



middle east  
investor relations  
association

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# ANNUAL REPORT & ACCOUNTS 2016

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# ANNUAL REPORT & ACCOUNTS

OF THE YEAR ENDED 31 DECEMBER 2016

*The Middle East Investor Relations Association (MEIRA) is an independent non-profit organisation dedicated to promoting the Investor Relations profession and international standards in corporate governance.*



## CONTACT US

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# 2016 AT A GLANCE



middle east  
investor relations  
society



middle east  
investor relations  
association



meira



TRANSITION OF REGISTRATION FROM FUJAIRAH  
FREE ZONE TO DUBAI ASSOCIATION CENTRE



COMPLETION OF RE-NAMING  
FROM SOCIETY TO ASSOCIATION

**3**  
CIRO  
TRAINING SESSIONS

**36**  
DELEGATES

**24**  
CERTIFICATIONS

**3**  
REGIONAL CONFERENCES

**22**  
EVENTS DURING THE YEAR

**@DUBAI CONFERENCE**

**221**  
DELEGATES

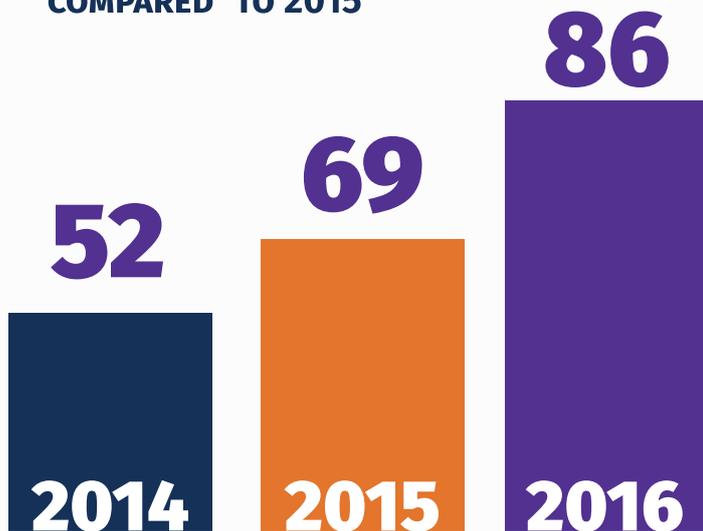
**31**  
SPEAKERS

## MEMBERS

**86**  
MEMBERS



**+17**  
COMPARED TO 2015



## REGIONAL BREAKDOWN

FROM **12** COUNTRIES



UAE	41
QATAR	10
KUWAIT	8
KSA	6
OMAN	5
OUTSIDE MIDDLE EAST	5
PALESTINE	5
LEBANON	3
JORDAN	2
BAHRAIN	1

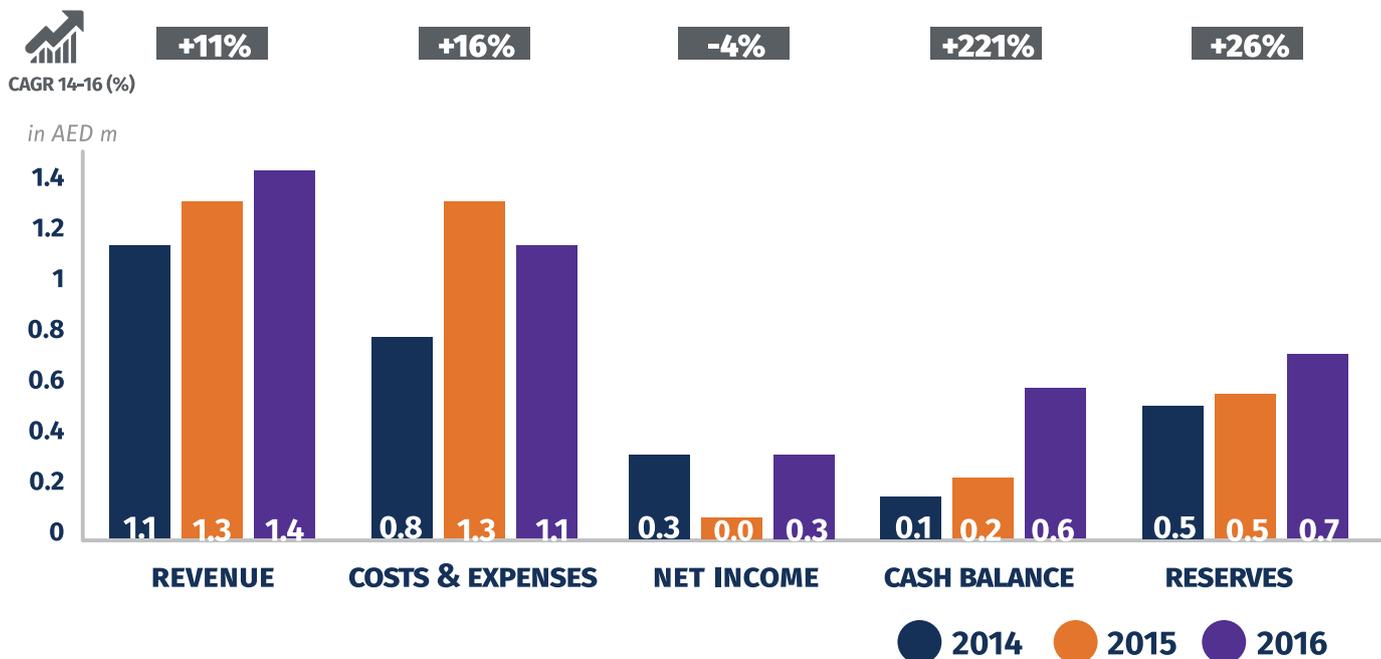
## KEY FINANCIAL INFORMATION

as at 31<sup>ST</sup> December 2016

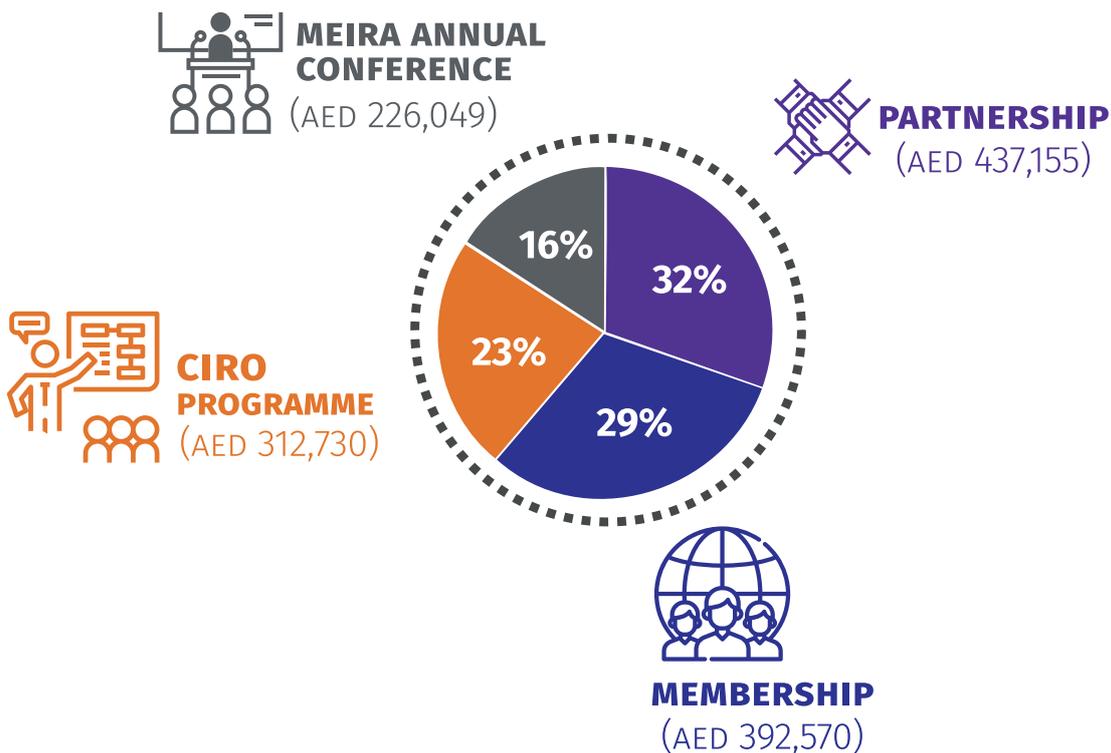
in AED	2016 *
REVENUE	AED 1.4m
COSTS AND EXPENSES	AED 1.1m
NET INCOME	AED 275.7k
CASH BALANCE	AED 553.9k
RESERVES	AED 719.4k

\*UN-AUDITED FIGURES.

## KEY FINANCIAL INFORMATION



## REVENUE 2016 - BREAKDOWN







**Alex MacDonald-Vitale**  
Chairman

# CHAIRMAN'S STATEMENT

## DEAR MEMBERS AND PARTNERS,

Despite a year of geopolitical upheaval and ongoing economic challenges, we have seen the Middle East region continue to demonstrate resilience. Focusing on the future with renewed vigour, Saudi Arabia notably launched and forged ahead with an historic national transformation plan, designed to offset reduced hydrocarbon receipts and support the growing needs of a young demographic. The UAE and Qatar worked to meet and exceed their commitments to MSCI Emerging Market status, and announced their intention to bid for Developed Market status within the next five years. Kuwait launched an entirely new listed bourse, while Egypt and Oman continued to reinforce already well-structured market rules and regulations. Overall, there has been a renewed sense of commitment to the advancement in conduct and best practice across local markets, with ever increasing sophistication aimed at attracting and retaining investment.

In line with this progress we, at the Middle East Investor Relations Association, completed an important transition from fledgling organisation to an established and institutionalised body capable of supporting increasingly senior professionals working in IR and Corporate Governance. As announced at our annual conference in September this overhaul saw a strategic change in designation from society to 'association', in a bid to clarify our status and provide assurance through the formal endorsement afforded by the Dubai Chamber of Commerce's Association Centre licence. As part of this change we also updated our logo, streamlining the design while preserving recognisable brand identity.

We are grateful to the Dubai Association Centre for their support through this process and highly commend their success in establishing the first association framework of its kind here. For the first time MEIRA has its own office, based in the World Trade Centre, and testament to the success of this more structured licence we offer our second audited annual report, and a range of new updates designed to improve our own transparency and disclosure, while continuing to increase the depth and value of what we offer to our members.

The stringent governance requirements of this licence provide rigor and further validate our claim as the region's leading reference on investor relations. Today, the need for trustworthy and reliable standard-bearers of professional guidance is more important than ever, and as the only body delivering an internationally accredited certification programme within the region, MEIRA works closely with global peers to ensure alignment with the international standard remains consistent.

In partnership with securities exchanges across the Middle East, and through professional development customised to meet local regulatory requirements, MEIRA's aim is to help re-establish the standard in IR, meeting the ethical principles and standards of practice expected by both regional and international investors alike.

As our 2016 strategy took shape, we sought to reinforce collaboration with members and stakeholders in each of our country Chapters. We organised the first IR conference in Palestine, visiting Lebanon and Jordan to open new Chapters for each country. We also built on existing ties with regional exchanges and worked on developing closer relationships, reinforcing our commitments to support members through ongoing, collaborative dialogue with the authorities that govern them.

We continued to develop the range and breadth of our activities, strengthening the Middle East IR network and community by increasing member participation and arranging both formal and informal networking events. This year's highly rated Annual Conference delivered perhaps the most challenging agenda and high-ranking attendance to date, with topical themes and a number of guest speakers and specialists from across the region and beyond, contributing to informed discussion and broader networking opportunities.

In terms of performance we saw a positive increase in membership and partnership, though training was slightly down this year - the relatively slow uptake in both seen as a reflection of companies' caution during a period of continuing economic uncertainty. Overall, we delivered strong results and we closed 2016 with a balanced financial position, key to supporting continued developments.

While we are making good progress, there is still much to achieve and we are not complacent in our duty to deliver all of MEIRA's commitments. We remain fully aware that the needs and expectations of our members and sponsors are increasingly sophisticated and look forward to working more closely with all our stakeholders over the year ahead to ensure we meet and hopefully exceed their expectations.

Finally, on behalf of the Board, I want again to express our gratitude and thanks to the entire MEIRA team for their tireless efforts and largely voluntary work, as well as to our members for their ongoing commitment and belief in our vision.



**ALEX MACDONALD-VITALE**  
Chairman

# COMPANY INFORMATION

## FOR THE YEAR ENDED 31<sup>ST</sup> DECEMBER 2016

<b>REGISTERED NAME</b>	Middle East Investor Relations Association
<b>INCORPORATION DETAILS</b>	Incorporated as an Association in the Dubai Association Centre (“DAC”) on 25th August 2016
<b>LICENSE NUMBER</b>	DAC-0029
<b>MAILING ADDRESS AND REGISTERED OFFICE</b>	Office 18, Level 7 Sheikh Rashid Tower, DWTC Dubai – UAE PO Box 9576 T: +971 (0)4 3097 034
<b>DIRECTORS OF THE BOARD</b>	<ul style="list-style-type: none"><li>&gt; <b>Alex MacDonald-Vitale</b> – <i>Chairman</i></li><li>&gt; <b>Andrew Tarbuck</b> – <i>Vice-Chairman, Risk, Compliance and Corporate Governance Director</i></li><li>&gt; <b>Mahmoud Salem</b> – <i>Board Member</i></li><li>&gt; <b>Oliver Schutzmann</b> – <i>Nomination Committee Chair</i></li><li>&gt; <b>Omar Darwazah</b> – <i>Board Member</i></li><li>&gt; <b>Peter Gotke</b> – <i>Board Member</i></li><li>&gt; <b>Redwan Ahmed</b> – <i>Treasurer</i></li><li>&gt; <b>Ryan Lemand</b> – <i>Board Member</i></li><li>&gt; <b>Sofia El Boury</b> – <i>Board Member</i></li></ul>
<b>GENERAL MANAGER, COMPANY SECRETARY</b>	<b>Clémence Piot</b>
<b>AUDITORS</b>	ABK Saqer Auditing Bigy Scariah (Partner) PO Box 19524, Dubai, UAE T: +971 (0)4 2511 585

# BUSINESS DESCRIPTION

## ABOUT THE MIDDLE EAST INVESTOR RELATIONS ASSOCIATION

The Middle East Investor Relations Association (MEIRA or 'the Association') is an independent, non-profit organisation dedicated to promoting the Investor Relations (IR) profession and international standards in corporate governance. The mission of MEIRA is to enhance the reputation, efficiency and attractiveness of the Middle East capital markets.

This involves a commitment to fostering increased dialogue among its members and to encourage them to share and adopt best practice techniques within the field of IR. In partnership with stock exchanges, regulators and other market participants, MEIRA supports companies through its professional development and certification programmes as well as its membership community and network of country Chapters.

MEIRA was founded on 1st of July 2008 in Dubai, United Arab Emirates.

## MISSION, VISION & VALUES

### MISSION

To promote best practice IR in the Middle East through training, education, certification and professional networking and, together with local exchanges and regulators, seek to improve the efficiency of capital markets through sound IR practices and enhancement of market infrastructure.

### VISION

To connect Middle East market participants in the field of IR and improve standards of corporate governance, transparency and access, thus attracting global investment to the region.

### VALUES

- > Transparency
- > Accuracy
- > Integrity
- > Collaboration
- > Influence

# CORPORATE GOVERNANCE REPORT

## MEIRA CORPORATE GOVERNANCE PRINCIPLE

The Association's objective is to promote best practice in investor relations across the Middle East. It does this, wherever possible, in partnership within country regulators, exchanges and Chapters, through training, education, professional networking and the sharing of best practice.

### BOARD OF DIRECTORS (THE BOARD)

The Board is collectively responsible for setting, prioritising and monitoring delivery of strategic and operational objectives, in the context of resources and controls. The Board meets a minimum of 4 (four) times a year (Dec, Feb, May/June and Oct) for approximately 2 hours. This is normally a face to face meeting but many Board members dial-in given their location. With effect from July 2015, the Board is comprised of a Chairman and up to 10 Board members (currently the Board consists of 9 Board members – including the Chairman). Board members including the Chairman act as volunteers and are not compensated for their time and effort. The role of the Company Secretary is currently held by the General Manager (GM) and is remunerated.

The role of each Director is to contribute a diverse range of perspectives, insights and experience on any and all aspects of the Association's activity, holding the Association and its 'executives' to account on behalf of its members and other stakeholders.

To the extent that it does not create any direct conflict and where practical, all Board members are also expected to promote, support and assist the Association (including but not limited to recruitment of members and volunteers, but also in the development of strategic relationships) as well as to inform the Board in a timely way of any perceived actual or potential conflicts of interest, reputational risk or other operational challenges.

Due to the voluntary nature of the Association, Board members serve indefinitely. In the event of a vacancy, resignation or non-performance, new Board members will be nominated and voted in by the existing Board members. The Chairman and Vice-Chairman will be appointed on an annual basis and the Chairman will be ratified at the General Assembly. Recommendation on Board memberships is the responsibility of the Nomination Committee, while voting on the proposals of the Nomination Committee will be by the Board. In order to ensure continued engagement, and with full consideration for continuity and harmony of the Board, Directors will be given an opportunity to rotate, as appropriate.

## BOARD ROLES AND COMMITTEES

### FINANCE

The Chair of the Finance Committee, also known as the Treasurer, is responsible for ensuring appropriate financial control and reporting.

MEIRA's General Manager and the Treasurer are responsible for the preparation and fair presentation of the financial statements in accordance with International Financial Reporting Standards (IFRS). They are also responsible for maintaining internal controls necessary to support the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and for providing all the information and explanations necessary for the annual audit.

The Treasurer is appointed by the Board on an indefinite basis.

### RISK, COMPLIANCE AND CORPORATE GOVERNANCE

The Chair of the Risk, Compliance and Corporate Governance Committee is responsible for ensuring that an appropriate governance and risk control culture operates between and within the executive and sub-committees.

The committee Chair is appointed by the Board on an indefinite basis.

### NOMINATION COMMITTEE

Created on 1st September 2016, the Nomination Committee was designed to address the issues of continuity and tenure. Its priority is to ensure timely and effective succession plans. The Nomination Committee also reviews votes for the appointment of MEIRA Directors, taking into consideration the structure, size and composition of the Board, and at local level, maintaining oversight on the directors of MEIRA country Chapters. Throughout, the committee is responsible for reviewing potential conflicts of interest, as part of the group's overall governance.

The committee Chair and members are appointed by the Board on an indefinite basis.

### EXECUTIVE COMMITTEE

The Executive Committee is responsible for overseeing the activities of the General Manager and authorising actions relating to day to day operations of the Association.

### EXTENDED BOARD

The extended Board is an honorary designation for Board members who have moved on to new roles but have chosen to remain aligned with the Association's interests. Members communicate through the Executive Committee on matters relating to the Association. The extended Board is consulted on a time to time basis on matters related to their experience.

## GENERAL MANAGER

The General Manager answers to the Board on all and any activities relating to the Association and its interests. The General Manager is responsible for deployment of MEIRA's commitments and objectives, and for ensuring appropriate controls and contingencies are maintained throughout. The General Manager must ensure timely briefing and execution of committee deliverables, maintaining transparent communication and collaboration between the functions of the Executive Committee, other committees and their members.

The General Manager is responsible for day to day management of the Association, ensuring delivery of the latest Strategy agreed with the Directors and Chairman, in a timely, effective and auditable manner. As part of these duties, the General Manager will maintain a constant eye and adequate controls on the possible and actual effects of any given action (strategic, operational or otherwise) with respect to the Association's objectives, providing the Board with regular updates and feedback.

Responsible for supervising and maintaining appropriate controls over the Association's activities, the General Manager oversees any covenants, deeds or agreements it enters into, including with government entities, service providers, third parties and other stakeholder groups. In so doing, the General Manager is empowered to and is ultimately responsible on behalf of the Association, for reviewing, signing and delivering any documents, contracts or related covenants as might arise in the execution of its responsibilities and commitments.

The role of General Manager is remunerated as a full-time delegate and representative of the Association. The Board is responsible for hiring the General Manager.

## BOARD MEMBERS

### EXISTING BOARD MEMBERS

The Board members shown below have held office over the period of 1st January 2016 to the 31st January 2016.

Executive Committee:

- > Alex MacDonald-Vitale – Chairman. Alex was re-appointed Chairman on 1st September 2016 by decision of the Board.
- > Andrew Tarbuck – Vice-Chairman, Risk, Compliance and Corporate Governance Director. Andrew was appointed Vice-Chairman on 1st September 2016 and Risk, Compliance and Corporate Governance Director on 15th December 2016 by decision of the Board.
- > Oliver Schutzmann – Nomination Committee Chair. Oliver was appointed Chair of the Nomination Committee on 15th December 2016 by decision of the Board.
- > Sofia El Boury – Board member.

Board members:

- > Redwan Ahmed – Treasurer. Redwan was appointed Treasurer on 15th December 2016 by decision of the Board.
- > Omar Darwazah – Board member.
- > Peter Gotke – Board member.

## CHANGE IN BOARD MEMBERS IN 2016

### APPOINTMENTS:

- > Ryan Lemand – Board member. Ryan was appointed on 20th June 2016 by decision of the Board.
- > Mahmoud Salem – Board member. Mahmoud was appointed on 20th June 2016 by decision of the Board.

### RESIGNATIONS:

- > Pawan Hegde – Chair of Finance, Risk and Corporate Governance Committee, member of the Executive Committee. Pawan resigned on 15th December 2016 and was offered and accepted a position as a Director of the MEIRA Extended Board.
- > Hasnain Malik – Board Member. Hasnain resigned on 20th June 2016 and was offered and accepted a position as a Director of the MEIRA Extended Board.
- > Fanny Modin – Board Member. Fanny resigned on 20th June 2016 and was offered and accepted a position as a Director of the MEIRA Extended Board.
- > Fida Musleh/Azar – Board Member. Fida resigned on 15th December 2016 and was offered and accepted a position as a Director of the MEIRA Extended Board.

## ATTENDANCE OF BOARD MEMBERS AT BOARD MEETINGS

The table below gives details of each Director's attendance at meetings of the Board in 2016.

Name	Title	17-Feb-16	20-Jun-16	01-Sep-16	15-Dec-16
Alex MacDonald- Vitale	Chairman	✓	✓	✓	✓
Andrew Tarbuck	Vice-Chairman	✓	✓		✓
Clémence Piot	General Manager and Board Secretary	✓	✓	✓	✓
Fanny Modin	Board Member	✓			
Fida Azar	Board Member	✓			
Hasnain Malik	Board Member	✓			
Mahmoud Salem	Board Member			✓	✓
Oliver Schutzmann	Board Member	✓	✓	✓	✓
Omar Darwazah	Board Member				✓
Pawan Hegde	Board Member	✓	✓	✓	✓
Peter Gotke	Board Member	✓		✓	✓
Redwan Ahmed	Treasurer	✓	✓	✓	✓
Ryand Lemand	Board Member			✓	
Sofia El Boury	Board Member	✓			✓

Not in function at the date of the Board Meeting

## EMPLOYEES

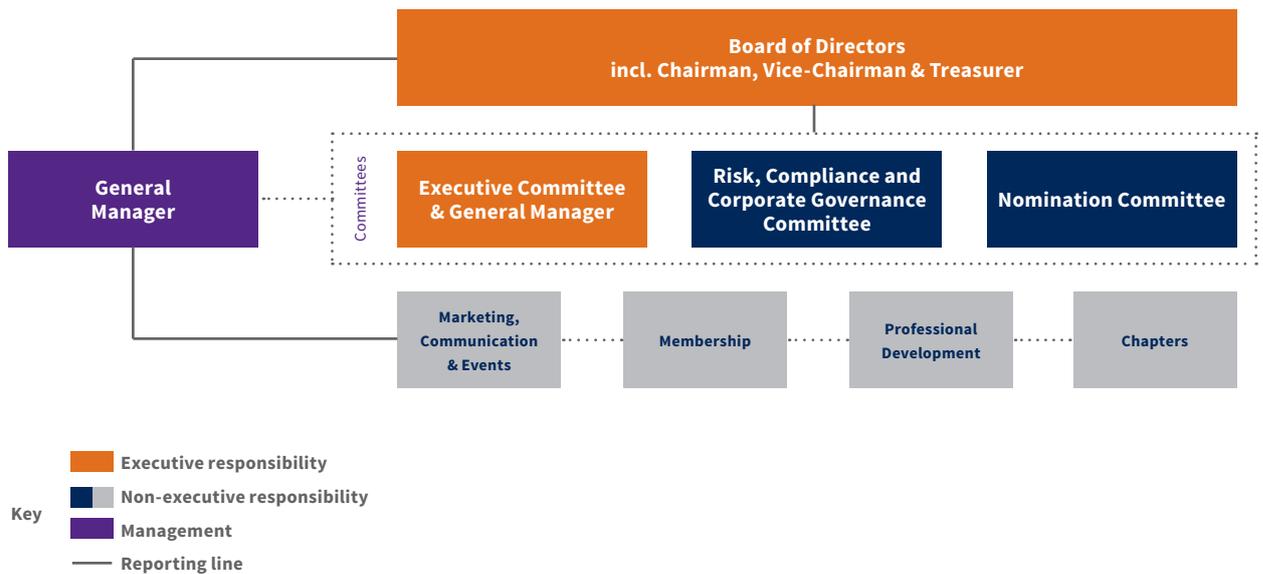
Clémence Piot held office throughout the period 1st January 2016 to 31st December 2016 as General Manager. She was appointed Board Secretary on 17th February 2016 by decision of the Board.

Lucy Vicente was recruited as Assistant to the General Manager on 24th January 2016. She left her position voluntarily on 29th February 2016 due to personal reasons.

Karishma Shetty was recruited as Assistant to the General Manager on 7th March 2016. She left her position voluntarily on 22nd December 2016 due to personal reasons.

At the Board meeting held on 15th December 2016, the Board of Directors decided to allocate a budget to recruit a new Marketing, Communication and Events Manager in 2017. The recruitment was completed on 19th January 2017.

## ORGANISATIONAL STRUCTURE



# BUSINESS REPORT

## OVERVIEW OF 2016 AND MAJOR DEVELOPMENTS

2016 marked a significant milestone for the Association. As part of our efforts to improve our corporate governance and transparency, the Board approved the registration of MEIRA with the Dubai Association Centre - effective since August 2016 - and we consequently changed our name to become MEIRA.

2016 was also year for many “firsts” for MEIRA. For the first time, MEIRA moved to its own offices in the World Trade Centre. We published our first annual report and our first audited accounts. As part of the development of our activities, we organised the first IR conference in the Levant (Palestine), and we visited for the first time Lebanon and Jordan, with the intention to open a Chapter in each country in the near future.

2016 saw the successful implementation of the Association’s strategy decided in 2015. We developed and diversified our activities and our collaboration with members and regulators at Chapter level. We increased our member and regional partner base. We strengthened the IR community in the Middle East by increasing the number of members and organising dedicated networking sessions, while raising MEIRA’s profile as one of the key organisations active in field of Corporate Governance development, across the Middle East. Internally, we have reached a satisfactory level of governance and disclosure. We delivered strong results across all of our key performance indicators and we closed 2016 with a healthy financial position, in readiness for a plan of further activity and development 2017-18.

### TRADE LICENSE

At the Board meeting held on 9th December 2016, the Board decided to transfer the trade license from Fujairah Free Zone (Creative City) to the Dubai Association Centre (“DAC”). DAC has been established by the Dubai Chamber of Commerce & Industry, Dubai Business Events (part of Department for Tourism and Commerce Marketing) and the Dubai World Trade Centre to offer assistance for the establishment of non-profit, apolitical and nonreligious professional associations and trade bodies in the Emirate of Dubai.

Due to the lack of a more suitable registration regime in UAE, the organisation (MEIRS) was initially registered as a consultancy company in Creative City and had one shareholder. No dividend was ever distributed to this shareholder. The creation of DAC by Dubai Chamber of Commerce triggered the decision to change our legal status to an Association. This new status obviates the need for a shareholder, and recognises MEIRA’s status and function as a not-for-profit association, for professionals.

The MEIRS trade license was cancelled on 18th August 2016, and the MEIRA trade license was granted by DAC on 25th August 2016.

## CHANGE OF NAME

On 25th August 2016, the Middle East Investor Relations Society (“MEIRS”) was renamed Middle East Investor Relations Association (“MEIRA”). The choice to rename the organisation was based on feedback and the decision by the Board to transfer the registration to the Dubai Association Centre.

## OFFICES

One of the benefits brought by the DAC license registration is a fully furnished office in Sheikh Rashid Tower, Dubai World Trade Centre. MEIRA has occupied an 18 sq. m. office since 12th September 2016.

## FIRST CONFERENCE IN PALESTINE

On 8th May 2016, MEIRA organised the first IR Conference held in Ramallah, with the support of the Palestine Stock Exchange (PEX). The Conference saw local and international speakers present the latest IR trends and best practice to listed companies and capital markets professionals in Palestine. The Conference gathered approximately 100 delegates and received strong feedback from the participants.

## NEW CHAPTERS – PRELIMINARY WORK

MEIRA’s membership base is spread across the Middle East, and although the majority of our members are concentrated in our existing Chapters (UAE, Qatar, Kuwait, Oman, Palestine), expanding our Chapters to new countries is a priority. In 2016, MEIRA made significant progress to create three new Chapters in Lebanon, Jordan and Kingdom of Saudi Arabia. Their establishment is expected to complete in 2017.

## NOMINATION COMMITTEE

On 1st of September 2016, the Board voted the creation of a Nomination Committee. The Nomination Committee was designed to address MEIRA’s issues of continuity and tenure, providing recommendations to the Board as required. Three Board members volunteered to be part of the committee: Peter Gotke, Oliver Schutzmann and Mahmoud Salem. The Nomination Committee reviews the structure, size and composition of the MEIRA Board, the appointment of members to MEIRA Board committees and the appointment of members to MEIRA country Chapter Boards. The committee is also responsible for monitoring and reviewing conflicts of interest.

## FINANCIAL PERFORMANCE

For 2016, MEIRA delivered financial results in line with Board expectations, with revenue increasing by 2.6% to AED1,368,504 (2015: AED1,333,640). While net income increased significantly to AED275,689 (2015 AED28,667).

MEIRA has four sources of revenue: membership, partnership, CIRO programme and conference sponsorship. For the year 2016, membership revenue increased by 27.8% to AED392,570 and partnership, the largest revenue item this year, increased by

61.2% to AED437,155. All this was achieved through successful deployment of our 2015 strategy, improved number and quality of events and expanded efforts to attract new members and deliver systematic value for our partners.

Conference sponsorship decreased by 33.9% to AED392,570 due to budget cuts among our sponsor base. The CIRO programme also saw a drop of 24.4% to AED312,730. MEIRA organised three CIRO training sessions in 2016 compared to five training sessions in 2015. Training sessions are organised based on the demand from each market.

Expenses decreased by 16.3% to AED1,092,815 due to the significant reduction in bad debt provisions, and by improved management of events and administrative spending. Underlying expenses increased as a result of one part-time headcount, the rent of a temporary serviced office from July to September 2016, followed by the rent of permanent office from September 2016 combined with associated fixed costs (insurance, stationary, internet subscription) and the development of the events proposition.

Overall, this resulted in net income increasing by 861.7%, to AED275,689 from AED28,667. Net income is placed in reserves and as per our Charter, this will mostly be re-invested in MEIRA's activities.

MEIRA closes the year 2016 with a cash balance of AED553,850, an increase of 128.4% compared to 2015. The Association's policy to retain AED200,000 as cash balance was met throughout the year. The Association also intends to retain the equivalent of one full year of fixed costs and salaries (approximately AED700,000 per year) in reserves. At the end of 2016, reserves reached AED719,429.

MEIRA is debt free as at 31 December 2016. MEIRA's financial results and cash position at the end of the year are healthy and meet the Board's expectations.

## STRATEGIC FUNCTIONS

### MARKETING AND COMMUNICATION

Marketing and communication policies were standardised in 2015. In 2016, we published our PR guidelines on our website. Spokespersons were identified and approved by the Board. At the end of 2016, the Board decided to allocate a budget to hire a Marketing, Events and Communication Manager. The new joiner is in charge of developing and driving our communications strategy, enhancing MEIRA's engagement with target audiences, and ensuring the Association maintains the correct profile in public forum. Media relationships are key and will be managed in conjunction with our PR partners. Developing our events offer and improving our communication will attract more members.

### RISK, COMPLIANCE AND CORPORATE GOVERNANCE

In 2016, we successfully finalised the registration of our organisation as an Association with DAC. MEIRS was closed and liquidated on 18th August 2016, and all assets and liabilities have been transferred to MEIRA.

Our Corporate Governance policies were updated in line with best practice. We publish any important governance document on our website on a regular basis.

The Board is ultimately responsible for the Association's internal control and review of its effectiveness. Controls exercised by the Executive Committee, the Treasurer and the Board should limit the risks of mismanagement and fraud.

## FINANCE

Our periodic financial information is monitored closely by the Treasurer. In 2015, we hired an external accountant and auditor (ABK Saqer Auditing) to: i) maintain our accounts in line with IFRS standards; and ii) audit our accounts on an annual basis. The accounting and the audit roles are carried out by 2 distinct individuals within ABK Saqer Auditing. MEIRA's second audit report is part of this annual report for 2016 (see section Audit report, on page 26). In 2016, MEIRA published its first annual report. This, in addition to a new expenses policy, went a long way to providing greater transparency and clarity around MEIRA's activities.

## DELIVERY OF STRATEGY

### PERCEPTION STUDY

A perception study of our members was conducted by MEIRA in August 2016. This study was done to help MEIRA evaluate its performance and provide guidance on success rates in delivery of its commitments and objectives - to promote best practice IR in the Middle East through training, education, certification and professional networking. The questions focused on respondents' perception of MEIRA, its strategy and leadership, as well as the core services offered, to collect opinion data relating to MEIRA's effectiveness. The survey received 51 answers. The highlights of the analysis are as follows:

- > There is a general consensus among respondents that MEIRA has been successful in working with regulators to shape the IR practice in the region, particularly in the UAE.
- > Respondents demonstrated interest in participating in networking sessions and events such as the annual conference, and would like to see more activities.
- > Respondents indicated the need for senior member involvement in order to grow MEIRA's role in the region, and take the Association to the next level.
- > While most respondents are interested in training and knowledge sharing, there is room for MEIRA to continue to grow this aspect of the Association.
- > Roles and responsibilities among Board members need to be defined and communicated.
- > Job opportunities are of interest to the members.

## CHAPTERS

The Chapters section focuses on the scope and requirements needed to establish, promote and develop Chapters in-country. Critical to the success and validity of the Association's regional network, this pillar aims to increase levels of localised activity, engage proactively with stock exchanges and market regulators and secure increased support from local authorities and stakeholders.

Activities in the Chapters were stable in 2016, with each of our Chapters hosting at least one activity during the year. Events include members' meetings, workshops, roundtables, working lunches and casual networking events.

Importantly, we have made good progress in the development of our relationships with local stock exchanges and regulators.

We have strengthened our relationships with Amman Stock Exchange and Beirut Stock Exchange and continue to engage proactively with the Emirates Securities and Commodities Authority, Dubai Financial Markets, the Dubai Financial Services Authority, Nasdaq Dubai, Muscat Securities Market, Qatar Stock Exchange, Palestine Stock Exchange, Boursa Kuwait, and more recently, Saudi Arabia's Capital Markets Authority and the Tadawul.

## MEMBERSHIP

As at the date of this report, we have 86 active members, the majority of whom are listed companies based in the GCC. Other members are third party service providers and a small proportion of our members are private companies or individuals. We registered 17 new members in 2016.

In 2017, with the support of the newly appointed Marketing Manager, we will further develop our marketing efforts to attract new members. Support from Chapter heads, combined with a targeted calendar of activities and a better communications strategy will enable us to engage with a broader community. Training sessions are also an important platform to promote the Association and by partnering with external event providers we aim to promote the Association and generate further networking opportunities.

## PARTNERSHIP

Partners are critical to the financial stability of the Association. By further contributing to the budget of the Association, they enable MEIRA to cover ongoing expenses (e.g. rent, license fees, and salaries) and protect us from liquidity risk.

Our strategic partners are (as at 31st December 2016): BNY Mellon, Emirates NBD, HSBC, Sipchem and Thomson Reuters.

## ANNUAL CONFERENCE AND IR AWARDS

The Annual Conference and IR Awards dinner is MEIRA's flagship event. The Conference, held in Dubai in September 2016, brought together 221 delegates from listed and unlisted companies, family offices, investors, analysts, advisors, participants of the buy and sell side communities, and representatives from regional governments, stock exchanges and regulatory bodies. The aim of the Conference is to educate all market participants on the importance of IR, to encourage dialogue and exchange, and support the implementation of best practice, whilst providing members with a significant networking platform.

## EDUCATION

The goal of the Professional Development pillar is to redefine the content offered and provided to our members, together with the education programme we deliver across the Middle East region.

The Certified Investor Relations Officer (CIRO) programme is an internationally recognised certification programme for the investor relations profession. The Certificate in Investor Relations is regarded as a valuable benchmark for those already in the IR profession and a prerequisite for those seeking to work in the IR sector. With over 800 successful candidates from more than 25 countries, this Certificate is firmly established as a leading IR qualification, worldwide.

Obtaining the Certificate in IR:

- > Provides international recognition as a qualified IR practitioner.
- > Demonstrates expertise and competence in IR.
- > Enhances career development.

The CIRO programme is delivered in two parts: 2-days of training and an invigilator-supervised exam. Once the delegate has passed the exam, he/she receives a Certificate in Investor Relations.

MEIRA's CIRO programme is delivered in partnership with the United Kingdom IR Society. Our agreement is renewed annually, in the form of a signed contract. In 2016, we organised CIRO training sessions with the United Kingdom IR Society in the UAE (2 sessions) and in Oman (1 session). 36 delegates attended CIRO training, 24 of whom passed the exam and so received professional certification in IR.

The CIRO training is marketed to our members and larger audiences via traditional channels (email, social media, flyers distributed at events). The support of stock exchanges is critical to promote the CIRO certification programme locally and attract delegates for future roles in IR.

## NETWORK

One of MEIRA's objectives is to develop and expand the community of IR professionals in the Middle East. To achieve this, we have put in place activities and tools to encourage peer interaction. In 2016, CIRO Alumni networking events proved to be more successful than IROs only events. The communication and marketing functions were of critical support to this pillar.

## EVENTS REPORT

MEIRA offers a variety of events to its members. The Association supports large international events, organises regional IR conferences, co-hosts seminars and webcasts with other parties, hosts networking events dedicated to its members, holds training programmes and gathers local members in Chapter meetings.

During 2016, MEIRA was a returning supporter of the Global ISF Mena Capital Markets Summit and Awards on 26th October in Dubai, and was a first-time supporter of the Kepler Cheuvreux IR Summit in London on 2nd December.

MEIRA also organised two regional Conferences: the first IR Conference in Palestine on May 2016 in partnership with the Palestine Stock Exchange, and on November 2016 in Qatar for the 7th IR Conference in Doha, in partnership with the Qatar Stock Exchange.

The 2016 MEIRA Annual Conference was the 8th edition of the Conference. This year's event was held on 21st September in Dubai. The Annual Conference attendance held stable from 2015, with more than 300 registered delegates and 221 attendees for a full day of presentations, keynote speeches and panel discussions. The 8th edition saw 31 speakers, 18 sponsors and 9 partners supporting the event, rated by our members as the most successful since the first edition. While gross intake from sponsorships ended up below our target, sponsorship revenues fully covered the costs of the event. The Conference is

traditionally followed by the MEIRA IR Awards Ceremony. The Awards are an opportunity for us to recognise the most successful IR professionals in the Middle East. The Awards are delivered by MEIRA in partnership with Extel (best IR team and individual), Comprend (best IR website) and with MerchantCantos (best annual report). Our 3 Awards partners handed over 27 awards in 9 different categories. The Conference was followed by a business breakfast organised for the IROs the following morning. The side event, in partnership with a Conference sponsor, attracted around 60 delegates.

MEIRA invited its members and CIRO training alumni to three networking events in Dubai during the year. Those events, welcomed and well received by the members, are the occasion for IROs and IR professionals to meet in a relaxed atmosphere, and exchange on their experience and practice.

MEIRA participated in the organisation of a roundtable on Corporate Governance with the Dubai Financial Services Authority (DFSA) and the Institute for Corporate Governance, Hawkamah, on April 2016 in Dubai. The same month, MEIRA also co-hosted a webinar with the Turkish IR Society focussing on the collaboration between IR and corporate communication teams.

Three CIRO training sessions were conducted in 2016, one in Abu Dhabi on April 2016, one in Dubai on October 2016 and one in Muscat, Oman on November 2016. 36 delegates in total attended the training sessions, and 24 of them obtained CIRO certification.

The Chapter meetings are organised by the Chapter Head for the local members of each Chapter. The principal purpose of the Chapter meeting is for the Chapter members to meet and exchange on ideas related to their day-to-day practice of IR. An agenda is prepared for the Chapter members to raise issues in advance, and speakers can be invited to complement the topic of the meeting. In 2016, each Chapter had a minimum of 1 Chapter meeting.

## CORPORATE SOCIAL RESPONSIBILITY

It is our objective to make the knowledge of best practice in IR available to everyone. To that extent, we publish some free access content on our website, we support low-income members (students, start-ups) with a tailored “Basic membership” offer, and we can sponsor Chapter members in less accessible areas (for example Palestine listed companies) with tailor-made membership prices.

We assess membership requests carefully, analysing possible reputational impact and making sure the member will comply with our values.

# RISKS AND OPPORTUNITIES

## BUSINESS RISKS AND UNCERTAINTIES

The following risks and uncertainties could negatively impact our activities and financial performance:

### Financial risks:

- > Downturn in activity: a decrease in membership subscriptions would significantly impact our results. Monitoring the level of membership and attracting new members remains a priority.
- > Collection risk: MEIRA is exposed to collection and credit risk, should members not pay or renew their membership fees. This risk is monitored closely by the Treasurer.
- > Cash flow risk: MEIRA is exposed to a minimal cash flow risk because of its policy of retaining a minimum of AED200k in cash reserves at all times.

### Internal risks:

- > Key-man risk: loss of key staff such as the General Manager would impact both effectiveness and costs. Contingency plans factor in the lack of resource and potential increase in allocated expenses. An internal reference guide has been produced in the event of an emergency/unplanned handover.

### Activity risks:

- > Conference Sponsorship: a decrease in the amount of sponsorship we receive for our Annual Conference would reduce income derived from the event, impacting our financial health. We seek to secure existing sponsors through early-bird offers, and try to attract new sponsors to create a natural bid cycle.
- > Creation of alternate IR Association(s), by individuals, corporate or government entity: were an alternative IR society to be created within the region this could draw on MEIRA's position. With the key objective of being the only legitimate IR body for the Middle East region, support from and development of relationships with local companies and stock exchanges remains critical.
- > Competing educational courses: external training companies could develop their own IR training and/or certification programme. Being affiliated with the UK IR Society and updating our course materials on a regular basis helps us to remain the preferred choice. Further development in what we can offer to applicants could help attract more candidates and encourage loyalty.

## BUSINESS OPPORTUNITIES

We have identified the following business opportunities to develop our activities and improve our revenues:

- > Local collaboration: developing relationships with local stock exchanges and regulators will create new opportunities for MEIRA in terms of the development of law and regulation, training demand, members' targeting and events opportunities.
- > International partnership: relationships and exchange with international bodies (IR and other professional societies/ associations, regulatory bodies, think tanks, journals etc.) can help increase the profile, credibility and value-add that MEIRA can offer, thereby attracting more members.
- > New strategic partners: The financial contribution from strategic partners is a critical element to the Association's income stream. Premium corporates with Middle East listings or branches will be targeted to increase the number of strategic partners in 2017.
- > Education offerings: The Board is planning further training and professional development courses for our members to meet growing demand from market stakeholders in the region.

# AUDITOR'S REPORT



**ME IRS FZ L.L.E.**  
**Creative City - Media Free Zone**  
**Fujairah - United Arab Emirates**

**Auditor's report and financial statements**  
**for the period ended August 18, 2016**

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Auditor's report and financial statements for the period ended August 18, 2016

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**ME IRS FZ L.L.E.**

Creative City - Media Free Zone  
Fujairah - United Arab Emirates

General information

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Office address	: Fujairah - Creative Tower P.O. Box 4422 Fujairah - United Arab Emirates
Email	: <a href="mailto:finance@me-irsociety.com">finance@me-irsociety.com</a>
Website	: <a href="http://www.me-irsociety.com">www.me-irsociety.com</a>
Legal status	: Free Zone Limited Liability Establishment
Activity	: Management consultancy
Shareholder	: Mr. Pawan Hegde (U.S. national)
The main bank	: Emirates NBD
Auditor	: ABK Saqer Auditing P.O. Box 19524 Dubai - United Arab Emirates



اىه بى كيه صقر لتدقيق الحسابات  
ABK Saqer Auditing

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W: www.abkauditing.com

Ref: ABK/AR/0116/17

### Independent auditor's report

To

**The Shareholder**

**ME IRS FZ L.L.E.**

**Creative City - Media Free Zone**

**Fujairah - United Arab Emirates**

#### **Report on the financial statements**

We have audited the accompanying financial statements of **M/s. ME IRS FZ L.L.E., Creative City - Media Free Zone, Fujairah - United Arab Emirates** ("the Entity") which comprise the statement of financial position as at August 18, 2016 and the statement of profit or loss and other comprehensive income, statement of changes in equity, statement of cash flows for the period then ended and a summary of significant accounting policies and other explanatory notes.

#### **Management's responsibility for the financial statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards (IFRS). The management is also responsible for such internal controls as it determines necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### **Auditors' responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance, whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the Entity's preparation and fair presentation of the financial statements 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 Entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



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ABK Saqer Auditing

#### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of **M/s. ME IRS FZ L.L.E.** as at August 18, 2016 and its financial performance and its cash flows for the period then ended in accordance with International Financial Reporting Standards.

#### Emphasis of Matter

As stated in note - 2 to the financial statements; vide clearance letter dated August 18, 2016 issued by the Creative City - Media Free Zone, Fujairah - United Arab Emirates, it was decided to discontinue the operation of the Entity and to initiate the liquidation process. These financial statements have been prepared on a non going concern basis in accordance with IFRS 5 (Non Current Assets Held for Sales and Discontinued Operations).

#### Report on other legal and regulatory requirements

We further confirm that,

- 1 We have obtained all the information and explanations necessary for our audit.
- 2 Proper books of accounts have been maintained by the Entity.
- 3 We are not aware of any contraventions during the period of any applicable law or the Entity's Memorandum or Articles of Association; which may have material effect on the financial position of the Entity or the result of its operations for the period.

*ABK Auditing*

ABK Saqer Auditing  
Auditors & Business Advisors  
Reg no. 666



March 21, 2017

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone  
Fujairah - United Arab Emirates

Statement of financial position as at August 18, 2016  
(In Arab Emirates Dirham)

	<u>Notes</u>	<u>Aug 18, 2016</u>	<u>Dec 31, 2015</u>
<b>Assets</b>			
<u>Non-current assets</u>			
Property, plant and equipment	6	-	1,898
Total non-current assets		-	1,898
<u>Current assets</u>			
Accounts receivable	7	376,757	284,698
Advances, deposits and other receivables	8	14,741	29,821
Cash and bank balance	9	487,046	242,493
Total current assets		878,544	557,012
Non-current assets held for sale	6	3,163	-
<b>Total assets</b>		<b>881,707</b>	<b>558,910</b>
<b>Equity and liabilities</b>			
<u>Equity</u>			
Share capital	10	100,000	100,000
Retained earnings	11	737,274	480,344
Shareholder's current account	12	(100,000)	(100,000)
<b>Total equity</b>		<b>737,274</b>	<b>480,344</b>
<u>Non-current liabilities</u>			
Employees' end of service benefits	13	36,605	19,105
Total non-current liabilities		36,605	19,105
<u>Current liabilities</u>			
Other payables	14	107,828	59,461
Total current liabilities		107,828	59,461
Total liabilities		144,433	78,566
<b>Total equity and liabilities</b>		<b>881,707</b>	<b>558,910</b>

The accompanying notes form an integral part of these financial statements.

The independent auditor's report is set out on pages 2 and 3.

The financial statements on pages 4 to 17 were approved on March 21, 2017 and signed on behalf of the Entity, by:

\_\_\_\_\_  
(Authorized signatory)

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Statement of profit or loss and other comprehensive income for the period ended August 18, 2016

(In Arab Emirates Dirham)

	<b>Notes</b>	<b>Jan 01, 2016 to Aug 18, 2016</b>	<b>Jan 01, 2015 to Dec 31, 2015</b>
Revenue	15	-	1,333,640
Selling expenses	16	-	(190,031)
Administrative expenses	17	-	(1,114,942)
<b>Profit for the period/year from continuing operations</b>		-	28,667
<b>Profit from discontinued operations</b>	18	<b>256,930</b>	-
Other comprehensive income		-	-
<b>Total comprehensive income for the period/year</b>		<b>256,930</b>	<b>28,667</b>

The accompanying notes form an integral part of these financial statements.

The independent auditor's report is set out on pages 2 and 3.

The financial statements on pages 4 to 17 were approved on March 21, 2017 and signed on behalf of the Entity, by:

\_\_\_\_\_  
(Authorized signatory)

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone  
Fujairah - United Arab Emirates

Statement of changes in equity for the period ended August 18, 2016  
(In Arab Emirates Dirham)

	<u>Share capital</u>	<u>Retained earnings</u>	<u>Shareholder's current account</u>	<u>Total equity</u>
Balance as at January 01, 2015	100,000	451,677	(100,000)	451,677
Profit for the year	-	28,667	-	28,667
Balance as at December 31, 2015	100,000	480,344	(100,000)	480,344
Profit for the period	-	256,930	-	256,930
<b>Balance as at August 18, 2016</b>	<b>100,000</b>	<b>737,274</b>	<b>(100,000)</b>	<b>737,274</b>

The accompanying notes form an integral part of these financial statements.

The independent auditor's report is set out on pages 2 and 3.

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Statement of cash flows for the period ended August 18, 2016

(In Arab Emirates Dirham)

	<b>Jan 01, 2016 to Aug 18, 2016</b>	Jan 01, 2015 to Dec 31, 2015
<b>Cash flows from operating activities</b>		
Profit for the period/year	-	28,667
<i>Adjustments for:</i>		
Depreciation on property, plant and equipment	-	990
Allowance for doubtful debts	-	128,323
Provision for employees' end of service benefits	-	19,105
<i>Operating income before changes in operating assets and liabilities</i>	-	177,085
Profit from discontinued operations	<b>256,930</b>	-
Depreciation on property, plant and equipment	<b>964</b>	-
Provision for employees' end of service benefits	<b>17,500</b>	-
	<b>275,394</b>	177,085
<u>(Increase)/decrease in current assets</u>		
Accounts receivable	<b>(92,059)</b>	96,633
Advances, deposits and other receivables	<b>15,080</b>	(10,521)
<i>Increase/(decrease) in current liabilities</i>		
Other payables	<b>48,367</b>	(78,763)
<b>Net cash from operating activities</b>	<b>246,782</b>	184,434
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment	<b>(2,229)</b>	-
<b>Net cash (used in) investing activities</b>	<b>(2,229)</b>	-
<b>Net increase in cash and cash equivalents</b>	<b>244,553</b>	184,434
Cash and cash equivalents, beginning of the period/year	<b>242,493</b>	58,059
<b>Cash and cash equivalents, end of the period/year</b>	<b>487,046</b>	242,493
<b>Represented by:</b>		
Cash in hand	-	4,772
Bank balance	<b>487,046</b>	237,721
	<b>487,046</b>	242,493

The accompanying notes form an integral part of these financial statements.

The independent auditor's report is set out on pages 2 and 3.



## **ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

### **1 Legal status and business activities**

- 1.1 **M/s. ME IRS FZ L.L.E., Creative City - Media Free Zone, Fujairah - United Arab Emirates**, ("the Entity") was registered on August 21, 2010 as a Free Zone - Limited Liability Establishment and operates in the United Arab Emirates under a trade license issued by the Fujairah Culture and Media Authority of the Government of Fujairah.
- 1.2 The Entity is engaged in the business of providing management consultancy services.
- 1.3 The registered office of the Entity is at Fujairah - Creative Tower, P.O. Box 4422, Fujairah - United Arab Emirates.
- 1.4 The management and control of the Entity is vested with Mr. Pawan Hegde (U.S. national).
- 1.5 These financial statements incorporate the operating results of the trade license no. 412/2010.

### **2 Discontinued operations**

Vide clearance letter dated August 18, 2016 issued by the Fujairah Media Free Zone, Fujairah - United Arab Emirates, it was decided to discontinue the operation of the Entity and to initiate the liquidation process. These financial statements have been prepared on a non going concern basis in accordance with IFRS 5 (Non-Current Assets Held for Sales and Discontinued Operations).

### **3 Applicable International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS)**

#### **3.1 Amendments to IAS and IFRS that are mandatorily effective for the current year**

In the current year, the Entity has applied a number of amendments to IFRSs issued by the International Accounting Standards Board that are mandatorily effective for an accounting period that begins on or after January 01, 2015.

- a) Amendments to IAS 19, Defined Benefit Plans
- b) Annual improvements to IFRSs 2010 -12 Cycle and 2011 - 13 Cycle

#### **3.2 New and revised IAS and IFRSs in issue but not yet effective and not early adopted**

The Entity has not adopted the following new and revised IFRSs that have been issued but not yet effective:

- a) IFRS 9: Financial Instruments - Effective for annual periods beginning on or after January 01, 2018.
- b) IFRS 15: Revenue from contracts with customers - Effective for annual periods beginning on or after January 01, 2018.
- c) Amendments to IFRS 11: Accounting for acquisitions of interests in joint operations - Effective for annual periods beginning on or after January 01, 2016.
- d) Amendments to IAS 16 & IAS 38: Clarification of acceptable methods of depreciation and amortization - Effective for annual periods beginning on or after January 01, 2016.
- e) Amendments to IAS 16 and IAS 41: Agriculture, Bearer plants - Effective for annual periods beginning on or after January 01, 2016.
- f) Amendments to IFRS 10 and IAS 28: Sale or contribution of assets between and investor and its Associate or Joint Venture - Effective for annual periods beginning on or after January 01, 2016.
- g) Amendments to IFRS 10, IFRS 12 and IAS 28: Investment Entities : Applying the Consolidation Exception - Effective for annual periods beginning on or after January 01, 2016.
- h) Annual improvements to IFRSs 2012 - 14 Cycle - Effective for annual periods beginning on or after January 01, 2016.

In the opinion of the Management, the adoption of these Standards and Interpretations will have no material impact on the financial statements of the Entity in the period of initial application.

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

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**4 Significant accounting policies****4.1 Statement of compliance**

These financial statements have been prepared in accordance with International Financial Reporting Standards and the applicable requirements of the U.A.E. laws. These financial statements are presented in United Arab Emirates Dirham (AED) since that is the currency of the country in which the Entity is domiciled.

**4.2 Basis of preparation**

The financial statements have been prepared on the historical cost basis. Historical cost is generally based on the fair value of the consideration given in exchange for assets or goods or services.

The preparation of financial statements in conformity with IFRS requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Entity's accounting policies.

The principal accounting policies applied in these financial statements are set out below.

**4.3 Non-current assets held for sale and discontinued operations**

Held-for-sale classification.

Asset (or 'disposal group') are classified as held for sale when the following conditions are met:

- Management is committed to a plan to sell.
- The asset is available for immediate sale.
- An active programme to locate a buyer is initiated.
- The sale is highly probable, within 12 months of classification as held for sale.
- The asset is being actively marketed for sale at a sales price reasonable in relation to its fair value.
- Actions required to complete the plan indicate that it is unlikely that plan will be significantly changed or withdrawn. Such assets are to be disposed of through sale.

**4.4 Current/Non-current classification**

The Entity presents assets and liabilities in statement of financial position based on current/non-current classification. An asset as current when it is:

Expected to be realised or intended to sold or consumed in normal operating cycle or held primarily for the purpose of trading or expected to be realised within twelve months after the reporting period, or cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period.

All other assets are classified as non-current. A liability is current when it is:

Expected to be settled in normal operating cycle or it is held primarily for the purpose of trading or it is due to be settled within twelve months after the reporting period, or there is no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

The Entity classifies all other liabilities as non-current.

**4.5 Fair value measurement**

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The fair value measurement is based on the presumption that the transaction to sell the asset or transfer the liability takes place either:

In the principal market for the asset or liability, or



**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

**4 Significant accounting policies (continued)**

**4.5 Fair value measurement (continued)**

In the absence of a principal market, in the most advantageous market for the asset or liability.

The principal or the most advantageous market must be accessible to by the Entity.

The fair value of an asset or a liability is measured using the assumptions that market participants would use when pricing the asset or liability, assuming that market participants act in their economic best interest.

A fair value measurement of a non-financial asset takes into account a market participant's ability to generate economic benefits by using the asset in its highest and best use or by selling it to another market participant that would use the asset in its highest and best use.

**4.6 Foreign currency**

In preparing the financial statements of Entity, transactions in currencies other than the Entity's functional currency are recognised at the rates of exchange prevailing at the dates of the transactions. At the end of each reporting period, monetary items denominated in foreign currencies are retranslated at the rates prevailing at that date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rates prevailing at the date when the fair value was determined. Non-monetary items that are measured in terms of historical cost in a foreign currency are not retranslated.

Exchange differences on monetary items are recognised in profit or loss in the period in which they arise except for:

- exchange differences on foreign currency borrowings relating to assets under construction for future productive use, which are included in the cost of those assets when they are regarded as an adjustment to interest costs on those foreign currency borrowings;
- exchange differences on monetary items receivable from or payable to a foreign operation for which settlement is neither planned nor likely to occur (therefore forming part of the net investment in the foreign operation), which are recognised initially in other comprehensive income and reclassified from equity to profit or loss on repayment of the monetary items.

**4.7 Property, plant and equipment**

Property, plant and equipment is stated at cost less accumulated depreciation and identified impairment loss, if any. The cost comprise of purchase price, together with any incidental expense of acquisition.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Entity and the cost of the item can be measured reliably. All other repairs and maintenance expenses are charged to the statement of profit or loss and other comprehensive income during the financial year in which they are incurred.

The estimated useful lives, residual values and depreciation method are reviewed at the end of each reporting period, with the effect of any changes in estimate accounted for on a prospective basis.

The gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in the statement of profit or loss and other comprehensive income.

Depreciation is spread over its useful lives so as to write off the cost of property, plant and equipment using the straight-line method over its useful lives as follows:

	<u>Years</u>
Office equipment	3

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

**4 Significant accounting policies (continued)****4.8 Financial assets**

Financial assets are classified, at initial recognition, as financial assets at fair value through profit or loss, loans and receivables, held-to-maturity investments, AFS financial assets, or as derivatives designated as hedging instruments in an effective hedge, as appropriate. All financial assets are recognised initially at fair value plus, in the case of financial assets not recorded at fair value through profit or loss, transaction costs that are attributable to the acquisition of the financial asset.

For purposes of subsequent measurement, financial assets are classified in four categories:

- a) Financial assets at fair value through profit or loss
- b) Loans and receivables
- c) Held-to-maturity investments
- d) Available-for-sale financial assets

**a) Financial assets at fair value through profit or loss**

Financial assets at fair value through profit or loss include financial assets held for trading and financial assets designated upon initial recognition at fair value through profit or loss. Financial assets are classified as held for trading if they are acquired for the purpose of selling or repurchasing in the near term. Derivatives, including separated embedded derivatives, are also classified as held for trading unless they are designated as effective hedging instruments as defined by IAS 39. The Entity has not designated any financial assets at fair value through profit or loss. Financial assets at fair value through profit or loss are carried in the statement of financial position at fair value with net changes in fair value presented as finance costs (negative net changes in fair value) or finance income (positive net changes in fair value) in the statement of profit or loss.

**b) Loans and receivables**

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. After initial measurement, such financial assets are subsequently measured at amortised cost using the Effective Interest Rate (EIR) method, less impairment. Amortised cost is calculated by taking into account any discount or premium on acquisition and fees or costs that are an integral part of the EIR. The EIR amortisation is included in finance income in the statement of profit or loss. The losses arising from impairment are recognised in the statement of profit or loss in finance costs for loans and in cost of sales or other operating expenses for receivables. Loans and receivables comprise accounts and other receivables, cash and cash equivalents, due from/to related parties, loan from/to related parties and other similar financial assets as represented in the statement of financial position.

***Accounts and other receivables***

Accounts receivable are amounts due from customers for merchandise sold or services performed in the ordinary course of business. If collection is expected in one year or less (or in the normal operating cycle of the business if longer), they are classified as current assets. If not, they are presented as non-current assets. Accounts and other receivables are initially recognised at fair value and subsequently measured at amortised cost reduced by appropriate allowance for estimated doubtful debts.

***Cash and cash equivalents***

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



#### **ME IRS FZ L.L.E.**

Creative City - Media Free Zone

Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

### **4 Significant accounting policies (continued)**

#### **4.8 Financial assets (continued)**

##### c) Held to maturity investments

Held-to-maturity investments are non-derivative financial assets with fixed or determinable payments and fixed maturity dates that the Entity has the positive intent and ability to hold to maturity. Subsequent to initial recognition, held-to-maturity investments are measured at amortised cost using the effective interest method less any impairment.

##### d) Available-for-sale financial assets (AFS)

AFS financial assets include equity investments and debt securities. Equity investments classified as AFS are those that are neither classified as held for trading nor designated at fair value through profit or loss. Debt securities in this category are those that are intended to be held for an indefinite period of time and that may be sold in response to needs for liquidity or in response to changes in the market conditions.

After initial measurement, AFS financial assets are subsequently measured at fair value with unrealised gains or losses recognised in OCI and credited in the AFS reserve until the investment is derecognised, at which time, the cumulative gain or loss is recognised in other operating income, or the investment is determined to be impaired, when the cumulative loss is reclassified from the AFS reserve to the statement of profit or loss in finance costs. Interest earned whilst holding AFS financial assets is reported as interest income using the EIR method.

#### **4.9 Financial liabilities**

Financial liabilities are classified, at initial recognition, as financial liabilities at fair value through profit or loss, loans and borrowings, payables, or as derivatives designated as hedging instruments in an effective hedge, as appropriate.

All financial liabilities are recognised initially at fair value and, in the case of loans and borrowings and payables, net of directly attributable transaction costs. Financial liabilities include accounts and other payables, loans and borrowings including bank overdrafts, financial guarantee contracts and derivative financial instruments.

##### Accounts and other payables

Accounts payable are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less (or in the normal operating cycle of the business if longer). If not, they are presented as non-current liabilities. Accounts and other payables are recognised initially at fair value and subsequently are measured at amortised cost using effective interest method.

#### **4.10 Revenue recognition**

When the outcome of a transaction involving the rendering of services can be estimated reliably, revenue associated with the transaction shall be recognised by reference to stage of completion of the transaction at the end of the reporting period. The outcome of a transaction can be estimated reliably when all the following conditions are satisfied:

- The amount of revenue can be measured reliably;
- It is probable that the economic benefits associated with the transaction will flow to the Entity;
- The stage of completion of the transaction at the reporting date can be measured reliably; and
- The cost incurred for the transactions and the costs to complete the transactions can be measured reliably.

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Notes to the financial statements for the period ended August 18, 2016

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

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

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

**Critical judgements in applying accounting policies**

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

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

**Revenue recognition**

In recognising the revenue the management is of the view that in line with the requirement of IAS 18 "Revenue", the risk and reward of ownership is transferred to the buyers of the goods and services and that revenue is reduced for the estimated returns, rebate and other allowances (if any).

**Key assumptions**

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

***Property, plant and equipment***

Property, plant and equipment is depreciated over its estimated useful life, which is based on expected usage of the asset and expected physical wear and tear which depends on operational factors. The management has not considered any residual value as it is deemed immaterial.

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Notes to the financial statements for the period ended August 18, 2016

(In Arab Emirates Dirham)

**6 Property, plant and equipment**

	<u>Furniture, fixtures and equipment</u>
<b>Cost:</b>	
Balance as at January 01, 2015	2,971
Balance as at December 31, 2015	2,971
Additions during the period	2,229
<b>Balance as at August 18, 2016</b>	<b>5,200</b>
<b>Accumulated depreciation:</b>	
Balance as at January 01, 2015	83
Charge for the year	990
Balance as at December 31, 2015	1,073
Charge for the period	964
<b>Balance as at August 18, 2016</b>	<b>2,037</b>
<b>Carrying value as at August 18, 2016*</b>	<b>3,163</b>
Carrying value as at December 31, 2015	1,898

Notes:

- \* The items of property plant and equipment have been classified under IFRS 5 as "Non Current Assets Held for Sales" with effect from August 18, 2016 when clearance letter issued from Creative City - Media Free Zone, Fujairah - United Arab Emirates (note 2).
- \* The carrying value of property, plant and equipment which approximate its fair value less cost of sale, has been disclosed as per IFRS 5 (Non Current Assets Held for Sales and Discontinued Operations).

	<u>Aug 18, 2016</u>	<u>Dec 31, 2015</u>
<b>7 Accounts receivable</b>		-
Accounts receivable	376,757	413,021
Less: Allowance for doubtful debts	-	(128,323)
	<b>376,757</b>	<b>284,698</b>
<u>Ageing:</u>		
1 - 90 days	272,548	220,282
91 - 180 days	49,390	23,880
181 - 365 days	29,077	5,770
366 and above	25,742	34,766
	<b>376,757</b>	<b>284,698</b>
<u>Allowance for doubtful debts:</u>		
Balance at the beginning of the period	128,323	-
Charge during the period/year (note 17)	-	128,323
Written off during the period	(128,323)	-
Balance at the end of the period/year	-	128,323

Accounts receivable are provided based on the estimated irrecoverable amounts determined by reference to past default experience. In determining the recoverability of accounts receivable, the Entity considers any change in the credit quality of the accounts receivable from the date credit was initially granted up to the reporting date. Accordingly, the management believes that there is no credit allowance required for doubtful debts.

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Notes to the financial statements for the period ended August 18, 2016

(In Arab Emirates Dirham)

	<u>Aug 18, 2016</u>	<u>Dec 31, 2015</u>
<b>8 Advances, deposits and other receivables</b>		
Deposits	10,019	13,019
Prepayments	-	16,802
Other receivables	4,722	-
	<u>14,741</u>	<u>29,821</u>
<b>9 Cash and bank balance</b>		
Cash in hand	-	4,772
Bank balance	487,046	237,721
	<u>487,046</u>	<u>242,493</u>
<b>10 Share capital</b>		
Authorised, issued and paid up share capital of the Entity is AED 100,000, divided into 100 shares of AED 1,000 fully paid and held by Mr. Pawan Hegde (U.S. national).		
<b>11 Retained earnings</b>		
Balance at the beginning of the period/year	480,344	451,677
Profit for the period/year	256,930	28,667
Balance at the end of the period/year	<u>737,274</u>	<u>480,344</u>
<b>12 Shareholder's current account</b>		
Balance at the beginning of the period/year	(100,000)	(100,000)
Balance at the end of the period/year	<u>(100,000)</u>	<u>(100,000)</u>
<b>13 Employees' end of service benefits</b>		
Balance at the beginning of the period	19,105	-
Add: charge for the period/year	17,500	19,105
Balance at the end of the period/year	<u>36,605</u>	<u>19,105</u>
<b>14 Other payables</b>		
Accruals and other payables	107,828	59,461
	<u>107,828</u>	<u>59,461</u>
	<b>Jan 01, 2016 to</b>	<b>Jan 01, 2015 to</b>
	<b>Aug 18, 2016</b>	<b>Dec 31, 2015</b>
<b>15 Revenue</b>		
Annual conference	-	341,845
Certified investor relations officer programme	-	413,450
Membership income	-	307,075
Partnership income	-	271,270
	<u>-</u>	<u>1,333,640</u>
<b>16 Selling expenses</b>		
Marketing	-	68,959
Business promotion	-	13,633
Commission on sales	-	107,439
	<u>-</u>	<u>190,031</u>

**ME IRS FZ L.L.E.**

Creative City - Media Free Zone

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Notes to the financial statements for the period ended August 18, 2016

(In Arab Emirates Dirham)

	<u>Jan 01, 2016 to Aug 18, 2016</u>	<u>Jan 01, 2015 to Dec 31, 2015</u>
<b>17 Administrative expenses</b>		
Salaries and related benefits	-	323,520
Events expenses	-	589,379
Legal, visa, professional and related	-	39,778
Printing and stationery	-	926
Travelling and entertainment	-	8,178
Telephone and communication	-	9,560
Allowance for doubtful debts (note 7)	-	128,323
Bank charges	-	9,657
Depreciation on property, plant and equipment (note 6)	-	990
Others	-	4,631
	<u>-</u>	<u>1,114,942</u>
<b>18 Profit from discontinued operations</b>		
Annual conference revenue	170,663	-
Certified investor relations officer programme revenue	137,918	-
Membership income	263,810	-
Partnership income	285,455	-
<u>Less:</u>		
Salaries and related benefits	(237,328)	-
Business promotion	(23,103)	-
Commission on sales	(55,877)	-
Event expenses	(192,427)	-
Rent	(7,000)	-
Legal, visa, professional and related	(41,302)	-
Printing and stationery	(3,680)	-
Travelling and entertainment	(16,283)	-
Telephone and communication	(6,416)	-
Bad debts	(8,074)	-
Bank charges	(3,062)	-
Depreciation on property, plant and equipment (note 6)	(964)	-
Others	(5,400)	-
	<u>256,930</u>	<u>-</u>
<b>19 Risk management</b>		
<b>a) Interest rate risk</b>		
Interest rate risk is the risk that the fair values or future cash flows of significant financial instruments will fluctuate because of changes in market value rates.		
As at the reporting date, there is no significant interest rate risk as there are no borrowings at period end.		
<b>b) Credit risk</b>		
Credit risk is the risk that the party to the financial instruments will fail to discharge an obligation and cause the other party to incur a financial loss. The Entity is exposed to credit risk on the following financial assets:		
<b>Financial assets</b>	<u>Aug 18, 2016</u>	<u>Dec 31, 2015</u>
Accounts receivable	376,757	284,698
Advances, deposits and other receivables	14,741	13,019
Bank balances	487,046	237,721
	<u>878,544</u>	<u>535,438</u>

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Fujairah - United Arab Emirates

Notes to the financial statements for the period ended August 18, 2016

(In Arab Emirates Dirham)

**19 Risk management (continued)****b) Credit risk (continued)**

The Entity seeks to limit its risk with respect to bank balances by only dealing with reputable banks and with respect to accounts receivable by setting credit limits for individual customers and monitoring outstanding receivables. In the case of all other financial assets, the maximum exposure to credit risk is limited to the carrying value of the assets.

**c) Currency risk**

Currency risk is the risk that the value of a financial instrument will fluctuate because of changes in foreign exchange rates.

The Entity does not have any significant exposure to currency risk, as most of its assets and liabilities are denominated in U.A.E. Dirham and U.S. Dollar to which Dirham to USD conversion is pegged.

**d) Liquidity risk**

Liquidity risk is the risk that the Entity will encounter difficulty in meeting the obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Entity's approach to managing liquidity risk is to ensure that, as far as possible, it will always have sufficient financing available from shareholders to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Entity's reputation.

The following table represents the contractual maturities of financial liabilities:

As at Aug 18, 2016	Carrying value	Within 1 year	More than 1 year
Other payables	107,828	107,828	-
As at Dec 31, 2015	Carrying value	Within 1 year	More than 1 year
Other payables	59,461	59,461	-

**20 Capital management**

The primary objective of the Entity's capital management is to ensure that it maintains a healthy capital ratio in order to support its business and maximise equity value.

**21 Fair value of financial instruments**

The fair values of financial instruments comprising financial assets and financial liabilities are not materially different from their carrying values largely due to the short term maturities of these instruments.

**22 Contingent liabilities**

Except for the ongoing business obligations which are under normal course of business against which no loss is expected, there has been no other known contingent liability on Entity's financial statements as of reporting date.

**23 Commitments**

Except for the ongoing business obligations which are under normal course of business against which no loss is expected, there has been no other known capital commitment on Entity's financial statements as of reporting date.

**24 Comparative amounts**

Figures of the current period comprise of 7 months and 18 days, whereas previous year comprise of 12 months of operation. Hence the current period's figures are strictly not comparable with previous year's figures.

**Middle East Investor Relations Association  
(Formerly known as ME IRS FZ LLE )  
Dubai - United Arab Emirates**

**Financial statements for the year ended  
December 31, 2016**

**Middle East Investor Relations Association**

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Financial statements for the year ended December 31, 2016

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**Middle East Investor Relations Association**

(Formerly known as ME IRS FZ LLE )

Dubai - United Arab Emirates

Statement of financial position as at December 31, 2016

(In Arab Emirates Dirham)

	<u>Notes</u>	<u>Dec 31, 2016</u>	<u>Dec 31, 2015</u>
<b>Assets</b>			
<u>Non-current assets</u>			
Property, plant and equipment	1	2,511	1,898
Total non-current assets		<u>2,511</u>	<u>1,898</u>
<u>Current assets</u>			
Accounts receivable	2	268,197	284,698
Advances, deposits and other receivables	3	22,375	29,821
Cash and bank balance	4	553,850	242,493
Total current assets		<u>844,422</u>	<u>557,012</u>
<b>Total assets</b>		<u><b>846,933</b></u>	<u><b>558,910</b></u>
<b>Equity and liabilities</b>			
<u>Equity</u>			
Current account	5	755,543	480,344
<b>Total equity</b>		<u><b>755,543</b></u>	<u><b>480,344</b></u>
<u>Non-current liabilities</u>			
Employees' end of service benefits	6	36,605	19,105
Total non-current liabilities		<u>36,605</u>	<u>19,105</u>
<u>Current liabilities</u>			
Accounts and other payables	7	54,785	59,461
Total current liabilities		<u>54,785</u>	<u>59,461</u>
Total liabilities		<u>91,390</u>	<u>78,566</u>
<b>Total equity and liabilities</b>		<u><b>846,933</b></u>	<u><b>558,910</b></u>

The accompanying notes form an integral part of these financial statements.

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**Authorized Signatory**


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**Authorized Signatory**

**Middle East Investor Relations Association**

(Formerly known as ME IRS FZ LLE )

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Statement of profit or loss and other comprehensive income for the year ended December 31, 2016

(In Arab Emirates Dirham)

	<b>Notes</b>	<b>Jan 01, 2016 to Dec 31, 2016</b>	Jan 01, 2015 to Dec 31, 2015
Revenue	<b>8</b>	<b>1,368,504</b>	1,333,640
Selling expenses	<b>9</b>	<b>(31,230)</b>	(190,031)
Administrative expenses	<b>10</b>	<b>(1,062,075)</b>	(1,114,942)
<b>Profit for the period</b>		<b>275,199</b>	28,667
Other comprehensive income		-	-
<b>Total comprehensive income for the period</b>		<b>275,199</b>	28,667

The accompanying notes form an integral part of these financial statements.

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 Authorized Signatory

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 Authorized Signatory

**Middle East Investor Relations Association**

(Formerly known as ME IRS FZ LLE )

Dubai - United Arab Emirates

Statement of cash flows for the year ended December 31, 2016

(In Arab Emirates Dirham)

	<b>Jan 01, 2016 to Dec 31, 2016</b>	Jan 01, 2015 to Dec 31, 2015
<b>Cash flows from operating activities</b>		
Profit for the period	<b>275,199</b>	28,667
<i>Adjustments for:</i>		
Depreciation on property, plant and equipment	<b>1,616</b>	990
Provision for employees' end of service benefits	<b>17,500</b>	19,105
<i>Cash inflow before working capital changes</i>	<b>294,315</b>	48,762
<i>(Increase) in current assets</i>		
Accounts receivable	<b>16,501</b>	224,956
Advances, deposits and other receivables	<b>7,446</b>	(10,521)
<i>Increase in current liabilities</i>		
Accounts and other payables	<b>(4,676)</b>	(78,763)
<b>Net cash (used in) operating activities</b>	<b>313,586</b>	184,434
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment	<b>(2,229)</b>	-
<b>Net cash (used in) investing activities</b>	<b>(2,229)</b>	-
<b>Net increase in cash and cash equivalents</b>	<b>311,357</b>	184,434
Cash and cash equivalents, beginning of the period	<b>242,493</b>	58,059
<b>Cash and cash equivalents, end of the period</b>	<b>553,850</b>	242,493
<b>Represented by:</b>		
Cash in hand	<b>2,072</b>	4,772
Bank balance	<b>551,778</b>	237,721
	<b>553,850</b>	242,493

The accompanying notes form an integral part of these financial statements.

**Middle East Investor Relations Association**

(Formerly known as ME IRS FZ LLE )

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Notes to the financial statements for the year ended December 31, 2016

(In Arab Emirates Dirham)

	<b>Furniture, fixtures and equipment</b>	
	<b>Dec 31, 2016</b>	<b>Dec 31, 2015</b>
<b>1 Property, plant and equipment</b>		
<b>Cost:</b>		
Balance as at January 01, 2016		2,971
Additions during the period		2,229
<b>Balance as at December 31, 2016</b>		<b>5,200</b>
<b>Accumulated depreciation:</b>		
Balance as at January 01, 2016		1,073
Charge for the period		1,616
<b>Balance as at December 31, 2016</b>		<b>2,689</b>
<b>Carrying value as at December 31, 2016</b>		<b>2,511</b>
	<b>Dec 31, 2016</b>	<b>Dec 31, 2015</b>
<b>2 Accounts receivable</b>		
Accounts receivable	<b>268,197</b>	284,698
<b>3 Advances, deposits and other receivables</b>		
Deposits	<b>13,600</b>	13,019
Prepayments	<b>8,775</b>	16,802
	<b>22,375</b>	29,821
<b>4 Cash and bank balance</b>		
Cash in hand	<b>2,072</b>	4,772
Bank balance	<b>551,778</b>	237,721
	<b>553,850</b>	242,493
<b>5 Current account</b>		
Balance at the beginning of the year	<b>480,344</b>	451,677
Profit for the period	<b>275,199</b>	28,667
Balance at the end of the period	<b>755,543</b>	480,344
<b>6 Employees' end of service benefits</b>		
Balance at the beginning of the year	<b>19,105</b>	-
Add: charge for the period/year	<b>17,500</b>	19,105
Balance at the end of the period/year	<b>36,605</b>	19,105
<b>7 Accounts and other payables</b>		
Accruals and other payables	<b>54,785</b>	59,461

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Notes to the financial statements for the year ended December 31, 2016

(In Arab Emirates Dirham)

	<b>Jan 01, 2016 to Dec 31, 2016</b>	Jan 01, 2015 to Dec 31, 2015
<b>8 Revenue</b>		
Annual conference	<b>226,049</b>	341,845
Certified investor relations officer programme	<b>312,730</b>	413,450
Membership income	<b>392,570</b>	307,075
Partnership income	<b>437,155</b>	271,270
	<b><u>1,368,504</u></b>	<u>1,333,640</u>
<b>9 Selling expenses</b>		
Business promotion	<b><u>31,230</u></b>	<b><u>190,031</u></b>
<b>10 Administrative expenses</b>		
Salaries and related benefits	<b>512,285</b>	323,520
Events expenses	<b>407,262</b>	589,379
Rent	<b>20,163</b>	-
Legal, visa, professional and related	<b>58,712</b>	39,778
Printing and stationery	<b>6,806</b>	926
Travelling and entertainment	<b>17,577</b>	8,178
Telephone and communication	<b>15,309</b>	9,560
Bad debt	<b>8,074</b>	128,323
Bank charges	<b>5,858</b>	9,657
Depreciation on property, plant and equipment (note 5)	<b>1,616</b>	990
Others	<b>8,413</b>	4,631
	<b><u>1,062,075</u></b>	<u>1,114,942</u>



# ACKNOWLEDGEMENT

We would like to express our sincere gratitude to our members and partners for the year 2016:

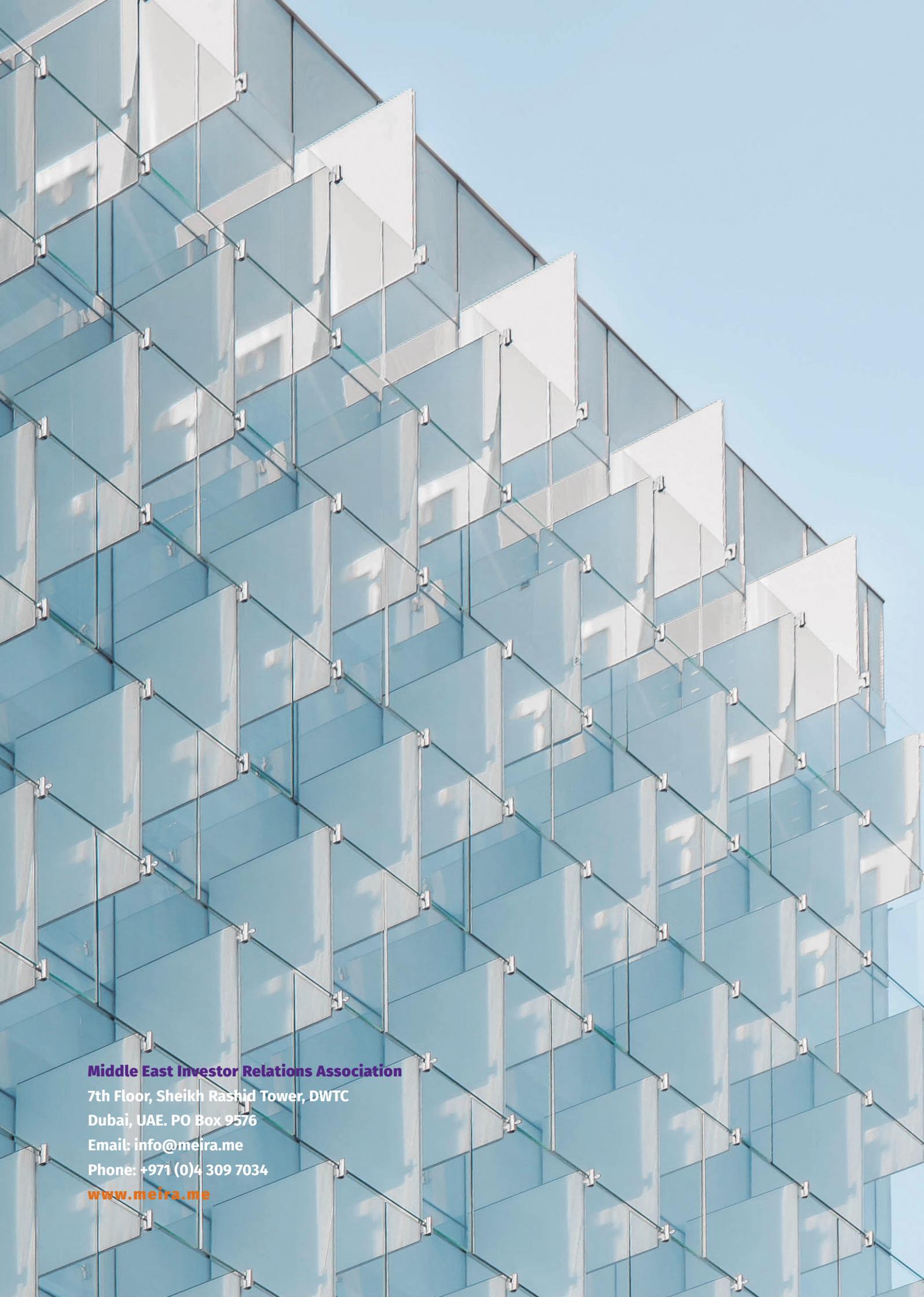
## MEMBERS

AAMAL COMPANY	DUBAI ISLAMIC BANK	QATAR GERMAN MEDICAL DEVICES
ACWA POWER	DUBAI PARKS & RESORTS	QATAR NATIONAL BANK
ACWA POWER OMAN	EMAAR PROPERTIES/MALLS	RAKBANK
ADCB	EMIRATES REIT	RENAISSANCE
AGTHIA	EZDAN HOLDING	SOLIDERE
AL KHALIJI	FGB	TAQA
ALARGAN	GULF INSURANCE GROUP (GIG)	VIVA
ALDAR PROPERTIES	INVESTBANK	VODAFONE QATAR
ALHAMRA GROUP	KIPCO	WAHA CAPITAL
ALMARAI	MA'ADEN	WATANIYA TELECOM
ALUMINUM BAHRAIN (ALBA)	MANAZEL REAL ESTATE	ZAIN KSA
APIC	MEZZAN HOLDING	ZAIN KUWAIT
ARAB BANK	MILAHA	MRS DALAL ALDOUSARI
BANK AUDI	MOBILY	MRS DHANYA ISSAC
BANK MUSCAT	NAKILAT	MRS ELIZABETH DONAGHY
BANK OF PALESTINE	NASDAQ DUBAI	MR GEORGE ALLEN
BLOM BANK	NATIONAL BANK OF KUWAIT	MR GHASSAN SOUFI
CITIBANK	OMANTEL	MS GRACE WITTENBERG
COMMERCIAL BANK OF QATAR	OOREDO QATAR	MR JAMES CAFFALL
DAMAC PROPERTIES	OOREDOO OMAN	MR KHALID HABBOUCHI
DANA GAS	ORASCOM CONSTRUCTION	MS CATHERINE ZYCH
DFM	PADICO GROUP	MRS SAMANTHA BARTEL
DP WORLD	PALTEL GROUP	

## PARTNERS AND ADVISORS

BANK OF NEW YORK MELLON	EUROLAND INVESTORS	ORIENT CAPITAL
BELL POTTINGER	FINSBURY	SAUDI INTERNATIONAL PETRO- CHEMICAL COMPANY (SIPCHEM)
BLOOMBERG	HILL+KNOWLTON	SMART MEDIA
BRUNSWICK/MERCHANTCANTOS	HOGAN LOVELLS	THOMSON REUTERS
DIRECTFN/MUBASHER	HSBC	
EMIRATES NBD	INVESTIS	
EMPEROR	NATIONAL BANK OF ABU DHABI	

# NOTES



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