

**HANSA MARKETING SERVICES LLC**  
Dubai - UAE

**Financial Statements and Auditor's Report**  
For the year ended 31<sup>st</sup> March 2025

**HANSA MARKETING SERVICES LLC**  
Dubai - UAE

**Financial Statements and Auditor's Report**  
For the year ended 31<sup>st</sup> March 2025

<b>Contents</b>	<b>Pages</b>
Company Information	1
Management Report	2
Auditor's Report	3-5
Statement of Financial Position	6
Statement of Comprehensive Income	7
Statement of Cash Flow	8
Statement of Changes in Equity	9
Notes to the Financial Statements	10-21

## Company Information

Company Name	HANSA MARKETING SERVICES LLC
License No	1080248 dated 27/07/2022, expiring on 26/07/2025
Address	Office 2701-084, Plot No 68, The Prime Tower Business Bay, Dubai, UAE
Shareholders Name	HANSA CUSTOMER EQUITY PRIVATE LIMITED Nationality - India - 100% Shareholder
Manager	Mr. Praveen Omprakash Nijhara (Nationality - India) Mr. Piyali Chaterjee (Nationality - India)
Auditors	YBH Accounting & Auditing Services LLC, Office No 0211A, 2nd Floor, Ibn Batuta Gate, Jebel Ali, P.O. Box No. 127856, Dubai – UAE.
Bank	Bank of Baroda
TRN	Unregistered
Activity	Marketing Services Via Social Media, Marketing Research & Consultancies

### Management Report, Discussion and Analysis

We have pleasure in presenting the report and audited Financial Statements for the year ended 31<sup>st</sup> March 2025.

#### **Business Activities:**

The company is engaged in the activities of Marketing Services Via Social Media and Marketing Research & Consultancies.

#### **Business Operations Review:**

The company was set up on 27<sup>th</sup> July 2022.

#### **Highlights of Hansa Marketing Services LLC performance in 2024 - 2025:**

The Management is pleased to present herewith the report of the company for the year ended 31<sup>st</sup> March 2025.

#### **Financial Results:**

- The company achieved a Turnover of AED 330,280/- from Operations for the year ended 31<sup>st</sup> March 2025.
- The company posted a Net Loss of AED 309,493/- for the year ended 31<sup>st</sup> March 2025.
- The company experienced moderate cash flow throughout the financial year and concluded with the liquidity in Cash and Cash Equivalent worth AED 161,374 /-

The Management is of the opinion that the future cash inflows will be sufficient for the company to continue as a going concern and have assured to inject cash into the company, as and when required, to realize its assets and liabilities and commitments in the normal course of business and at the amounts stated in the financial statements.

#### **Auditors:**

The Auditors, M/s YBH Accounting & Auditing Services, Dubai, UAE are eligible for re-appointment and have expressed their willingness to continue as Auditors for the following year.

#### **Management's Responsibilities:**

The UAE Commercial Company law requires the Management to prepare the Financial Statements for each financial year that gives a true and fair view of the state of the affairs of the company and the Net Loss for the year. The Management is responsible for keeping proper books of accounts and accounting records that disclose with reasonable accuracy at any time, the financial position of the company and to enable them to ensure that the Financial Statements comply with Commercial Companies Law of 2021.

#### **Acknowledgements:**

The Management takes this opportunity to convey their deep sense of gratitude for valuable assistance and co-operation extended to the company by all valued customers, bankers and various departments of government and local authorities. The Management also wishes to place on record their sincere appreciation for the valued contribution, unstinted efforts and spirit of dedication shown by the company employees, officers and the executives at all levels which contributed, in no small measure, to the success of the company during the year under review.

#### **For Hansa Marketing Services LLC**

Authorised Signatory



13<sup>th</sup> May 2025

Independent Auditor's Report

To,

The Shareholders of  
M/s HANSA MARKETING SERVICES LLC,  
Dubai, UAE.

**Report on the Audit of the Financial Statements**

**Opinion**

We have audited the accompanying financial statements of M/s. HANSA MARKETING SERVICES LLC, Dubai, UAE (the "Company"), as at **31<sup>st</sup> December 2024**, which comprise the statement of financial position, the related statements of comprehensive income, changes in equity and cash flows for the year ended, and a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Company as at **31<sup>st</sup> December 2024** and of its financial performance and its cash flow for the year ended in accordance with the International Financial Reporting Standards for Small and Medium Sized Entities (IFRS for SMEs).

**Basis of Opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). 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 requirements of International Code of Ethics for Professional Accountants (IESBA Code) together with ethical requirements that are relevant to our audit of the financial statements in the United Arab Emirates, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and the fair presentation of these financial statements in accordance with International Financial Reporting Standard for Small and Medium Sized Entities (IFRS for SMEs) and their presentation in compliance with applicable provisions of UAE Federal Law No. 32 of 2021; and for such internal control as management determines is necessary to enable the presentation 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.



Y B H ACCOUNTING AND AUDITING SERVICES LLC

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### Auditor's Responsibility 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 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, we exercise professional judgement 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 Those Charged with Governance 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

Further, as required by the UAE Federal Law No. 32 of 2021, we report that:

1. We have obtained all the information we considered necessary for our audit.
2. The financial statements have been prepared and comply, in all material respects, with the applicable provisions of UAE Federal Law No. 32 of 2021 and the Memorandum and Articles of Association of the Company.

**Y B H ACCOUNTING AND AUDITING SERVICES LLC**

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3. The Company has maintained proper books of accounts.
4. The financial information included in the director's report is consistent with the books of accounts of the Company
5. Based on the information that has been made available to us, nothing has come to our attention which causes us to believe that the Company has contravened, during the financial year ended **31<sup>st</sup> December 2024**, any of the applicable provisions of UAE Federal Law No. 32 of 2021 and the Memorandum and Articles of Association of the Company, which would materially affect its activities or its financial position as at **31<sup>st</sup> December 2024**



For YBH Accounting & Auditing Services LLC

Yousef Mohamed Ali Binhajar Alshehhi

Membership No: 694

17<sup>th</sup> May 2025



Ybh Audit

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**Hansa Marketing Services LLC**  
Dubai, UAE

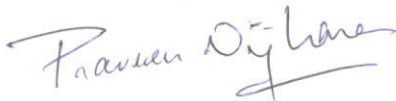
**STATEMENT OF FINANCIAL POSITION**  
As at 31st March 2025

<u>Assets</u>	Note	Mar-25 AED	Mar-24 AED
<b>Current Assets</b>			
Cash and Cash Equivalents	6	161,374	175,469
Short Term Investments	7	225,000	-
Prepaid Assets	8	20,875	15,797
Accounts Receivables	9	-	27,930
Other Receivables	10	6,866	-
		<b>414,115</b>	<b>219,197</b>
<b>TOTAL</b>		<b>414,115</b>	<b>219,197</b>
 <u>Equity and Liabilities</u>			
<b>Equity</b>			
Share Capital	4	1,200,000	700,000
Shareholder's Current Account	11	-	-
Retained Earnings	12	(863,075)	(553,582)
		<b>336,925</b>	<b>146,418</b>
<b>Non- Current Liabilities</b>			
Provision for End of Service Benefits	13	24,823	13,973
<b>Current Liabilities</b>			
Trade Payables	14	14,492	50,956
Other Current Liabilities	15	37,875	7,850
		<b>52,367</b>	<b>58,806</b>
<b>TOTAL</b>		<b>414,115</b>	<b>219,197</b>

The notes on pages 9 to 21 form an integral part of these financial statements

These financial statements were approved on 13th May 2025

For Hansa Marketing Services LLC



Authorised Signatory

The report of the auditors is set on pages 3 to 5



**Hansa Marketing Services LLC**  
Dubai, UAE

**STATEMENT OF COMPREHENSIVE INCOME**

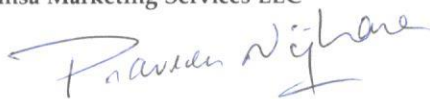
For the year ended 31st March 2025

Continuing Operations	Note	Mar-25 AED	Mar-24 AED
Revenue from Operations	16	330,280	104,090
Less: Cost of Operations	17	180,041	51,924
<b>Gross Profit</b>		<b>150,239</b>	<b>52,166</b>
Other Income	18	10,781	109,130
<b>Operating Expenses</b>			
Employee Benefit Expenses	17	385,795	387,435
General & Administration Expenses	18	83,958	141,755
Finance Charges	19	760	650
<b>Total Operating Expenses</b>		<b>470,513</b>	<b>529,841</b>
<b>(Loss) for the year</b>		<b>(309,493)</b>	<b>(368,545)</b>
<b>Total Comprehensive (Loss) for the year</b>		<b>(309,493)</b>	<b>(368,545)</b>
<b>(Loss) for the year</b>			
Attributable to the Shareholder		(309,493)	(368,545)

The notes on pages 9 to 21 form an integral part of these financial statements

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For Hansa Marketing Services LLC



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**Hansa Marketing Services LLC**  
Dubai, UAE

**STATEMENT OF CASH FLOW**

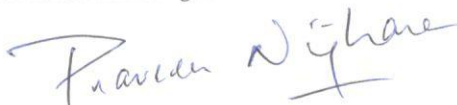
For the year ended 31st March 2025

	Mar-25 AED	Mar-24 AED
<b>Cash Flow from Operating Activities</b>		
Net (Loss) as per Statement of Comprehensive Income	(309,493)	(368,545)
Add - Depreciation		-
<b>Operating Cash Flow before changes in Net Operating Assets</b>	<b>(309,493)</b>	<b>(368,545)</b>
<b>Changes in Net Operating Activities</b>		
(Increase) in Prepaid Assets	(5,079)	(1,039)
Decrease/ (Increase) in Receivables	27,930	(27,930)
(Increase) in Other Receivables	(6,866)	-
Increase in Non Current Liabilities	10,850	10,880
(Decrease)/ Increase in Payables	(36,463)	(149,746)
Increase in Accruals & Provisions	30,025	850
<b>Net Cash Flow from Operating Activities</b>	<b>20,397</b>	<b>(166,985)</b>
<b>Cash flow from Financing Activities</b>		
Net Changes in Short Term Investments	(225,000)	-
Net Changes in Share Capital	500,000	600,000
Net Changes in Shareholder Current Account	-	100,000
<b>Net Cash Flow from Financing Activities</b>	<b>275,000</b>	<b>700,000</b>
Net increase / (decrease) in cash & cash equivalents	(14,096)	164,469
Cash & Cash equivalents in the beginning of the year	175,469	11,000
<b>Cash &amp; Cash equivalents at the end of the year</b>	<b>161,374</b>	<b>175,469</b>

The notes on pages 9 to 21 form an integral part of these financial statements

These financial statements were approved on 13th May 2025

For Hansa Marketing Services LLC



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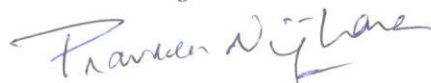
**STATEMENT OF CHANGES IN EQUITY**  
For the year ended 31st March 2025

Particulars	Share Capital Account	Shareholder Current Account	Retained Earnings	Total Mar-24 AED
Balance as on 1st April 2023	100,000	(100,000)	(185,037)	(185,037)
Net Movements for the year	600,000	100,000	-	-
Loss for the year	-	-	(368,545)	(368,545)
<b>Balance as on 31st March 2024</b>	<b>700,000</b>	<b>-</b>	<b>(553,582)</b>	<b>146,418</b>
				Mar-25 AED
Balance as on 1st April 2024	700,000	-	(553,582)	146,418
Net Movements for the year	500,000	-	-	-
Loss for the year	-	-	(309,493)	(309,493)
<b>Balance as on 31st March 2025</b>	<b>1,200,000</b>	<b>-</b>	<b>(863,074)</b>	<b>336,926</b>

The notes on pages 9 to 21 form an integral part of these financial statements

These financial statements were approved on 13th May 2025

For Hansa Marketing Services LLC

  
Authorised Signatory

The report of the auditors is set on pages 3 to 5

## **HANSA MARKETING SERVICES LLC**

Dubai, UAE.

### **Notes to the Financial Statements as at 31<sup>st</sup> March 2025**

#### **1. Legal Status and Activities**

M/s Hansa Marketing Services LLC is registered with the Department of Economic Development, Government of Dubai, UAE vide Commercial License number 1080248. The original license was issued on 27<sup>th</sup> July 2022.

1.1. The registered address of the company is Office No 2701-084, Plot No 68, The Prime Tower, Business Bay, Dubai, UAE.

1.2. The Shareholder of the company is:

HANSA CUSTOMER EQUITY PRIVATE LIMITED	Nationality - India	100% Shareholder
---------------------------------------	---------------------	------------------

As of MOA Amendment dated 2<sup>nd</sup> August 2024, the company has increased the share capital from AED 700,000/- ( 700 shares of AED 1,000 each) to AED 1,200,000 (1200 shares of AED 1,000 each)

1.3. The company is engaged in the activities Marketing Services Via social media and Marketing Research & Consultancies

1.4. The Managers, as per the license, are Mr. Praveen Omprakash Nijhara (Nationality - India) and Ms. Piyali Chatterjee (Nationality - India).

## 2. Application of new and revised International Financial Reporting Standards (IFRS)

### 2.1. New and Revised IFRSs applied with no material effect on the financial statements

The following new and revised IFRSs which became effective for the annual period beginning on or after 01st April 2024 have been adopted in these financial statements.

<u>New and revised IFRSs</u>	<u>Summary of Requirements</u>
Amendments to IAS 1 - Classification of Liabilities as Current or Non-current	<p>Amendments to IAS 1 clarifies the criteria for classifying liabilities as current or non-current, particularly focusing on:</p> <ul style="list-style-type: none"> <li>- How covenants that affect classification must be assessed.</li> <li>- How to assess the impact of events or conditions that could affect liability classification.</li> </ul> <p>The amendments aim to enhance consistency and reduce ambiguity regarding the classification of liabilities, especially in the context of covenants and conditions.</p>
Amendments to IAS 1 - Non-current Liabilities with Covenants	<p>Amendments to IAS1 provide further clarification on how to classify non-current liabilities when covenants are involved.</p> <ul style="list-style-type: none"> <li>- The classification of liabilities as current or non-current depends on whether the covenant breach is remedied or waived before the reporting date.</li> </ul>
Amendments to IFRS 16 - Lease Liability in a Sale and Leaseback	<p>Amendments to IFRS 16 clarifies how to account for lease liabilities in a sale and leaseback transaction.</p> <ul style="list-style-type: none"> <li>- They provide guidance on how to measure lease liabilities after the sale of the underlying asset, ensuring consistent treatment of such transactions.</li> </ul>
Amendments to IAS 7 and IFRS 7 - Supplier Finance Arrangements	<p>Amendments to IAS 7 and IFRS 7 enhances the transparency of supplier finance arrangements.</p> <ul style="list-style-type: none"> <li>- Require additional disclosures to explain the nature, extent, and potential impact of supplier finance arrangements on an entity's liabilities, cash flows, and liquidity risk</li> </ul>
Amendments to IAS 21 - Lack of Exchangeability	<p>Amendments to IAS 21 clarify how to determine the spot exchange rate for currencies that are not exchangeable.</p> <ul style="list-style-type: none"> <li>- It provides guidance on how to measure exchange rates when there is no active market for a currency.</li> <li>- The amendments also clarify how to assess whether a currency is exchangeable for the purpose of applying IAS 21.</li> </ul>



### 1.5. New and Revised IFRSs in issue but not effective

The company has not yet applied the following new and Revised IFRS that have been issued but are not yet effective:

New and Revised IFRSs	Effective for annual periods beginning on or after
Lack of Exchangeability (Amendments to IAS 21) The amendments contain guidance to specify when a currency is exchangeable and how to determine the exchange rate when it is not.	1 Jan 2025
Amendments to the SASB standards to enhance their international applicability. The amendments remove and replace jurisdiction-specific references and definitions in the SASB standards, without substantially altering industries, topics or metrics	1 Jan 2025
IFRS 18 Presentation and Disclosures in Financial Statements: IFRS 18 includes requirements for all entities applying IFRS for the presentation and disclosure of information in financial statements.	1 Jan 2025
IFRS 19 Subsidiaries without Public Accountability: Disclosures: IFRS 19 specifies reduced disclosure requirements that an eligible entity is permitted to apply instead of the disclosure requirements in other IFRS Accounting Standards.	1 Jan 2025

Management anticipates that these new standards, interpretations and amendments will be adopted in the company's financial statements as and when they are applicable and the adoption of these new standards, interpretations and amendments may have no material impact on the financial statements of the Company in the year of initial application

## 3. Significant Accounting Policies

### Basis of Preparation

These financial statements have been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB), Interpretations issued by the International Financial Reporting Interpretations Committee (IFRIC) for Small and Medium sized entities and applicable rules and regulation of the UAE Law. The significant accounting policies, which have been applied, are set out below.

#### 3.1. Going concern basis of accounting

The financial statements have been prepared on a going concern basis, which assumes that the company will be able to meet the mandatory repayment terms.

#### 3.2. Application of IFRS 9 Financial Instruments

The company has adopted IFRS 9 effective from 1st January 2018. IFRS 9 replaces IAS 39 and addresses the accounting for financial instruments including hedge accounting. IFRS 9 contains three principal classification categories for financial assets: measured at amortized cost, FVTOCI and FVTPL. IFRS 9 classification is generally based on the business model in which a financial asset is managed and its contractual cash flows. The business model assessment was completed based on the facts and circumstances which existed at the initial date of application.

IFRS 9 eliminates the existing IAS 39 categories of held-to-maturity, loans and receivables and available-for-sale. Under IFRS 9, derivative embedded contracts where the host is a financial asset in the scope of IFRS 9 are never bifurcated. Instead, the whole hybrid instrument is assessed for classification. The requirements for classification and measurement of financial liabilities under IFRS 9 are largely as existing under IAS 39.

IFRS 9 replaces the “incurred loss” model under IAS 39 with “expected credit loss” model as it relates to the impairment of financial assets. The new impairment model does not apply to equity investments. IFRS 9 amends the requirements for hedge effectiveness and consequently the application of hedge accounting. The IAS 39 effectiveness test is replaced with a requirement for an economic relationship between the hedged item and the hedging instrument, and for the “hedged ratio” to be the same as that used by the Company for risk management purposes.

The new standard requires alignment between the risk management objective of an individual hedging relationship and the risk management strategy of the Company. When assessing hedge effectiveness under IFRS 9, the Company is required to ensure credit risk due to counterparty or own creditworthiness does not dominate the change in fair value of either the hedged item or the hedging instrument. Generally, the mechanics of hedge accounting remain unchanged.

#### *Impairment of financial assets*

The Company has financial assets that are subject to the expected credit loss model under IFRS 9. The Company has applied the simplified approach to measuring the expected credit losses which uses lifetime expected loss allowance for all receivables. To measure the expected credit losses, receivables have been grouped based on similar credit risk characteristics and days past due. The revised impairment methodology has not resulted in additional credit loss in receivables.

### **3.3. Accounting Convention**

These financial statements have been prepared under the Historical Cost Convention. The company has consistently applied the accounting policies.

### **3.4. Revenue Recognition**

Income is recognized when it is earned, not necessarily when received and contractual value is acknowledged by the customer. Expenses and charges have been recognized when it was incurred, not necessarily when paid for the year under audit.

#### *Revenue from contracts with customers*

IFRS 15 Revenue from Contracts with Customers outlines a single comprehensive model of accounting for revenue arising from contracts with customers and supersedes current revenue recognition guidance found across several Standards and Interpretations within IFRSs. It establishes a new five-step model that will apply to revenue arising from contracts with customers.

Step 1: Identify the contract with a customer.

Step 2: Identify the performance obligations in the contract.

Step 3: Determine the transaction price.

Step 4: Allocate the transaction price to the obligations in the contract.

Step 5: Recognize revenue as and when the Group satisfies a performance obligation.

### 3.5. Leases

IFRS 16 supersedes IAS 17 Leases, IFRIC 4 Determining whether an Arrangement contains a Lease, SIC – 15 Operating Leases – Incentives and SIC – 27 Evaluating the Substance of Transactions Involving the Legal Form of a Lease. The standard sets out the principles for the recognition, measurement, presentation and disclosure of leases and requires lessees to account for all leases under a single on-balance sheet model.

The Company also elected to use the recognition exemptions for lease contracts that, at the commencement date, have a lease term of 12 months or less and do not contain a purchase option and lease contracts for which the underlying asset is of low value.

### 3.6. Other Income

Other Income is recognized on an accrual basis or when the company's right to receive payment is established.

### 3.7. Property, Plant & Equipment

Property, Plant & Equipment is stated at historical cost less accumulated depreciation and identified impairment loss, if any. The cost comprises of purchase price, levies, duties and any directly attributable costs of bringing the asset to its working condition. The cost of Property, Plant and Equipment are depreciated using the Straight Line Method.

The Carrying value of Property, Plant & Equipment is viewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable. If any such indication exists and where the carrying value exceed the estimated recoverable amount, the assets are written down to their recoverable amount, being the higher of their fair value less costs to sell and their value in use.

Gains and losses on disposal of property, plant and equipment are determined by reference to their carrying amount and are taken into account in determining net profit.

Repairs and renewals are charged to the consolidated statement of profit or loss and other comprehensive income when the expenditure is incurred.

The carrying amount of the property, plant and equipment are reviewed quarterly for impairment when events or changes in circumstances indicate that carrying amount may not be recoverable. If any such indication exists, and where the carrying values exceed the estimated recoverable amount, the carrying values are written-down immediately to their recoverable amount. As of 31<sup>st</sup> March 2025, there is no Property, Plant and Equipment.

### 3.8. Related Party Transactions

The company, in its normal course of business, enters in to transactions with the companies that fall under the definition of "Related Party" of International Accounting Standard 24. Related parties comprise companies and entities under the common ownership and/or common management and in which control and management vested with the shareholders or the key managerial personnel.

<i>Entities Owned and Controlled by the Major Shareholder</i>	<i>Due to 31<sup>st</sup> March 2025</i>	<i>Due to 31<sup>st</sup> March 2024</i>
M/s. Hansa Customer Equity Pvt Ltd - India	-	AED 31,883

Outstanding Balances at the year-end arise in the normal course of business. For the year ended 31<sup>st</sup> March 2025, the company has not recorded any impairment of amounts owed by related parties.



### **3.9. Foreign Currency Transactions**

Foreign currency transactions are recorded in UAE Dirhams at the rate of exchange ruling at the time of the transaction. Assets and liabilities expressed in foreign currencies at the 'Statement of Financial Position' date are converted into UAE Dirhams at the period-end rate of exchange. All foreign currency gains and losses are booked in the Statement of Comprehensive Income as they arise.

### **3.10. Inventories**

Inventory is stated at cost or net realizable value, whichever is lower. The cost of closing inventory is determined on the basis of Weighted Average method. Net Realizable Value represents the estimated selling price less all estimated cost of completion and cost of disposal. A general provision for slow moving items has been made and adjusted with the value of the closing stock. These provisions valuated and determined by the management. As per the nature of the business, there are no inventories.

### **3.11. Accounts Receivables**

The schedule of trade debtors represents amounts falling due as on the date of Statement of Financial Position. Accounts receivables are normally received within 0-120 days of the date of invoice. Bad debts are written off as and when they arise. Accounts receivables are stated net of provision for doubtful debts and discounts. Provision for doubtful debts is based on management assessment of customer outstanding and creditworthiness.

### **3.12. Employees' Terminal benefits**

Provision is made in accounts for end of service benefits due to employees in accordance with UAE federal labour Laws No 32 (Year 2021) on the regulations of labour relations. Provision is made for amounts payable under the UAE Labour Law and Rules and Regulations applicable to employees Accumulated period of service at the statement of financial position date.

### **3.13. Rounding off**

The figures stated in the attached financial statements are rounded off to the nearest UAE Dirhams.

### **3.14. Fair Value of Financial Instruments**

The value of all classes of financial assets and financial liabilities, as recorded in the Statement of Financial Position, approximate the fair value of these assets and liabilities.

### **3.15. General**

In the opinion of the management, all the assets as shown in the financial statements are existing and realizable at the amount shown and there are no liabilities against the company that are not included in the above financial statements.

### **3.16. Statement of Comprehensive Income**

The company's loss is arrived at after charging all expenses incurred in day-to-day operations of the business.

The Management is of the opinion that the future cash inflows will be sufficient for the company to continue as a going concern and have assured to inject cash into the company, as and when required, to realize its assets and liabilities and commitments in the normal course of business and at the amounts stated in the financial statements.

### 3.17. Accounts Payables

The schedule of trade creditors represents amounts falling due as on the date of Statement of Financial Position. Accounts payables are normally settled within 0-90 days of the date of invoice. Liabilities are recognized for amounts to be paid in the future for goods or services whether or not billed to the company.

### 3.18. Inflationary Factor

No adjustments have been made in these financial statements to identify the inflationary factor.

### 3.19. Key Sources of Estimation Uncertainty

The entity management set out the entity's overall business strategies and its risk management policy. The Entity's overall financial risk management program seeks to minimize potential adverse effects on the financial performance of the entity. The entity policies include financial risk management policies covering specific areas, such as market risk (including foreign exchange risk, interest risk, liquidity risk and credit risk). Periodic reviews are undertaken to ensure that the entity's policy guidelines are complied with.

There has been no change to the entity's exposure to the financial risks or the manner in which it manages and measures the risk.

The entity is exposed to the following risks related to financial instruments. The entity has not framed formal risk management policies; however, the risks are monitored by management on a continuous basis. The entity does not enter into or trade in financial instruments, investment in securities, including derivative financial instruments, for speculative or risk management purposes.

#### a. Foreign Currency Risk Management

The entity undertakes certain transactions denominated in foreign currencies. Hence, exposures to exchange rate fluctuations arise.

#### b. Liquidity Risk Management

Ultimate responsibility for liquidity risk management rest with the management which has built an appropriate liquidity risk management framework for the management of the entity's short, medium and long term funding and liquidity management requirements. The entity manages liquidity risk by maintaining adequate reserves, continuously monitoring forecast and actual cash flows and matching the maturity profiles of financial assets and liabilities.

The table below summarizes the maturity profile of the entity's financial assets and financial liabilities. The contractual maturities of the financial assets and financial liabilities have been determined on the basis of the remaining period at the financial position date based on contractual repayment agreements were as follows:



	Interest Bearing			Non-Interest Bearing			
Particulars	On Demand or Less than 3 months	Within 1 Year	More than 1 year	On Demand or Less than 3 months	Within 1 Year	More than 1 year	Total
As at 31 <sup>st</sup> March 2025							
Financial Assets							
Cash and Bank Balances	125,000	-	-	36,374	-	-	161,374
Deposits	-	225,000	-	-	-	-	225,000
Total	125,000	225,000	-	36,374	-	-	386,374

**c. Credit Risk Management**

Credit risk refers to the risk that the counterparty will default on its contractual obligations resulting in financial loss to the entity. The entity has adopted a policy of only dealing with the credit worthy counterparties. The Entity's exposure are continuously monitored and their credit exposure is reviewed by the management regularly and the entity maintains allowances for doubtful debts based on expected collectability of all Accounts receivables.

The Company is exposed to credit risk on its bank balances and accounts receivables, are as follows:

Particulars	31 <sup>st</sup> March 2025	31 <sup>st</sup> March 2024
	AED	AED
Cash at Bank	161,374	175,469
Deposits (Short term)	225,000	-
<b>TOTAL</b>	<b>386,374</b>	<b>175,469</b>

With respect to credit risk arising from the other financial assets of the Company, including cash and cash equivalents, the Company's exposure to credit risk arises from default of the counterparty, with a maximum exposure equal to the carrying amount of these instruments.

Accounts receivables consist of a number of customers. Ongoing credit evaluation is performed on the financial condition of accounts receivables. Further details of credit risk on accounts and other receivable are disclosed in the notes to financial statements. The credit risk on liquid funds is limited because the counterparties are banks with high credit- ratings assigned by international credit-ratings agencies.

**d. Capital Risk Management**

The company's objectives when managing capital to safeguard the company's ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure to reduce the cost of capital. The Management policy is to maintain a strong capital base so as to maintain investor, creditor and market confidence and to sustain future development of the business.

Consistent with others in the industry, the company monitors capital on the basis of the gearing ratio. This ratio is calculated as net debt divided by total capital. Net debt is calculated as total liabilities less Cash at Bank including Margin & Fixed Deposits.

The company manages its capital structure and makes adjustments to it, in light of changed in economic conditions. No changes were made in the objectives, policies or processes during the year ended 31<sup>st</sup> March 2025. Equity consists of share capital, shareholder's current account and retained earnings measured at AED 336,926/- (2024: 146,418)/- as at 31<sup>st</sup> March 2025.

e. **Impairment of Accounts Receivables**

An estimate of the collectible amount of Accounts receivables is made when collection of the full amount is no longer probable. For individually significant amounts, this estimation is performed on an individual basis. Amounts which are not individually significant, but which are past due, are assessed collectively and a provision applied according to the length of time past due, based on historical recovery rates.

At the reporting date, gross accounts receivable was AED NIL/- with provision for doubtful debts NIL/- Any difference between the amounts collected in future periods and the amounts expected will be recognized in the statement of comprehensive income.

f. **Useful Lives of Property and Equipment**

The Company's management determines the estimated useful lives of its property and equipment for calculating depreciation. This Estimate is determined after considering the expected usage of the asset or physical wear and tear. Management reviews the residual value and useful lives annually and future depreciation charge would be adjusted where the management believes the useful lives differ from previous estimates.

**3.20. Contingencies and commitments**

Except the ongoing business commitments in the normal course of the business, there have been no other known contingent liabilities or capital commitments on the company as at the date of Statement of Financial Position.

**3.21. Corporate Tax**

On 9th December 2022, the United Arab Emirates (UAE) Ministry of Finance ("MoF") released Federal Decree-Law No 47 of 2022 on the Taxation of Corporations and Businesses, Corporate Tax Law ("CT Law") to enact a new CT regime in the UAE. The new CT regime has become effective for accounting periods beginning on or after 1st June 2023.

The Cabinet of Ministry Decision No. 116/2022 effective from 2023, specifies the threshold of income over which the 9% tax rate would apply and accordingly, the Law is now considered to be substantively enacted. A rate of 9% will apply to taxable income exceeding AED 375,000, a rate of 0% will apply to taxable income not exceeding AED 375,000 and a rate of 0% on qualifying income of free zone entities.

As the Company's accounting year ends on 31st March, the first tax periods from 1<sup>st</sup> April 2024 to 31<sup>st</sup> March 2025, with the respective tax return to be filed on or before 31<sup>st</sup> December 2025. The taxable income of the entities that are in scope for UAE CT purposes is subject to the rate of 9% corporate tax.

In addition, although the Company's turnover for the year under review is less than AED 3 million, making it eligible for the SME tax relief under the UAE Corporate Tax Law, the company has decided to carry forward its tax losses in accordance with the relevant provisions of the law. As a result, no provision for income tax payable has been recognized in the financial statements for the year. The Company will continue to monitor its tax position and assess the utilization of forward losses in future periods.

**3.22. Exchange Rate Risk**

Since the main currencies of the financial instruments, other assets, liabilities and trading transactions including expenses and sales are in UAE Dirhams, the company is not materially exposed to exchange rate risk.

**3.23. Financial Charges**

The Financial Charges include finance cost charges, interest on loans, other charges related to finance and bank charges.

### 3.24. Corresponding Figures

The corresponding figures of the previous year are comparable, as these comprise the financial position and operating results for the period ended 31<sup>st</sup> March 2024, while the current figures comprise the financial position and operating results for the year ended on 31<sup>st</sup> March 2025. Reclassification of corresponding figures of the previous year has been made, wherever necessary, for better presentation of financial information.

### 3.25. Subsequent Events:

There were no significant events subsequent to the year ended 31<sup>st</sup> March 2025 and occurring before the date of signing of the financial statements that would have a significant impact on these financial statements.

## 4. Share Capital

<b>Authorized, Subscribed &amp; Issued Capital</b>	<b>AED 1,200,000</b>
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Shareholder and their holdings:

HANSA CUSTOMER EQUITY PRIVATE LIMITED	100% Shareholder	AED 1,200,000
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*As per restated memorandum of association dated 2<sup>nd</sup> August 2024, the share capital of AED 700,000 (700 Shares of AED 1,000 each) was increased to AED 1,200,000/- (1,200 Shares of AED 1,000 each).*

## 5. Property, Plant & Equipment

There is no Property, Plant & Equipment maintained by the company at the date of statement of Financial Position.

**Hansa Marketing Services LLC**  
Dubai, UAE

Notes to Accounts	Mar-25 AED	Mar-24 AED
<b>6 Cash and Cash Equivalents</b>		
Current Balances with bank	36,374	175,469
Fixed Deposit- With less than 3 month maturity	125,000	-
	<b>161,374</b>	<b>175,469</b>
<i>Cash and Cash Equivalents are items, which are readily convertible to known amounts of Cash and which are subject to insignificant risk of change in value.</i>		
<b>7 Short Term Investments</b>		
Fixed Deposit- With more than 3 month but less than 12 month maturity	225,000	-
	<b>225,000</b>	<b>-</b>
<b>8 Prepaid Assets</b>		
Prepaid Insurance	1,962	2,045
Prepaid Rent	2,499	7,942
Prepaid Trade License	5,052	5,077
Prepaid Other	11,362	734
<i>(Prepayments are paid in advance but not due)</i>	<b>20,875</b>	<b>15,797</b>
<b>9 Accounts Receivables</b>		
Accounts Receivables	-	27,930
	<b>-</b>	<b>27,930</b>
<i>0-30 days</i>	<b>-</b>	<b>27,930</b>
<b>10 Other Receivables</b>		
Accrued Interest receivable	6,866	-
<i>(Accruals are due, but not paid)</i>	<b>6,866</b>	<b>-</b>
<b>11 Shareholder's Current Account</b>		
Opening Balance	-	(100,000)
Adjustment for the year	-	100,000
Balance as on 31st March	<b>-</b>	<b>-</b>
<b>12 Retained Earnings</b>		
Opening Balance	(553,582)	(185,037)
Loss for the year	(309,493)	(368,545)
Balance as on 31st March	<b>(863,075)</b>	<b>(553,582)</b>
<b>13 Non- Current Liabilities</b>		
Provision for Gratuity	24,823	13,973
<i>(Accruals are due, but not paid)</i>	<b>24,823</b>	<b>13,973</b>
<b>14 Trade Payables</b>		
Trade Payables	14,492	46,854
Other Payable	-	4,102
	<b>14,492</b>	<b>50,956</b>
<i>Related Party : Hansa Customer Equity Private Ltd (India)</i>	<b>-</b>	<b>31,883</b>



**Hansa Marketing Services LLC**  
Dubai, UAE

Notes to Accounts

	Mar-25 AED	Mar-24 AED
<b>15 Other Current Liabilities</b>		
Deferred Revenue	28,426	-
Provision for Professional Fees	7,394	7,350
Provision for Expenses	2,055	500
<i>(Accruals are due, but not paid)</i>		
	<b>37,875</b>	<b>7,850</b>
<b>16 Revenue from Operations</b>		
Sales from Operations	330,280	104,090
	<b>330,280</b>	<b>104,090</b>
<i>(The revenue is below the VAT threshold and hence the company is not registered for VAT)</i>		
<b>17 Cost of Operations</b>		
Data Collection services	178,188	50,229
Ancillary expenses	1,853	1,696
	<b>180,041</b>	<b>51,924</b>
<b>18 Other Income</b>		
Income from Support services	-	109,130
Interest from FD	10,781	-
	<b>10,781</b>	<b>109,130</b>
<b>17 Employee Benefits Expense</b>		
Management Remuneration	120,000	120,000
Salaries and Wages	252,000	252,000
Other Employee Related Expenses	10,850	10,880
Staff Welfare Expenses	2,945	4,556
<i>(As certified by the management)</i>		
	<b>385,795</b>	<b>387,435</b>
<b>18 General &amp; Administration Expenses</b>		
Business Support costs	584	44,171
Legal & Professional fees	24,604	29,297
Rates and Taxes	401	2,936
Insurance	11,630	11,177
Rent	13,443	26,603
Communication expenses	3,536	3,306
Trade License	15,785	15,107
Travelling and Conveyance	13,015	5,341
Other expenses	960	3,817
	<b>83,958</b>	<b>141,755</b>
<b>19 Finance Charges</b>		
Bank Charges	760	650
	<b>760</b>	<b>650</b>