The registered office of the Company was situated at 3rd and 4th Floor, Plot 45-C, Shahbaz Lane 4, Phase VI, D.H.A. Karachi.

The Board of Directors in their meeting held on 19 March 2020 unanimously agreed that operations of the Company will be ceased from that date. During the period, the Board of Directors of the Company in their meeting held on 4 May 2021 resolved to wind-up the Company from 28 June 2021 in accordance with

Section 246 of Companies Act, 2017 with respect to Easy Exit of a Defunct Company. Legal formalities in this regard have been initiated by management of the Company.

Based on the resolution of directors to liquidate and wind-up the Company, the Company is not considered to be a going concern. Accordingly, the Company may not be able to realize its assets or discharge its liabilities in the normal course of business. Therefore the financial statements of Creative Jin have been prepared on a basis other than going concern.

Iris Digital (Private) Limited

Iris Digital (Private) Limited (the Company) was incorporated in Pakistan as a private limited company on 3 February 2012 under the repealed Companies Ordinance, 1984. The principal activities of the Company is digital media, internet marketing and display advertising etc. and creative services including digital design, web development and other related activities.

The registered office of the Company is situated at 3rd and 4th Floor, Plot 45-C, Shahbaz Lane 4, Phase VI, D.H.A. Karachi.

2. BASIS OF PREPARATION

2.1 Statement of compliance

These consolidated financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan. The accounting and reporting standards as applicable in Pakistan comprise of:

- International Financial Reporting Standards (IFRS Standards) issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017; and

- Provisions of and directives issued under the Companies Act 2017.

Where the provisions of and directives issued under the Companies Act 2017 differ from IFRS Standards, the provisions of and directives issued under the Companies Act 2017 have been followed.

2.2 Basis of measurement

These consolidated financial statements have been prepared under the historical cost convention unless otherwise stated.

2.3 Functional and presentation currency

These consolidated financial statements are presented in Pakistan Rupees which is Group's functional currency. All financial information presented in Pakistan Rupees has been rounded to the nearest rupee, unless otherwise stated.

2.4 Use of estimates and judgments

The preparation of financial statements in conformity with accounting and reporting standards, as applicable in Pakistan, requires management to make judgments, estimates and assumptions that affect the application of the accounting policies and the reported amounts of assets, liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates underlying the assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized 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. Information about the judgments made by the management in the application of the accounting policies, that have the most significant effect on the amount recognized in these financial statements, assumptions and estimation uncertainties with significant risk of material adjustment to the carrying amount of asset and liabilities in the next year are described in the following notes:

- Property and equipment (note 3.2)
- Intangible assets (note 3.4)
- Leases (note 3.3)
- Goodwill (note 3.5)
- Impairment (note 3.8)
- Taxation (note 3.9)

2.5 New or amendments / interpretations to existing standards, interpretation and forthcoming requirements

There are certain new standards, amendments to the approved accounting standards and new interpretations that are mandatory for accounting periods beginning on or after 1 July 2020. However, these do not have any significant impact on the Group's financial reporting and therefore have not been detailed in these consolidated financial statements.

2.6 Standards, interpretations and amendments to published approved accounting standards that are not yet effective

The following International Financial Reporting Standards (IFRS Standards) as notified under the Companies Act, 2017 and the amendments and interpretations thereto will be effective for accounting periods beginning on or after 01 July 2021:

- Interest Rate Benchmark Reform – Phase 2 which amended IFRS 9, IAS 39, IFRS 7, IFRS 4 and IFRS 16 is applicable for annual financial periods beginning on or after 1 January 2021, with earlier application permitted. The amendments introduce a practical expedient to account for modifications of financial assets or financial liabilities if a change results directly from IBOR reform and occurs on an 'economically equivalent' basis. In these cases, changes will be accounted for by updating the effective interest rate. A similar practical expedient will be accounted for by updating the effective interest rate. A similar practical expedient will apply under IFRS 16 for lessees when accounting for lease modifications required by IBOR reform. The amendments also allow a series of exemptions from the regular, strict rules around hedge accounting for hedging relationships directly affected by the interest rate benchmark reforms. The amendments apply retrospectively with earlier application permitted. Hedging relationships previously discontinued solely because of changes resulting from the reform will be reinstated if certain conditions are met.

- Onerous Contracts – Cost of Fulfilling a Contract (Amendments to IAS 37) effective for the annual periods beginning on or after 1 January 2022 amends IAS 1 by mainly adding paragraphs which clarifies what comprises the cost of fulfilling a contract. Cost of fulfilling a contract is relevant when determining whether a contract is onerous. An entity is required to apply the amendments to contracts for which it has not yet fulfilled all its obligations at the beginning of the annual reporting period in which it first applies the amendments (the date of initial application). Restatement of comparative information is not required, instead the amendments require an entity to recognize the cumulative effect of initially applying the amendments as an adjustment to the opening balance of retained earnings or other component of equity, as appropriate, at the date of initial application.

- The following annual improvements to IFRS Standards 2018-2020 are effective for annual reporting periods beginning on or after 1 January 2022.

  - IFRS 9 – The amendment clarifies that an entity includes only fees paid or received between the entity (the borrower) and the lender, including fees paid or received by either the entity or the lender on the other's behalf, when it applies the '10 per cent' test in paragraph B3.3.6 of IFRS 9 in assessing whether to derecognize a financial liability.

  - IFRS 16 – The amendment partially amends Illustrative Example 13 accompanying IFRS 16 by excluding the illustration of reimbursement of leasehold improvements by the lessor. The objective of the amendment is to resolve any potential confusion that might arise in lease incentives.

  - IAS 41 – The amendment removes the requirement in paragraph 22 of IAS 41 for entities to exclude taxation cash flows when measuring the fair value of a biological asset using a present value technique.

- Property, Plant and Equipment: Proceeds before Intended Use (Amendments to IAS 16) effective for annual periods beginning on or after 1 January 2022 clarifies that sales proceeds and costs of items produced while bringing an item of property, plant and equipment to the location and condition necessary for it to be capable of operating in the manner intended by management e.g. when testing etc., are recognized in profit or loss in accordance with applicable Standards. The entity measures the cost of those items applying the measurement requirements of IAS 2. The standard also removes the requirement of deducting the net sales proceeds from cost of testing. An entity shall apply those amendments retrospectively, but only to items of property, plant and equipment that are brought to the location and condition necessary for them to be capable of operating in the manner intended by management on or after the beginning of the earliest period presented in the financial statements in which the entity first applies the amendments. The entity shall recognize the cumulative effect of initially applying the amendments as an adjustment to the opening balance of retained earnings (or other component of equity, as appropriate) at the beginning of that earliest period presented.

- Reference to the Conceptual Framework (Amendments to IFRS 3) - Reference to the Conceptual Framework, issued in May 2020, amended paragraphs 11, 14, 21, 22 and 23 of and added paragraphs 21A, 21B, 21C and 23A to IFRS 3 . An entity shall apply those amendments to business combinations for which the acquisition date is on or after the beginning of the first annual reporting period beginning on or after 1 January 2022. Earlier application is permitted if at the same time or earlier an entity also applies all the amendments made by Amendments to References to the Conceptual Framework in IFRS Standards, issued in March 2018.

- Classification of liabilities as current or non-current (Amendments to IAS 1) amendments apply retrospectively for the annual periods beginning on or after 1 January 2023. These amendments in the standards have been added to further clarify when a liability is classified as current. The standard also amends the aspect of classification of liability as non-current by requiring the assessment of the entity's right at the end of the reporting period to defer the settlement of liability for at least twelve months after the reporting period. An entity shall apply those amendments retrospectively in accordance with IAS 8.

- Disclosure of Accounting Policies (Amendments to IAS 1 and IFRS Practice Statement 2) – the Board has issued amendments on the application of materiality to disclosure of accounting policies and to help companies provide useful accounting policy disclosures. The key amendments to IAS 1 include:

  The Board also amended IFRS Practice Statement 2 to include guidance and two additional examples on the application of materiality to accounting policy disclosures. The amendments are effective for annual reporting periods beginning on or after 1 January 2023 with earlier application permitted.

- Definition of Accounting Estimates (Amendments to IAS 8) – The amendments introduce a new definition for accounting estimates clarifying that they are monetary amounts in the financial statements that are subject to measurement uncertainty. The amendments also clarify the relationship between accounting policies and accounting estimates by specifying that a company develops an accounting estimate to achieve the objective set out by an accounting policy. The amendments are effective for periods beginning on or after 1 January 2023, and will apply prospectively to changes in accounting estimates and changes in accounting policies occurring on or after the beginning of the first annual reporting period in which the company applies the amendments.

- Deferred Tax related to Assets and Liabilities arising from a Single Transaction (Amendments to IAS 12) – The amendments narrow the scope of the initial recognition exemption (IRE) so that it does not apply to transactions that give rise to equal and offsetting temporary differences. As a result, companies will need to recognise a deferred tax asset and a deferred tax liability for temporary differences arising on initial recognition of a lease and a decommissioning provision. For leases and decommissioning liabilities, the associated deferred tax asset and liabilities will need to be recognised from the beginning of the earliest comparative period presented, with any cumulative effect recognised as an adjustment to retained earnings or other components of equity at that date. The amendments are effective for annual reporting periods beginning on or after 1 January 2023 with earlier application permitted.

- Sale or Contribution of Assets between an Investor and its Associate or Joint Venture (Amendments to IFRS 10 and IAS 28) – The amendment amends accounting treatment on loss of control of business or assets. The amendments also introduce new accounting for less frequent transaction that involves neither cost nor full step-up of certain retained interests in assets that are not businesses. The effective date for these changes has been deferred indefinitely until the completion of a broader review.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The significant accounting policies set out below are consistently applied for all periods presented in these financial statements.

3.1 Basis of consolidation and equity accounting

3.1.1 Business Combination

Business combinations are accounted for using the acquisition method when control is transferred to the Group. The consideration transferred in the acquisition is generally measured at fair value, as are the identifiable net assets acquired. Goodwill arising on acquisition date is measured as the excess of the purchase consideration, including the acquisition date fair value of the acquirer's previously held equity interest in the acquiree in case of step acquisition, over the fair value of the identifiable assets acquired and liabilities assumed including contingent liabilities less impairment losses, if any. Any goodwill that arises is not amortised and tested annually for impairment. Any gain on bargain purchase is recognised immediately in consolidated statement of profit or loss account. Transaction cost are expensed as incurred, except if related to the issue of debt or equity securities. Any contingent consideration payable is measured at fair value at the acquisition date. If the contingent consideration is classified as equity, then it is not remeasured and settlement is accounted for within equity. Otherwise, subsequent changes in the fair value of the contingent consideration are recognised in consolidated statement of profit and loss account.

3.2.2 Subsidiaries

Subsidiaries are entities controlled by the Group. Control exists when the Parent Company is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. The financial statements of subsidiaries are included in the consolidated financial statements from the date that control commences until the date on which control ceases.

These consolidated financial statements have been prepared using uniform accounting policies for the like transactions and other events in similar circumstances and the accounting policies of subsidiaries have been changed when necessary to align them with the accounting policies adopted by the Parent Company. The assets and liabilities of subsidiary companies have been consolidated on a line-by-line basis. The carrying value of investments held by the Parent Company is eliminated against the subsidiary's shareholders' equity in these consolidated financial statements.

Changes in the Group's interest in a subsidiary that do not result in a loss of control are accounted for as transactions with owners in their capacity as owners.

Upon the loss of control, the Group derecognises the assets and liabilities of the subsidiary, any non-controlling interests and other components of equity related to the subsidiary. Any surplus or deficit arising on the loss of control is recognised in consolidated statement of profit or loss account. Any retained interest in the former subsidiary is measured at fair value where control is lost.

The financial year of the Parent Company and its subsidiaries are the same and also audited.

3.2.3 Non-controlling interests

Non-controlling interest is that portion of equity in a subsidiary that is not attributable, directly or indirectly, to the Parent Company. Non-controlling interests are measured at their proportionate share of the subsidiaries' identifiable net assets. They are presented as a separate item in the consolidated financial statements.

3.2.4 Transactions eliminated on consolidation

Intra-group balances and transactions, and any unrealised income and expenses arising from intra-group transactions are eliminated on consolidation.

3.2 Property and equipment

An item of property and equipment is initially recognised at cost which is equal to the fair value of consideration paid at the time of acquisition or construction of the asset. These are stated at cost less accumulated depreciation and accumulated impairment losses, if any.

Depreciation is charged to income at rates using straight line method. Depreciation on additions is charged from the month during which the asset is available for use. For disposals during the year, depreciation is charged up to the month preceding the month of disposal. The useful life and depreciation method are reviewed and adjusted, if appropriate, at the reporting date.

Maintenance and repairs are charged to income as and when incurred. Major renewals and improvements are capitalized and the assets so replaced, if any, are retired. Gains and losses on disposal of assets, if any, are included in current income.

3.3 Leases

Right-of-use assets

The Group recognizes right-of-use assets at the commencement date of the lease (i.e. the date the underlying asset is available for use). Right-of-use assets are measured at cost, less any accumulated depreciation and impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognized, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received. Right-of-use assets are depreciated on a straight-line basis over the shorter of the lease term and the estimated useful lives of the assets.

Right-of-use assets comprise of head office sales office and warehouse building which is depreciated over period of lease on straight line basis ranging from one year to five years. If ownership of the leased asset transfers to the Group at the end of the lease term or the cost reflects the exercise of a purchase option, depreciation is calculated using the estimated useful life of the asset. The right-of-use assets are also subject to impairment.

Lease liabilities

At the commencement date of the lease, the Group recognizes lease liabilities measured at the present value of lease payments to be made over the lease term. The lease payments include fixed payments (including in substance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate, and amounts expected to be paid under residual value guarantees. The lease payments also include the exercise price of a purchase option reasonably certain to be exercised by the Group and payments of penalties for terminating the lease, if the lease term reflects the Group exercising the option to terminate. Variable lease payments that do not depend on an index or a rate are recognized as expenses (unless they are incurred to produce inventories) in the period in which the event or condition that triggers the payment occurs.

In calculating the present value of lease payments, the Group uses its incremental borrowing rate at the lease commencement date because the interest rate implicit in the lease is not readily determinable. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in the lease payments (e.g., changes to future payments resulting from a change in an index or rate used to determine such lease payments) or a change in the assessment of an option to purchase the underlying asset.

Short-term leases

The Group applies the short-term lease recognition exemption to its short-term leases where the lease term is of 12 months or less from the commencement date and do not contain a purchase option and leases for which the underlying asset is of low value. Lease payments on short-term leases are recognized as expense on a straight-line basis over the lease term.

3.4 Intangible assets

Intangible assets acquired by the Group are stated at cost less accumulated amortisation and impairment losses, if any. Subsequent expenditure on intangible assets is capitalized only when it increases the future economic benefits embodied in the specific assets to which it relates. All other expenditure is expensed out as incurred.

Amortisation is charged to profit and loss account on reducing balance method at the rates specified in respective notes in these consolidated financial statements unless lives of assets are indefinite. All intangible assets with an indefinite useful life are systematically tested for impairment at each reporting date. Amortisation on additions to intangible assets is charged from the date on which an item is acquired or capitalized and upto the date preceding the disposal. Where the carrying amount of an asset exceeds its estimated recoverable amount it is written down immediately to its recoverable amount.

3.5 Goodwill

Goodwill that arises upon the acquisition of assets and assuming liabilities is included in intangible assets. The acquisition method of accounting is used to account for the acquisition of the assets and assuming liabilities. The cost of acquisition is measured at the fair value of the assets transferred, equity instruments issued and liabilities incurred or assumed at the acquisition date. The cost of acquisition includes fair value of assets and liabilities resulting from consideration agreement. Identifiable assets acquired and the liabilities assumed are measured initially at their fair values at the acquisition date. Transactions costs are expensed out as incurred except if they relate to the issue of debt or equity securities.

The excess of the consideration transferred over the fair value of the identifiable net assets acquired is recorded as goodwill. If this is less than the fair value of the net assets of the Acquiree in the case of a bargain purchase, the difference is recognised directly in the profit and loss account.

Goodwill has indefinite useful life and is subsequently measured at cost less impairment in value, if any. Goodwill is tested for impairment on an annual basis and also when there is an indication of impairment. Impairment loss on goodwill is not reversed. On disposal of an entity, the attributable amount of goodwill is included in the determination of the profit or loss on disposal.

Goodwill is allocated to cash-generating units for the purpose of impairment testing. The allocation is made to those cash-generating units or groups of cash-generating units that are expected to benefit from the business combination in which the goodwill arose.

3.6 Share capital - ordinary shares

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of ordinary shares are recognised as a deduction from equity, net of any tax effects.

3.7 Financial instruments

3.7.1 Initial measurement of financial asset

The Group classifies its financial assets in to following three categories:

- fair value through other comprehensive income (FVOCI);
- fair value through profit or loss (FVTPL); and
- measured at amortised cost.

A financial asset is initially measured at fair value plus, for an item not at FVTPL, transaction costs that are directly attributable to its acquisition.

Subsequent measurement

Debt Investments at FVOCI

These assets are subsequently measured at fair value. Interest / markup income calculated using the effective interest method, foreign exchange gains and losses and impairment are recognised in the statement of profit or loss account and other comprehensive income. Other net gains and losses are recognised in other comprehensive income. On de-recognition, gains and losses accumulated in other comprehensive income are reclassified to the consolidated statement of profit or loss account and other comprehensive income.

Equity Investments at FVOCI	These assets are subsequently measured at fair value. Dividends are recognised as income in the consolidated statement of profit or loss account and other comprehensive income unless the dividend clearly represents a recovery of part of the cost of the investment. Other net gains and losses are recognised in other comprehensive income and are never reclassified to the consolidated statement of profit or loss account and other comprehensive income.
Financial assets at FVTPL	These assets are subsequently measured at fair value. Net gains and losses, including any interest / markup or dividend income, are recognised in consolidated statement of profit or loss account and other comprehensive income.
Financial assets measured at amortised cost	These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest / markup income, foreign exchange gains and losses and impairment are recognised in the consolidated statement of profit or loss account and other comprehensive income.

3.7.2 Non-derivative financial assets

All non-derivative financial assets are initially recognised on trade date i.e. date on which the Group becomes party to the respective contractual provisions. Non-derivative financial assets comprise loans and receivables that are financial assets with fixed or determinable payments that are not quoted in active markets and includes trade debts, advances, other receivables and cash and cash equivalent. The Group derecognises the financial assets when the contractual rights to the cash flows from the asset expires or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risk and rewards of ownership of the financial assets are transferred or it neither transfers nor retain substantially all of the risks and rewards of ownership and does not retain control over the transferred asset.

3.7.2.1 Trade debts, advances, prepayments and other receivables

These are classified at amortised cost and are initially recognised when they are originated and measured at fair value of consideration receivable. These assets are written off when there is no reasonable expectation of recovery. Actual credit loss experience over past years is used to base the calculation of expected credit loss.

3.7.2.2 Cash and cash equivalents

For the purpose of presentation in statement of cash flow, cash and cash equivalents includes cash in hand, balances with banks and short term borrowings availed by the Group, which are repayable on demand and form an integral part of the Group's cash management.

3.7.3 Financial liabilities

Financial liabilities are initially recognised on trade date i.e. date on which the Group becomes party to the respective contractual provisions. Financial liabilities include mark-up bearing borrowings and trade and other payables. The Group derecognises the financial liabilities when contractual obligations are discharged or cancelled or expire. Financial liability other than at fair value through profit or loss are initially measured at fair value less any directly attributable transaction cost. Subsequent to initial recognition, these liabilities are measured at amortised cost using effective interest rate method.

3.7.3.1 Mark-up bearing borrowings and borrowing costs

Mark-up bearing borrowings are recognised initially at fair value, less attributable transaction costs. Subsequent to initial recognition, mark-up bearing borrowings are stated at amortised cost, while the difference between the cost (reduced for periodic payments) and redemption value is recognised in the consolidated statement of profit or loss account and other comprehensive income over the period of the borrowings using the effective interest method.

Borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset are capitalised as part of the cost of the relevant asset.

3.7.3.2 Trade and other payables

Trade and other payables are recognised initially at fair value plus directly attributable costs, if any, and subsequently measured at amortised costs.

3.7.4 Derivative financial instruments

Derivatives that do not qualify for hedge accounting are recognised in the statement of financial position at estimated fair value with corresponding effect to consolidated statement of profit or loss account and other comprehensive income. Derivative financial instruments are carried as assets when fair value is positive and liabilities when fair value is negative.

When a derivative is designated as a cash flow hedging instrument, the effective portion of changes in fair value of the derivative is recognised in other comprehensive income and accumulated in hedging reserve. Any ineffective portion of changes in fair value of derivative is recognised immediately in profit or loss. The amount accumulated in equity is removed therefrom and included in the initial carrying amount of non-financial asset upon recognition of non-financial asset.

The fair value of forward exchange contracts is estimated using appropriate valuation techniques. These are carried as assets when the fair value is positive and liabilities when the fair value is negative.

3.7.5 Offsetting of financial assets and financial liabilities

Financial assets and financial liabilities are offset and the net amount is reported in the financial statements only when the Group has currently legally enforceable right to set-off the recognised amounts and the Group intends either to settle on a net basis or to realise the assets and to settle the liabilities simultaneously. The legally enforceable right must not be contingent on future events and must be enforceable in normal course of business and in the event of default, insolvency or winding up of the Group or the counter parties.

3.8 Impairment

3.8.1 Financial assets

The Group recognises loss allowances for Expected Credit Losses (ECLs) in respect of financial assets measured at amortised cost.

The Group measures loss allowances at an amount equal to lifetime ECLs, except for the following, which are measured at 12-month ECLs:

- debt securities that are determined to have low credit risk at the reporting date; and

- other debt securities and bank balance for which credit risk (i.e. the risk of default occurring over the expected life of the financial instrument) has not increased significantly since initial recognition.

Loss allowances for trade receivables are always measured at an amount equal to lifetime ECLs.

When determining whether the credit risk of a financial asset has increased significantly since initial recognition and when estimating ECLs, the Group considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis, based on the Group's historical experience and informed credit assessment and including forward-looking information.

The Group assumes that the credit risk on a financial asset has increased significantly if it is more than past due for a reasonable period of time. Lifetime ECLs are the ECLs that result from all possible default events over the expected life of a financial instrument. 12-month ECLs are the portion of ECLs that result from default events that are possible within the 12 months after the reporting date (or a shorter period if the expected life of the instrument is less than 12 months). The maximum period considered when estimating ECLs is the maximum contractual period over which the Group is exposed to credit risk.

Loss allowances for financial assets measured at amortised cost are deducted from the Gross carrying amount of the assets.

The gross carrying amount of a financial asset is written off when the Group has no reasonable expectations of recovering of a financial asset in its entirety or a portion thereof. The Group individually makes an assessment with respect to the timing and amount of write-off based on whether there is a reasonable expectation of recovery. The Group expects no significant recovery from the amount written off. However, financial assets that are written off could still be subject to enforcement activities in order to comply with the Group's procedures for recovery of amounts due.

The adoption of the expected loss approach has not resulted in any material change in impairment provision for any financial asset.

3.8.2 Non-financial assets

The carrying amounts of the Group's non-financial assets, other than deferred tax assets and inventories are reviewed at each reporting date to determine whether there is any indication of impairment. If such indication exists, the asset's recoverable amount, being higher of value in use and fair value less costs to sell, is estimated. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. For the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or groups of assets. An impairment loss is recognised whenever the carrying amount of an asset exceeds its recoverable amount. Impairment losses are recognised in the consolidated statement of profit or loss account and other comprehensive income.

3.9 Taxation

Current

Provision for current taxation is based on taxable income at current rates of taxation after taking into account tax rebates and credits, if any.

Deferred

Deferred tax is provided using balance sheet liability method, providing for temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the reporting date. A deferred tax asset is recognized to the extent that it is probable that future taxable profits will be available against which the temporary differences can be utilised. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realised.

3.10 Provisions

A provision is recognised in the balance sheet when the Group has a legal or constructive obligation as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. However, provisions are reviewed at each reporting date and adjusted to reflect current best estimate.

3.11 Foreign currency transactions

Transactions in foreign currencies are accounted for in rupees at the rate of exchange prevailing on the date of transaction. Monetary assets and liabilities in foreign currencies as at the reporting date are expressed in rupees at rates of exchange prevailing on that date except where forward exchange cover has been obtained for payment of liabilities, in which case the contracted rates are applied. Exchange gains and losses are included in income currently.

3.12 Functional and presentation currency

Items included in the financial statements are measured using the currency of the primary economic environment in which the Group operates. The financial statements are presented in Pak Rupees, which is the Group's functional and presentation currency and have been rounded off to the nearest rupee.

3.13 Revenue recognition

Revenue from contracts with customers is recognised when control of the services are transferred to the customer at an amount that reflects the consideration to which the Group expects to be entitled in exchange for those goods and services.

- Revenue from media buying services is recognised at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

- Revenue from providing Social media management services is recognised on a straight line basis over the line of the respective contracts.

- Revenue from content creation services is recognised at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

- Revenue from agency commissions and discounts is recognised at a point in time when the performance criteria have been met in accordance with the contract and acknowledged by the customer.

3.14 Expenses

All expenses are recognised in the consolidated staement of profit and loss account on an accrual basis.

3.15 Dividend distributions and appropriations

Dividend distributions and appropriations are recorded in the period in which the distributions and appropriations are approved.

4. PROPERTY AND EQUIPMENT

Following is a summary of the Group's owned property and equipment:

	Furniture and fixtures	Office equipment	Computer and ancillary equipment	Vehicles	Total
			2021		
			(Rupees)		
As at 1 July 2020					
Cost	5,768,758	8,635,997	41,930,451	4,992,865	61,328,071
Accumulated depreciation	(3,998,757)	(7,730,357)	(19,380,443)	(4,765,786)	(35,875,343)
Net book value	1,770,001	905,640	22,550,008	227,079	25,452,728
Additions	-	491,500	2,255,548	-	2,747,048
Depreciation charge for the year	(421,029)	(804,949)	(11,173,880)	(194,639)	(12,594,497)
Closing net book value	1,348,972	592,191	13,631,676	32,440	15,605,279
As at 30 June 2021					
Cost	5,768,758	9,127,497	44,185,999	4,992,865	64,075,119
Accumulated depreciation	(4,419,786)	(8,535,306)	(30,554,323)	(4,960,425)	(48,469,840)
Net book value	1,348,972	592,191	13,631,676	32,440	15,605,279
Depreciation rates (% per annum)	15	30	30	15	

	Furniture and fixtures	Office equipment	Computer and ancillary equipment	Vehicles	Total
			2020		
			(Rupees)		
As at 1 July 2019					
Cost	4,177,008	8,635,997	37,178,030	10,593,585	60,584,620
Accumulated depreciation	(3,582,476)	(7,009,410)	(9,325,365)	(7,801,769)	(27,719,020)
Net book value	594,532	1,626,587	27,852,665	2,791,816	32,865,600
Additions	1,591,750	-	4,752,421	-	6,344,171
Disposals					
Cost	-	-	-	(5,600,720)	(5,600,720)
Accumulated depreciation	-	-	-	3,690,353	3,690,353
	-	-	-	(1,910,367)	(1,910,367)
Depreciation charge for the year	(416,282)	(720,947)	(10,055,078)	(654,370)	(11,846,677)
Closing net book value	1,770,000	905,640	22,550,008	2,137,446	25,452,727
As at 30 June 2020					
Cost	5,768,758	8,635,997	41,930,451	4,992,865	61,328,071
Accumulated depreciation	(3,998,758)	(7,730,357)	(19,380,443)	(4,765,786)	(35,875,344)
Net book value	1,770,000	905,640	22,550,008	227,079	25,452,727
Depreciation rates (% per annum)	15	30	30	15	

4.1 The depreciation charge for the year has been allocated to administrative and general expenses.

5.	LEASES	2021	2020
		(Rupees)	

5.1 Right-of-use assets

	2021	2020
As at 1 July	**6,605,572**	3,705,889
Additions	**3,397,285**	6,866,635
Disposals	**-**	(1,706,556)
Depreciation	**(769,611)**	(2,260,396)
As at 30 June	**9,233,246**	6,605,572

5.2 Lease liabilities

Rental contracts are made for a fixed period subject to renewal upon mutual consent of the Group and lessor. Wherever practicable, the Group seeks to include extension option to provide operational flexibility. Lease term is negotiated on an individual basis and contain a wide range of different terms and conditions. Management exercises significant judgement in determining whether these extensions and termination options are reasonably certain to be exercised. The future lease payments have been discounted using interest rates ranging from 6.32% to 11.05% (2020: 6.32% to 9.37%).

Set out below is the carrying amount of lease liabilities and the movements during the year:

	2021	2020
As at 1 July	**4,649,591**	4,265,448
Additions	**3,397,285**	6,866,635
Interest expense	**421,185**	378,257
Payments	**(1,849,272)**	(6,860,749)
As at 30 June	**6,618,789**	4,649,591
Current	**3,237,685**	1,185,391
Non-current	**3,381,104**	3,464,200
	6,618,789	4,649,591

Lease liabilities are payable as follows:

	2021		
	Minimum lease payment	**Interest**	**Present value of minimum lease payments**
		(Rupees)	
Less than one year	**3,687,513**	**449,828**	**3,237,685**
Between one and five years	**3,639,478**	**258,374**	**3,381,104**
	7,326,991	**708,202**	**6,618,789**

	2020		
	Minimum lease payment	Interest	Present value of minimum lease payments
		(Rupees)	
Less than one year	1,523,144	337,753	1,185,391
Between one and five years	3,882,991	418,791	3,464,200
	5,406,135	756,544	4,649,591

6. INTANGIBLE ASSETS

	2021	2020
	(Rupees)	
Computer software		
Cost		
Balance as at 1 July	**36,000,000**	36,000,000
Additions	-	-
Balance as at 30 June	**36,000,000**	36,000,000
Amortisation		
Balance as at 1 July	**26,429,664**	21,472,110
Amortisation for the year	**3,974,961**	4,957,554
Balance as at 30 June	**30,404,625**	26,429,664
Net book value	**5,595,375**	9,570,336
Amortisation rate (% per annum)	**33.33%**	33.33%

6.1 The amortisation charge for the year has been allocated to administrative and general expenses.

7. GOODWILL

7.1 On 31 August 2009, the Group acquired assets and assumed liabilities of The Symmetry, a sole proprietary business ("the Acquiree"), engaged in digital media advertising and IT Services business against an aggregate consideration of 116.78 million. Under the terms of the agreement effective from 31 August 2009, the Group has acquired assets and assumed liabilities of the Acquiree.

	2021
Goodwill arising from the acquisition has been recognised as follows:	(Rupees)
Consideration transferred	**161,777,721**
Fair value of identifiable net assets	**(119,000,000)**
Goodwill	**42,777,721**

Goodwill is primarily related to growth expectations, expected future profitability, expected cost and other synergies to be derived by the Group from the acquired business.

7.1.1 Fair value of identifiable assets and liabilities

The fair values of identifiable assets and liabilities of the Acquiree as at the date of acquisition were as follows:

Property and equipment	**6,560,828**
Long term deposits	**713,476**
Trade debts	**82,167,117**
Prepayments and other receivables	**29,558,579**
Total identifiable net assets acquired	**119,000,000**

7.1.2 **Impairment testing of goodwill**

The recoverable amount of business operations of Symmetry Digital (Private) Limited (acquired entity) have been determined based on 'value in use' calculation, using cash flow projections prepared by management from 2020 through 2025 till terminal period. The following rates are used for the year ended 30 June 2020.

	(Percentage)
Long term growth rate	10.00%
Weighted average cost of capital (WACC) (discount rate)	17.00%
Terminal Growth rate	10.00%

The Calculation of 'value in use' for the business operations of Symmetry Digital (Private) Limited is most sensitive to the following assumptions:

Revenue, cost of services and operating expenses

Revenue, cost of services and operating expenses represent management's best estimate of the most likely future operating results of Symmetry Digital (Private) Limited and exclude any synergies expected to arise from the transaction that would not be equally realisable by other market participants.

Capital expenditures

Capital expenditures have been projected taking into account growth in business volume and historical trends.

Discount rate (WACC)

Discount rates reflect management's estimate of the rate of return required for the business and are calculated after taking into account the prevailing risk free rate, industry risk and business risk. Discount rates are calculated by using the weighted average cost of capital.

Sensitivity to changes in assumptions

Management believes that reasonable possible changes in other assumptions used to determine the recoverable amount of the cash generating units will not have significant impact on the cash flows that could result in an impairment of goodwill.

8. **DEFERRED TAXATION**	Note	2021	2020
		(Rupees)	
Deferred taxation	*8.1*	**1,202,502**	(1,889,624)

8.1 **Deductible / (taxable) temporary differences**

	2021	2020
Property and equipment	**1,100,819**	(3,876,785)
Intangible assets	**266,840**	978,182
Deferred income - government grant	**503,699**	-
Lease Liabilities	**(668,856)**	1,008,979
	1,202,502	(1,889,624)

9. **LONG TERM DEPOSITS**

	2021	2020
Deposit for		
- rent	**1,294,000**	1,194,000
- finance lease	**564,900**	564,900
	1,858,900	1,758,900

10. TRADE DEBTS

	Note	2021	2020
		(Rupees)	
Trade debts		175,652,928	114,329,722
less: Allowance for impairment loss against trade receivables	10.1	(75,226)	-
		175,577,702	114,329,722

10.1 Allowance for impairment loss against trade debts

	2021	2020
Balance as on 1 July	-	-
Expense for the year	75,226	-
Balance as on 30 June	75,226	-

11. ADVANCES AND PREPAYMENTS

	2021	2020
Advance to staff - *unsecured*	366,200	1,609,750
Prepayments:		
- rent	355,740	343,800
- insurance	--	67,199
	355,740	410,999
	721,940	2,020,749

12. SHORT TERM INVESTMENTS

	2021	2020
Investments in Term Deposit Receipts	38,325,000	16,850,000

12.1 The Term Deposit Receipts are maintained with Bank Al Habib Limited carrying mark-up rates ranging from 6.60% to 7.10% (2020: 6.60% to 7.10%) per annum and having maturity upto 23 April 2022.

13. CASH AND BANK BALANCES

	Note	2021	2020
Cash in hand		153,920	18,276
Cash at bank			
- Current accounts		114,274	7,552,527
- Saving account	13.1	8	8
		114,282	7,552,535
		268,202	7,570,811

13.1 The saving accounts carry markup ranging from 6.5% to 7% per annum. (2020: 6.5% to 7% per annum).

14. ISSUED, SUBSCRIBED AND PAID-UP SHARE CAPITAL

2021	2020		2021	2020
(Number of shares)			(Rupees)	
85,000,000	85,000,000	Ordinary shares of Rs. 1 each fully paid in cash	85,000,000	85,000,000

14.1 Share capital was subscribed and paid-up by the following:

2021	2020		2021	2020
Percentage holding			(Number of Shares)	
51.00%	51.00%	Bull's Eye Communications (Private) Limited	43,350,000	43,350,000
24.50%	24.50%	Mr. Adil Ahmed	20,825,000	20,825,000
24.50%	24.50%	Mr. Saroosh Ahmed	20,825,000	20,825,000
100%	100%		85,000,000	85,000,000

15. NON CONTROLLING INTEREST (NCI)

The following table summarises the information relating to each of the Group's subsidiaries that has NCI, before any intra group eliminations.

	2021			2020		
	Symmetry Digital (Private) Limited	**Iris Digital (Private) Limited**	**Creative Jin (Private) Limited**	Symmetry Digital (Private) Limited	Iris Digital (Private) Limited	Creative Jin (Private) Limited
NCI Percentage	**0.02%**	**0.20%**	**0.20%**	0.02%	0.20%	0.20%
	----------	----------	----------	**(Rupees)**	----------	----------
Total Assets	**107,189,982**	**46,500,075**	-	118,016,944	66,332,781	634,192
Total liabilities	**(85,255,268)**	**(48,294,395)**	-	(93,080,435)	(37,780,260)	-
Net assets	**21,934,714**	**(1,794,320)**	-	24,936,509	28,552,522	634,192
Net assets attributable to NCI	**4,387**	**(11,393)**	-	4,987	49,301	1,268
Revenue	**19,337,034**	**62,007,127**	-	26,310,636	114,552,562	-
Profit / (loss)	**2,249,250**	**(26,971,843)**	**(632,192)**	4,000,518	12,147,602	(727,915)
Total comprehensive income	**2,249,250**	**(26,971,843)**	**(632,192)**	4,000,518	12,147,602	(727,915)
Profit / (loss) allocated to NCI	**450**	**(53,944)**	**(1,264)**	800	24,295	(1,456)
Cash flows from operating activities	**(348,264)**	**(6,020,285)**	-	(481,303)	(6,121,597)	559,496
Cash flows from investing activities	**(6,079,091)**	**(6,593,117)**	-	(5,000,000)	(5,400,000)	-
Cash flows from financing activities	**6,360,502**	**5,403,798**	-	6,561,379	5,003,350	(11,995)
Net increase / (decrease) in cash and cash equivalents	**(66,853)**	**(7,209,604)**	-	1,080,076	(6,518,247)	547,501
Dividend paid to NCI	-	-	-	-	-	(11,995)

16. LONG TERM BORROWINGS - *secured*

	Note	2021	2020
		(Rupees)	
Loan from conventional financial institutions	16.1	**32,845,419**	15,128,902
Current portion shown under current liabilities		**(19,723,101)**	(7,133,276)
		13,122,318	7,995,626
		13,122,318	7,995,626

16.1 The Group has also obtained long term loans of Rs.31,289,202 (2020: Rs. 16,825,226) for financing its salaries and wages under SBP Refinance Scheme for payment of wages and salaries which is secured against lien over TDR on Group's name. The rate of markup on these loans are at 3% per annum. These loans are for two and half years and are repayable in eight equal quarterly instalments.

17. DEFERRED INCOME - GOVERNMENT GRANT

	2021	2020
Deferred income - government grant	**2,031,312**	1,731,720
Current portion of deferred income - government grant	**(1,371,251)**	(901,154)
	660,061	830,566

17.1 Due to the effects of pandemic, State Bank of Pakistan took various steps to support the economy. SBP introduced a refinance scheme for payment of salaries and wages at subsidized rate of borrowing.

The Group has obtained the said borrowing from Bank Al-Habib Limited ("BAHL") at subsidized rate in fifteen tranches on 21 May 2020, 18 June 2020, 26 June 2020, 14 July 2020, 17 August 2020, 24 August 2020, 18 September 2020, 22 September 2020 and 13 October 2020 at 3% concessional interest rate which is repayable in October 2022 in 8 quarterly installments to BAHL under the SBP scheme.

Government grant amounting to Rs. 2,746,849 (2020: Rs. 1,805,242) was recorded during the year ended 30 June 2021 and Rs. 2,414,262 (2020: Rs. 76,670) has been amortized during the year. In accordance with the terms of the grant, the Group is prohibited to lay-off the employees at least for three months from the period of the grant.

18. TRADE AND OTHER PAYABLES

		2021	2020
		(Rupees)	
Trade payales		**10,816,095**	12,346,383
Accrued expenses		**17,393,985**	12,381,400
Withholding tax payable		**6,244,929**	9,097,473
Workers welfare fund	*18.1*	**143,176**	143,176
EOBI payable		**601,800**	518,730
Sales tax payable		**5,744,951**	13,188,631
Others		**698**	3,000
		40,945,634	47,678,793

18.1 The Finance Act 2006 and Finance Act 2008 introduced amendments to the Workers' Welfare Fund (WWF) Ordinance, 1971 (the Ordinance) whereby the definition of industrial establishment was extended. The Honourable Supreme Court of Pakistan vide its judgment dated 10 November 2016 has annulled the said amendments which were considered to be ultra vires the Constitution of Pakistan. The Federal Board of Revenue has filed a Civil Review Petitions in respect of said judgment. Management has booked a provision amounting to Rs. 143,176 on account of WWF provision for the year 2015 and earlier. The provision has not been reversed on the basis of prudence. Further provision has not been made on account of WWF.

19. SHORT TERM FINANCE - *secured*

This represents running finance facility obtained from Askari Bank Limited against available limit of Rs. 19.70 million, which carries mark-up @ 2% plus 3 months KIBOR payable quarterly in arrears. The facility is secured against hypothecation charge over receivables with 30% margin, mortgage over 100 yards commercial plot situated in Phase - VII (Ext.) DHA, owned by family member of director and personal guarantees of all directors and owner of mortgaged property. Amount unutilized for such facility as at 30 June 2021 was Rs. 34,574 (2020: Rs. 73,961).

20. LOAN FROM RELATED PARTIES

		2021	2020
Loan from:			
- Syed Sarocsh Ahmed - Director	*20.1*	-	18,268,806
- Mrs. Qur-e-Shahwar Fareed	*20.2*	**18,786,080**	8,600,000
		18,786,080	26,868,806

20.1 This represents an interest free loan obtained from the Group's Director Mr. Sarocsh Ahmed. The loan is payable on demand.

20.2 This represents loan from Mrs. Fareed amounting to Rs. 18.8 million (2020: 8.6 million) bearing interest at the rate of 12% (2020: 15%) per annum. The loan is payable on demand.

21. CONTINGENCIES AND COMMITMENTS

There were no contingences and commitments as at the reporting date.

22. REVENUE - net

	2021	2020
Gross sales	**714,401,168**	475,586,870
Sales tax	**(41,475,309)**	(24,108,946)
	672,925,859	451,477,924
Cost of services	**(386,275,022)**	(219,401,470)
	286,650,837	232,076,454

22.1 Disaggregation of revenue

		2021	2020
		(Rupees)	
Media buying		**270,280,797**	147,694,086
Social media management and retainership		**97,762,153**	90,200,567
Content creation		**146,333,466**	166,869,228
Agency commissions and discounts		**11,138,942**	8,990,913
Web Hosting & Registration Local		**-**	652,940
Designing and Development		**105,945,975**	2,369,822
Website maintenance		**3,475,806**	-
Export of IT services	*22.1.1*	**37,988,720**	34,700,368
		672,925,859	451,477,924

22.1.1 Export of IT services are not taxable as per clause 9815.600, First Schedule to the Sindh Sales Tax Act, 2011.

22.2 Cost of sales

	2021	2020
Media buying	**197,807,003**	132,867,321
Social media management and retainership	**4,347,840**	-
Content creation	**95,935,905**	86,534,149
Designing and development	**88,184,274**	-
	386,275,022	219,401,470

23. ADMINISTRATIVE AND OPERATING EXPENSES

		2021	2020
Salaries and other benefits		**131,512,531**	105,079,319
Traveling and conveyance		**15,755,193**	23,097,450
Depreciation	*4.1*	**13,364,108**	14,107,073
Amortization	*6.1*	**3,974,961**	4,957,554
Utilities		**5,897,413**	4,820,262
Entertainment		**5,309,394**	4,743,362
Advertisement / sales promotion		**186,159**	368,455
Rent, rates and taxes		**8,164,255**	7,150,480
Legal and professional		**1,550,318**	1,692,147
Fees and subscription		**39,000**	323,332
Repairs and maintenance		**2,869,339**	4,966,197
Insurance		**816,251**	1,657,924
Security charges		**559,032**	559,032
Office supplies		**1,460,228**	1,649,822
Auditors' remuneration	*23.1*	**1,900,800**	1,627,898
Printing and stationery		**472,295**	300,248
Miscellaneous expenses		**682,481**	393,151
Communication and courier		**191,783**	155,947
Donations		**10,000**	40,000
Loss on disposal of property and equipment		**-**	3,266,923
Advance tax written off		**-**	360,107
		194,715,541	181,316,683

23.1 Auditors' remuneration

	2021	2020
	(Rupees)	
Audit fee	**1,500,000**	1,334,375
Consolidated accounts	**100,000**	50,000
Sindh sales tax	**140,800**	120,585
Out of pocket expenses	**160,000**	122,938
	1,900,800	1,627,898

24. FINANCE COST

Markup charges on:		
- running finance	**1,820,613**	2,926,511
- finance lease	**421,185**	378,257
- long term borrowings	**3,456,355**	117,130
- loan from other parties	**1,032,000**	1,299,300
	6,730,153	4,721,198
Bank charges	**2,647,129**	340,169
Exchange loss	--	308,503
	9,377,282	5,369,870

25. OTHER INCOME

Interest income on Term Deposit Receipts	**2,118,031**	88,615
Amortization of government grant	**2,414,262**	76,670
Exchange gain	**826,009**	-
	5,358,302	165,285

26. TAXATION

Current	**33,307,515**	10,731,375
Prior	**142,748**	273,411
Deferred	**(3,092,126)**	(1,422,969)
	30,358,137	9,581,817

26.1 Income tax assessments of the Group have been deemed to be finalised upto and including tax year 2019 on the basis of tax return filed under section 120 of Income Tax Ordinance 2001. However, the return may be selected for detailed audit within five years from the date of filing of return and the Income Tax Commissioner may amend the assessment if any objection is raised in audit.

26.2 Relationship between accounting profit and tax expense

Profit before taxation	**87,841,090**	45,555,186
Tax at applicable rate	**26,670,399**	13,776,604
Tax effect of income taxed under final tax regime	**(3,715,553)**	(2,548,064)
Tax effect of income assessed under minimum tax regime	**11,120,577**	190,667
Tax effect of net tax inadmissible expenses	**(767,908)**	(1,682,514)
Tax effect of taxable temporary differences	**(3,092,126)**	(427,287)
Prior year	**142,748**	273,411
Tax expense for the year	**30,358,137**	9,581,817

27. REMUNERATION OF CHIEF EXECUTIVE, DIRECTOR AND EXECUTIVES

	2021			2020		
	Chief Executive	**Director**	**Executives**	Chief Executive	Director	Executives
	(Rupees)					
Managerial remuneration	**8,123,469**	**8,123,469**	**53,737,499**	7,323,955	7,323,955	48,721,809
Other allowances	**3,331,776**	**3,331,776**	**19,613,517**	3,025,138	3,025,768	17,632,525
	11,455,245	**11,455,245**	**73,351,016**	10,349,093	10,349,723	66,354,334
Number of persons	**3**	**3**	**32**	4	4	30

28. NUMBER OF EMPLOYEES

	2021	2020
	(Numbers)	
Number of employees at 30 June	**128**	112
Average number of employees during the year	**120**	108

29. FINANCIAL INSTRUMENTS AND RELATED DISCLOSURES

The Group has exposures to the following risks from its use of financial instruments:

- Credit risk
- Liquidity risk
- Market risk

The Board of Directors has overall responsibility for the establishment and oversight of Group's risk management framework. The Board is also responsible for developing and monitoring the Group's risk management policies.

29.1 Credit risk

Credit risk is the risk of financial loss to the Group if a customer or a counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Group's receivables from customers and related parties.

To manage the exposure to credit risk in respect of trade debts, management uses aging of debtors to follow up overdue balances. The Group believes that it is not exposed to any major concentration of credit risk, as its customers represent various sectors of the economy.

The carrying amount of financial assets represents the maximum credit exposure. The maximum exposure to credit risk at the reporting date is:

	2021	2020
	(Rupees)	
Due from Bull's Eye Communications Private Limited	-	2,000
Interest accrued on short term investments	**486,780**	88,615
Long term deposits	**1,858,900**	1,758,900
Trade debts	**175,577,702**	114,329,722
Short term investments	**38,325,000**	16,850,000
Bank balances	**114,282**	7,554,735
	216,362,664	140,493,357

Long term deposits

The Group has provided security deposits as per the contractual terms with counter parties as security and does not expect material loss against those deposits and consider such amounts as receivable upon termination of services.

Trade debts

The Group monitors the credit quality of its financial assets with reference to historical performance of such assets and where available, external credit ratings.

The aging of trade debts at the reporting date is as follows:

	2020		2020	
	Gross	**impairment**	Gross	Impairment
	(Rupees)			
Not past due	**110,571,253**	-	41,459,058	-
Past due 30 - 60 days	**14,063,520**	**(75,226)**	11,203,376	-
Past due 60 - 90 days	**48,880,387**	-	5,319,835	-
Past due 90 - 120 days	**2,137,768**	-	56,347,453	-
	175,652,928	**(75,226)**	114,329,722	-

The Group applies IFRS 9 simplified approach to measure expected credit losses (ECLs) which uses a life time expected loss allowance for all trade debts. The Group uses an allowance matrix to measure the ECLs of trade receivables. These historical loss rates are calculated using a 'roll rate' method based on the probability of a receivable progressing through successive stages of delinquency to write-off. Thus, expected credit loss rates are based on the payment profile of revenue over a period of 24 months before 30 June 2021 and the corresponding historical credit loss experienced within this period. These historical rates are adjusted to reflect current and forward-looking information on macroeconomic factors affecting the ability of customers to settle the receivables. The Group identified gross domestic product (GDP), and inflation to be the most relevant factors for performing macro level adjustments in expected credit loss financial model.

Based on the past experience, consideration of financial position, past track records and recoveries, the Group believes that trade debts past due do not require any impairment.

Bank balances

Credit risk from bank deposits are managed by placing deposits with banks having sound credit ratings. The credit quality of the Group's major bank accounts is assessed with reference to external credit ratings which at the reporting date are as follows:

	Rating agency	**Rating**	
		Short term	**Long Term**
Bank Al-Habib Limited	**PACRA**	**A1+**	**AA+**
Askari Bank Limited	**PACRA**	**A1+**	**AA+**
MCB Bank Limited	**PACRA**	**A1+**	**AAA**

29.2 Liquidity risk

Liquidity risk is the risk that the Group will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Group's approach to managing liquidity is to ensure as far as possible to always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Group's reputation. The Group is not materially exposed to liquidity risk as a substantial portion of its obligations / commitments of the Group are short term in nature and are restricted to the extent of available liquidity.

The following are the contractual maturities of the financial liabilities, including estimated interest payments:

	2021			
	Carrying amount	**Contractual cash flows**	**Upto one year**	**More than one year**
	(Rupees)			
Financial liabilities				
Lease liabilities	**6,618,789**	**(7,326,991)**	**(3,687,513)**	**(3,639,478)**
Long term borrowings	**32,845,419**	**(26,611,980)**	**(13,992,202)**	**(12,619,778)**
Loan from related parties	**18,786,080**	**(18,786,080)**	**(18,786,080)**	-
Trade and other payables	**40,945,634**	**(40,945,634)**	**(40,945,634)**	-
Short term finance	**21,243,329**	**(21,243,329)**	**(21,243,329)**	-
	120,439,251	**(114,914,014)**	**(98,654,758)**	**(16,259,256)**

	2020			
	Carrying amount	Contractual cash flows	Upto one year	More than one year
	(Rupees)			
Financial liabilities				
Lease liabilities	4,649,591	(5,406,135)	(1,523,145)	(3,882,990)
Long term borrowings	15,128,902	(15,089,785)	1,306,470	2,207,937
Loan from related parties	26,868,806	(26,868,806)	(26,868,806)	-
Trade and other payables	24,730,783	(24,730,783)	24,730,783	-
Short term finance	19,626,039	(19,626,039)	(19,626,039)	-
	91,004,121	(91,721,548)	(21,980,737)	(1,875,053)

29.3 Market risk

Market risk is the risk that changes in market price, such as foreign exchange rates, interest rates and equity prices will affect the Group's income or the value of its holdings of financial instruments.

29.3.1 Currency risk

The Group is exposed to foreign currency risk on its receivables and payables in the following currencies:

	2021	2020
	USD (Equivalent Rupees)	
Financial assets		
Trade debts	**122,000**	18,726,719
Financial liabilities		
Trade payables	**(351,722)**	(118,269)
Net exposure	**(229,722)**	18,608,450

The following significant exchange rates have been applied:

	Average rate		**Reporting date rate**	
	2021	2020	**2021**	2020
PKR to USD	**160.33**	164.05	**157.54**	168.05

Sensitivity analysis

At the reporting date, if the PKR had strengthened by 10% against the above foreign currencies with all other variables held constant, post-tax profit for the year would have been higher / (lower) by the amount shown below, mainly as a result of foreign exchange gains / (losses).

	2021	2020
	(Rupees)	
Effect on profit or loss		
USD	**(16,310)**	1,321,200

The weakening of the PKR against above currencies would have had an equal but opposite impact on the post tax profits.

The sensitivity analysis prepared is not necessarily indicative of the effects on profit for the year and assets of the Group.

29.3.2 Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

At the reporting date, the interest rate profile of the Group's interest-bearing financial assets and liabilities is as follows:

	Effective interest rate		Carrying amount	
	2021	2020	**2021**	2020
	(In percent)		**(Rupees)**	
Fixed rate instruments				
Financial assets				
Term deposit receipts	**6.5% - 7.1%**	6.5% - 7.0%	**38,325,000**	16,850,000
Financial liabilities				
Loan from related parties	**12%**	15%	**(18,786,080)**	(8,600,000)
			19,538,920	8,250,000
Variable rate instruments				
Financial liabilities				
Liabilities against assets subject to finance lease	**6.32% - 9.37%**	6.32% - 9.37%	**(4,649,591)**	(4,649,591)
Long term loan	**10.71%-10.98%**	10.71%-10.98%	**(32,845,419)**	(15,128,902)
Short term finance	**8.68%-12.88%**	8.68%-12.88%	**(21,243,329)**	(19,626,039)
			(58,738,339)	(39,404,532)

Fair value sensitivity analysis for fixed rate instruments

A change of 100 basis points in interest rates at the year end would have increased or decreased the profit for the year and equity by Rs. 1,953,892 (2020: 825,000). This analysis assumes that all other all other variables, in particular foreign currency rates, remain constant. The analysis is performed on the same basis for 2020.

Cash flow sensitivity analysis for variable rate instruments

A change of 100 basis points in interest rates at the year end would have increased or decreased the profit for the year and equity by Rs. 5,873,833 (2019: Rs. 3,940,453). This analysis assumes that all other all other variables, in particular foreign currency rates, remain constant. The analysis is performed on the same basis for 2020.

The sensitivity analysis prepared is not necessarily indicative of the effects on profit for the year and assets / liabilities of the Group.

29.3.3 Other price risk

Other price risk is the risk that the fair value of future cash flows of financial instruments will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk) whether those changes are caused by factors specific to the individual financial instrument or its issuer or factors affecting all similar financial instrument traded in the market. As at 30 June 2021, the Group is not exposed to other price risk.

29.4 **Reconciliation of movements of liabilities to cash flows arising from financing activities**

	Long term borrowings	Finance lease liabilities	Loan from related and other parties	Retained earning	Total
			(Rupees)		
Balance as at 1 July 2020	16,860,622	4,649,591	26,868,806	70,036,763	118,415,782
Changes from financing cash flows					
Net receipts of loan from bank	17,997,300	-	-	-	17,997,300
Payment of finance lease liabilities	-	(1,849,272)	-	-	(1,849,272)
Repayment of loan to related and other parties			(8,082,726)		
Dividend paid	-	-	-	(15,564,244)	(15,564,244)
Total changes from financing activities	34,857,922	2,800,319	18,786,080	54,472,519	118,599,566
Other changes - interest cost					
Interest expense	3,456,355	421,185	-	-	3,877,540
Interest paid	(1,023,285)	-	-	-	(1,023,285)
Amortization of government grant	(2,414,262)	-	-	-	(2,414,262)
Addition to finance lease	-	3,397,285	-	-	3,397,285
Profit for the year	-	-	-	57,537,711	57,537,711
	18,808	3,818,470	-	57,537,711	61,374,989
Total equity related other changes	-	-	-	-	-
Balance as at 30 June 2020	34,876,730	6,618,789	18,786,080	112,010,230	180,374,555

30. **Fair value of financial instruments**

When measuring the fair value of an asset or a liability, the Group uses market observable data as far as possible. Fair values are categorized into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).

Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The following table shows the carrying amounts and fair values of financial assets and financial liabilities, including their levels in the fair value hierarchy.

	2021					
	Carrying amount			Fair value		
	Loan and receivables	Fair value	Other financial liabilities	Level 1	Level 2	Level 3
			(Rupees)			
Financial assets not measured at fair value						
Long term deposits	1,858,900	-	-	-	-	-
Short term investments	38,325,000	-	-	-	-	-
Trade debts	175,577,702	-	-	-	-	-
Bank balances	114,282	-	-	-	-	-
Financial liabilities not measured at fair value						
Liabilities against assets subject to finance lease	-	-	6,618,789	-	-	-
Long term borrowings	-	-	32,846,419	-	-	-
Loan from related parties	-	-	18,786,080	-	-	-
Trade and other payables	-	-	28,210,778	-	-	-
Short term finance	-	-	21,243,329	-	-	-

	2020					
	Carrying amount			Fair value		
	Loan and receivables	Fair value	Other financial liabilities	Level 1	Level 2	Level 3
			(Rupees)			
Financial assets not measured at fair value						
Long term deposits	1,758,900	-	-	-	-	-
Short term investments	16,850,000					
Trade debts	114,329,722	-	-	-	-	-
Bank balances	7,554,735	-	-	-	-	-
Financial liabilities not measured at fair value						
Liabilities against assets subject to finance lease	-	-	4,649,591	-	-	-
Long term loan	-	-	15,120,902	-	-	-
Loan from related parties	-	-	26,868,806	-	-	-
Trade and other payables	-	-	24,730,783	-	-	-
Short term finance	-	-	19,626,039	-	-	-

The estimated fair value of all financial assets and liabilities is considered not significantly different from carrying values as the items are either short-term in nature or periodically repriced.

31. CAPITAL RISK MANAGEMENT

The Group's objective when managing capital is to safe guard the Group's ability to continue as a going concern so that it can provide returns for shareholders and benefits for other stakeholders and to maintain a strong capital base to support the sustained development of its business.

The Group manages its capital structure by monitoring return on net assets and makes adjustments to it in the light of changes in economic conditions. In order to maintain or adjust the capital structure, the Group may adjust the amount of dividend paid to the shareholders or issue new shares. There are no externally imposed capital requirements on the Group.

32. GENERAL

32.1 Corresponding figures have been rearranged and reclassified for better presentation, wherever considered necessary, the effect of which is not material.

32.2 These consolidated financial statements were authorised for issue on ________________ by the Board of Directors of the Group.

Chief Executive **Director**