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بمسبلة الزمرالزحيم

Maldives Marketing & PR Corporation Quarterly Report (April - June 2020)

1. Financial Highlights

Details	Amount	Percentage
Revenue	448,896	
Operating Profit	(9,173,542)	
Earnings per Share	-	
Net Profit	(12,670,699)	

2. Operational Highlights

Major achievement

- > Maldives won the best decorated stand at BLTM 2020
- > Maldives won the most beautiful stand at Bride Dubai 2020
- > Maldives voted for favorite holiday destination at the ULTRAs 2019
- > Maldives ranked 2nd for the most popular destination background on Zoom in May 2020

Current Business position

- Business concepts
 - > Promoting Maldives worldwide as the most preferred Tourist Destination
 - Maintain Maldives' visibility in the markets greatly via digital platforms during the pandemic.
- How well Business objectives and goals are achieved.
 - Through the vast number of marketing activities that were conducted and continued during the COVID-19 situation, the visibility of the Maldives as a destination continues to be prominent within the top markets.



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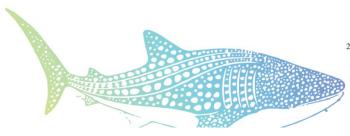
3. Market Highlights

Launching of new products

Advertising and promotion

To promote Maldives as a tourist destination, a total of 42 Promotional activities were conducted during the 1st quarter and 35 promotional activities were conducted during the 2nd quarter of 2020 along with other campaigns. Due to the covid-19 situation, no familiarization trips were conducted and no fairs took place except for ATM 2020 and PATA Dream Festival on virtual platforms.

		Marketing Car	npaigns (January - June 2020)
#	Campaign Name	Dates/Duration	Details
1	Joint Campaign with Thompsons Holidays	Oct 2019 - May 2020	This campaign utilizes both online & digital marketing tools to promote the Maldives within the South African region via Thompsons Holidays - using platforms such as Facebook & Instagram, outdoor marketing, email marketing, website advertising, travel trade activations, and an educational FAM trip.
2	Joint Campaign with Singapore Airlines	May 2019 - April 2020	This activity is designed to promote the Maldives as an attractive destination within Australia, USA, China, South Korea, Singapore and Japan, with tailor made activities prepared for each market - for this quarter, an agent incentive campaign was conducted in the Chinese market.
3	Joint Campaign with AirAsia	January - March 2020	With the purpose of increasing arrivals from Malaysia to the Maldives, this campaign utilizes: Content creation for digital platforms, Digital campaigns to create budget travel awareness, magazine write-ups and EDMs. For this quarter, travel 360 Magazine advertisements, in-flight advertisements on cabins and meal trays, and video content creation via Malaysian & Thailand FAM trips were utilized.
4	China Outdoor Advertising Campaign	Dec 2019 - Feb 2020	To promote the Maldives and to increase exposure to the destination in China, this campaign utilizes: 1,000 office building elevators + 400 office space ads in Beijing, LED screens on the 5 largest malls in Guangzhou and the busiest metro station's LED wall alongside stickers in Shanghai.
5	Italy Outdoor Advertising Campaign	Dec 2019 - April 2020	With the purpose of promoting the Maldives as a destination in Italy, three major activities were launched. This includes: Video advertising in 14 largest airports on 350 screens, 2000 office window displays with Alpitour, and Wrapping of 1 tram and 80 taxis in Milan.

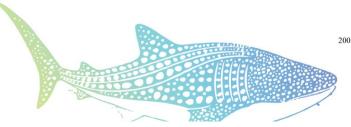


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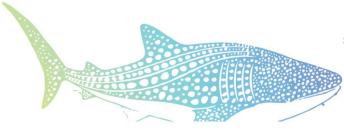
6	Spain Outdoor Advertising Campaign	22nd to 26th Jan 2020	To promote the Maldives and provide exposure to the destination in the form of a visibility campaign in Spain, this campaign includes: Outdoor advertising in the Feria de Madrid Southern Facade LED billboard, coinciding with FITUR 2020.
7	Middle-Eastern Outdoor Advertising Campaign	Jan 2020 - Feb 2020	To promote the Maldives and increase exposure to the destination, this campaign utilized: Taxi wrapping and Mall advertising - both activities conducted from January to February.
8	Wrapping of two London tour buses	Sep 2019 - Feb 2020	The tour bus campaign is targeted to increase brand visibility of the Maldives within the UK - the activity started during the period of WTM London and continued till February of 2020.
9	Sports + Travel Singapore Media Partnership	Nov 2019 - May 2020 (This campaign has been put on hold due to Covid-19)	Sports+Travel Magazine is found at over 1,075 businesses around Singapore with a reach of 90,000 - 110,000. The main objective of this is to Create brand and awareness of Maldives, to position the Maldives as a preferred tourist destination and to show the adventurous side of life of Maldives.
10	Vogue Arabia	01st Jan - 31st Jan 2020	This supplement provided a 28 pages editorial featuring the Faces of Maldives, luxury, gastronomy and more, replica internal cover, 2 digital feature stories in both English and Arabic, and 2 social media posts across different platforms via Vogue Arabia with the objective of promoting the Maldives to the luxury segment in the Middle East.
11	SilverKris.com & Silkwinds Magazine	January 2020	To promote the Maldives as a destination, this campaign includes utilizing a HTML5 banner on silverkris.com was displayed on the website for a month, showcasing the beauty of Maldives and a full page was dedicated in SilkWinds magazine (in-flight magazine of Silk Air) for the Maldives.
12	WeChat & Weibo Campaign with China PR	January - December 2020	Campaign with (Chinese PR) Travel Link Marketing Co as monthly posting of different segments related to the Chinese market.
13	SMM Activities with Russia PR	January - December 2020	Campaign with (Russia PR) TMI Consulting with the aim of ensuring the direct communication of the destination with the relevant end-consumers in Russia and CIS. This includes a concentrated amount of digital and social media marketing strategies.
14	Singapore Airlines Agent Seminar in Busan, South Korea	14th January 2020	To promote Maldives as a destination with the top agents in Busan, South Korea, (Korea PR) S Marketing & Communication Co Ltd participated to represent the Maldives. A total of 60 agents participated in the event.







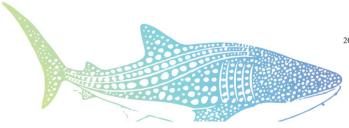
15	Joint Campaign with TUI Spain	February 2020	To increase exposure and educate the TOs & TAs in Spain about Maldives as a destination, means of digital activities were conducted. In this quarter, a webinar with more than 500 participants have been conducted.
16	India Online Training Webinar in March	16 and 23 March 2020	Includes webinar sessions conducted by an expert from (India PR) Think Strawberries to 20-25 TOs/TAs via a sales presentation to increase the knowledge of the Maldives for the participants.
17	Joint Campaign with Profi + Travel	26 Feb - 23 May 2020 (This campaign started but has been put on hold in 17th March 2020 due to Covid-19)	To encourage tour operators in Russia and CIS Region to further increase bookings to the Maldives, Profi + Travel is tailored to explain all details about the Maldives and assist tour operators to choose the best travel option for their customers. More than 2000 tour operators from Russia and CIS Countries are set to be trained in this platform for a duration of 5 months
18	Advertisements with FVW Medien GmBH	February - December 2020	To provide information about the Maldives during the active period of ITB Berlin via online and offline mediums, the campaign with FVW includes pre and post ITB advertising opportunities that were utilized before the cancellation of the major event.
19	FVW Academy E- Learning	December 2019- May 2020	FVW Academy, the largest e-learning academy for the travel industry in the German-speaking countries. Fvw Akademie is the central and independent platform for education and further training in tourism and corporate travel. The portal presents a unique mix of opportunities to specialize on a specific topic and expand knowledge in a series of sales- relevant areas.
20	Advertising Campaign with Ink Global	November 2019 - January 2020	Advertising campaign conducted within 13 airports of the US to increase the visibility and exposure of the Maldives within the destination.
21	Global Advertising with TripAdvisor	December 2019 - May 2020	To promote the Maldives as a destination and to increase its exposure, this campaign includes advertising efforts utilizes the TripAdvisor platforms with desktop and mobile banners, TripAdvisor lures, unique value-add-ons (such as educational workshops, destination sponsorships, products of banner design and etc.), focusing on the top and the most effective markets to the Maldives. Markets: UK (English) Middle East (Arabic)







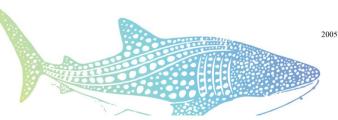
22	Global Campaign with CNN	Mar 2020 - June 2020 (Dates have been revised	China Italy South Asia (India) To promote the Maldives globally and within the focused areas of Germany, UK, US, Italy, Russia, France, Japan, Korea, China, India, the campaign with CNN promises online and on-air advertising opportunities, alongside special featurettes for the Maldives
23	Discussion forum with tourism industry marketeers TongCheng -	due to COVID- 19) 09 April 2020 24 April 2020	Maldives. Amid the outbreak of COVID19 global tourism sector is currently facing a hard time. To overcome the challenges faced by this pandemic, Maldives Marketing & Public Relations Corporation, MMPRC invited industry marketing professionals to a discussion forum to share ideas on overcoming this challenging situation. The invitation of this forum was sent to all registered members of MMPRC along with tourism associations. A total of 28 participants from 16 companies including associations who attended this forum. Tongcheng-elong, one of the leading OTA in Chinese market,
24	Elong "destination wish list" online voting campaign	24 April 2020	with international air ticket booking service covering 1.1 million international routes, and online reservation services launched an online voting campaign where users shall vote for the destinations they want to travel the best after the outbreak. The images and brief intro of destinations were presented to users, considering the large engagement of the platform, of which the exposure would be valuable. A 10 images for the usage of campaign were selected to be with a landmark or of experiences tourists can experience in the Maldives.
25	Joint Promotions with SQ - Online advertorial Australia Joint Promotions with SQ- 4-page advertorial in Departures Pacific Q1	27 April - 31 May 2020	Singapore airline is the world's most awarded airline, and we're both proud and humbled that customers and industry alike have recognized our commitment to service excellence. In the Australian marketing one of the proposed was an advertorial. Due to COVID-19 impact, their Departures magazine promoted the promotion activity. The total of 6 weeks was offered for the inconvenience. Online advertorial went live from 27 April - 31 May and has reported site visits at 121 between 01 March - 31 May, 2020. Titled 'Dream away' talks about how Singapore airlines will tell their passengers to 'island eden like no other' with colorful pictures and write ups of all the different segments of the Maldives.







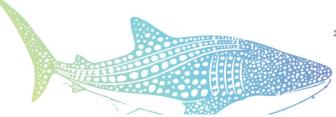
26	Webinar session	27 April 2020	Maldives Marketing & Public Relations Corporation (MMPRC) in
	to Maldives		association with Pacific Asia Travel Association (PATA) and
	tourism industry		world's largest travel platform Tripadvisor, hosted a webinar
	in association		session on the 27th of April. The webinar titled "React,
	with PATA and		Rethink, Recover: Destination Management Solutions to the
	TripAdvisor		COVID-19 Crisis" had more than 300 Maldives tourism
			marketeers participants.
27	Africa Travel	04 May 2020	Free activity due to covid .
	Week Connect		Africa Travel Week (ATW) focuses on inbound and outbound
			markets for general leisure tourism, luxury travel, and the
			MICE/business travel sector. An article was published about the
			Maldives and its latest travel updates, activities and a Q&A
			video of the MD.
28	Webinar with	06 May 2020	Easy Market SPA, part of hotelbeds* is one of the first Italian
	Easy Market in		companies leading the travel Industry. Over 100 travel agents
	Italy		were trained on the destination which covered main
			information, contacts, activities and USPs.
29	KSA Group	12 May 2020	A destination training was carried out for Seera Group, the
	Destination		parent company of Al-Mosafer in Saudi Arabia. Over 85 people
	Training		attended this training which mainly focused on how they can
	5		sell the destination post covid-19.
31	Campaign with	14 May - 7 June	Ads were displayed on FOC basis on the website of Kayak, one
	Kayak (Indian	2020	of the leading travel agents in India. This is aligned with the
	Travel Agency)		'Visit Maldives Later' campaign.
32	Webinars with	14 May 2020	Several destination training sessions were held for the Indian
	Travel Trade in		travel trade focusing on promoting the Maldives and answering
	India		destination FAQs during the lockdown. This has reached over
			302 pax from Tour Operators and Travel Agents in India such as
			Ease My Trip, SOTC Travel Ltd, Travel Triangle and Vacations
			Exotica.
33	Webinar with	15 May 2020	An online training carried out to train Sporting Vacanze Travel
	Sporting Vacanze		Agents about Maldives as a tourist destination. It was led by Mr.
	in Italy		Andrea Vannucci, CEO of Sporting Vacanze. 50 agents were
			trained via the zoom platform and the FB live event.
34	Webinar to	20 May 2020	An integrated digital training program to train Chinese Travel
	educate Chinese		operators and travel agents efficiently, connect with Chinese
	travel trade		travel trade and build up databases and promote the Maldives'
			brand.
35	Sina Travel "do	21 May 2020	The campaign was done to encourage Sina users to vote for
	not spring" weibo	21 may 2020	destinations that they want to visit after the pandemic
	joint campaign		situation. Also this campaign was used to promote Maldives as
1	,		
			a desirable destination for Chinese travelers post Covid19.







36	Webinar with	22 May 2020	Welcome Travel Group is a company that manages the Alpitour
	Travel Network in		Word and Costa travel agencies network, the most important
	Italy		Italian affiliated company in the travel industry. An online training with Welcome Travel Network to present Maldives to
			Italian consumers through a private platform.
37	Inside Flyer	25 May - 30	FOC opportunity
	· · · ·	June 2020	
			InsideFlyer, an online German travel magazine, published 3 complimentary articles for short hotel presentations with the remaining 8 articles to be published in the coming weeks till 30 June 2020. It has a reach of 194,000 monthly readers.
38	Travel Trade	June 2020	Travel Trade Journal (TTJ) is one of the leading Travel Trade
	Journal		Publications in India and is frequently read by opinion leaders
			and key stakeholders from the Travel and Hospitality sector. A
			complimentary advertisement was placed in their June issue.
			Has a readership of 180,000.
39	Visit Maldives	8th June 2020	Social Media Marketing for the SunwillShunie againn Facebook
	Soon Video		live campaign. This video shows that Maldives is safe for travel
			and its beautiful scenery to entice travellers.
40	Integrated webinar session	20th May to 16th Oct 2020)	Integrated travel trade information webinar session joint with China PR. and other travel trade companies.
	for China travel	10th Oct 2020)	china r k. and other travet trade companies.
	trade		
41	Webinar with	08th June 2020	Webinar with leading Italian market travel agency as a part of
	SeTiPiaceViaggiar		promoting and engaging awareness about the situation of
	e Travel Agency		Maldives travel.
42	Webinar with	25th June 2020	Social Media & Digital Marketing, done with NAAR tour operator
	NAAR Tour		in Italy.
	Operator in Italy		
43	RADIO Frankfurt	June - Aug 2020	FOC opportunity
			Germany, Switzerland, Austria Radio promotion to promote
			Maldives and tourism destination.
44	FOC- Radio ad	29th June 2020	Indian Radio promotion with jingles and attracting songs about
			Maldives and its beauty as a part of promoting Maldives as a destination in India.
			1. Radio Mirchi _ Delhi Market
			2. Fever FM _ Delhi & Mumbai
			3. Radio Nasha _ Delhi & Mumbai
			4. Radio One _ Delhi * Mumbai

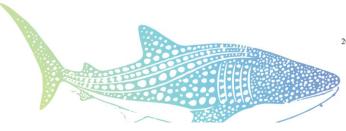






MALDIVES MARKETING & PR CORPORATION State Owned Corporation

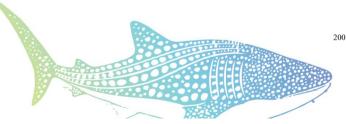
			5. { MY FM _ RJ integrated Cuts } Location _ Chandigarh & Ahmedabad	
	Trade Exhibitions / Fairs			
#	Name of the Fair	Dates & Place	Details	
1	SATTE	8th - 10th January 2020 India Expo Mart	To promote the Maldives within the Indian market, MMPRC participated in the South Asia Travel & Tourism Expo (SATTE), one of the leading B2B fairs in the region, with 19 companies and 28 representatives from the industry.	
2	МАТКА	16th - 19th Jan 2020 Helsinki Expo and Convention Centre	To promote the Maldives and increase exposure to the destination, MMPRC participated in the largest travel fair in Northern Europe - MATKA, with 07 companies and 11 representatives from the industry.	
3	FITUR	22nd - 26th Jan 2020 Feria de Madrid	To increase the exposure of the destination and to promote the Maldives in Spain, MMPRC participated in the leading trade fair for inbound & outbound markets in Latin America - FITUR, with 25 companies and 43 representatives from the industry.	
4	FESPO	30th Jan - 2nd Feb 2020 Messe Zurich	To promote the Maldives as a travel destination within the Switzerland market, MMPRC participated in FESPO, the largest holiday and travel exhibition in Switzerland for consumers along with 9 companies and 12 representatives from the industry.	
5	BLTM	31st Jan - 1st Feb 2020 Leela Ambience Convention Hotel	To promote the Maldives as a MICE destination within the India market, MMPRC joined an exclusive two-day travel mart focused on niche segments - BLMT, with 6 companies and 9 representatives from the industry, winning the award for 'The Best Decorated Stand' at BLTM 2020.	
6	BRIDE SHOW	5th - 8th Feb 2020 Dubai World Trade Center	To promote the Maldives as a prime wedding destination in the Middle-East, MMPRC participated in the largest and most diverse consumer market of brides-to-be and fashion-conscious women in the region - Bride Dubai, with 3 companies and 5 representatives from the industry, winning the award for awarded 'The Most Beautiful Stand' at Bride Dubai 2020.	
7	BIT	9th - 11th Feb 2020 Viale Lodovico Scarampo	To promote the Maldives in the Italian region, MMPRC participated in BIT held in Milan with 11 companies and 23 representatives from the industry.	
8	ATM Virtual Event	1 - 3 June 2020 ATM Virtual platform	Hosted by the organizers of Arabian Travel Market (ATM), MMPRC and several participants from the tourism industry took part in live webinars and met with several travel professionals over the course of the three days.	







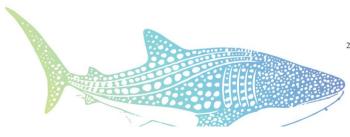
9	Participation in PATA 'Dream ro	22 June - 17 July 2020	PATA Dream to travel destination virtual fair with APAC.
	Travel' Festival		
10	PATA 'Dream to Travel Festival' - Rediscover Maldives online pub quiz	26th June 2020	Online pub quiz done as a part of PATA dream to travel Festival Rediscover Maldives.
			Roadshows
#	Name of the Roadshow	Dates & Place	Details
1	-	-	-
	•		FAM Trips
#	Name	Dates & Place	Details
1	Joint Promotion with AirAsia - Malaysia Video Shoot	7th - 10th January 2020	To promote the Maldives via the AirAsia Campaign, a production team travelled to Hurawalhi and UI Hotels for content creation.
2	South Africa Media FAM Trip	2nd - 7th FEB 2020	The purpose of this trip is to promote the destination, highlighting unique offers available in the tourism industry and experiencing the culture of Maldives. They were hosted by Meeru Island Resort & Spa, Adaaran Club Rannalhi, Adaaran Club Meedhupparu.
3	Spain Media FAM Trip	15th - 20th Feb 2020	The purpose of this trip is to promote the destination, highlighting unique offers available in the tourism industry and experiencing the culture of Maldives. They were hosted by Secret Paradise, The Residence Maldives & Finolhu Maldives.
4	France Media FAM Trip	17th - 22nd Feb 2020	Theme "Nature Chic" luxury meets nature. The travelling team was hosted by Pullman Maldives Maamutaa, Dhigali & Faarufushi.
5	Joint Promotion with AirAsia - Thailand Video Shoot	18th - 21st Feb 2020	To promote the Maldives via the AirAsia Campaign, a production team travelled to Saii Lagoon and Kuramathi for content creation.
6	Middle East FAM Trip	23rd - 27th Feb 2020	To highlight the unique offers available in Maldives alongside with the luxurious side of Maldives. They were hosted in Emerald Resort & Spa, The Westin Maldives & Grand Park Kodhipparu Maldives.







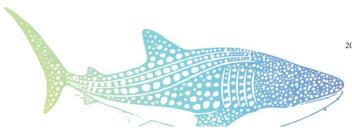
	Others			
#	Campaign Name	Dates/Duration	Details	
1	BBC Travel Show	February 2020	Provided support for the team from BBC Travel Show in relation to business visa, filming permit and green tax to ensure that the documentary about the Maldivian sustainability and seagrass campaigns would be completed and in-turn, showcased to their global audience 92 million people in total.	
2	David Lau's Exhibition	17 - 19 February 2020	David Lau displayed the pictures he took during his trip to the Maldives in a FAM Trip to promote the Maldives in Thailand, ensuring that all visitors to the Siam Paragon Mall in Bangkok got to observe the pictures of the Maldives.	
3	AIME	17th - 19th Feb 2020	To promote the Maldives within the Asian-Pacific regions, on- behalf of MMPRC, (Australia PR) AW Associates participated in the leading trade event for the meetings and event industry in the Asia-Pacific region, AIME 2020.	
4	UNITE Indian Ocean & Middle East	2nd March 2020	To meet with industry partners and discuss ways of working together to promote the Maldives to the UK, on behalf of MMPRC (GEC PR) participated in the UNITE Indian Ocean & Middle East event.	
5	HaaToSeenu	14th Jan - 23rd June 2020	HaaToSeenu is a production showcasing the representation of local islands to future tourists. This video blog features the unique experiences of each inhabited island of Maldives and also the Maldivian Island life as an experience. In season one there will be 41 episodes (Haa Alif, Haa Dhaalu & Shaviyani only).	
6	Advertising with TTG Magazine	4th - 6th March 2020	These were insertions to be placed in accordance with ITB Berlin to increase the exposure of the destination during and after.	
7	Stories of Maldives		The main aim of this campaign is to convey untold as well as popular cultural stories of the Maldivians to the public. The partners are responsible for creating 09 live-action videos of the specific cultural/mythical stories assigned by MMPRC.	
8	'Maldives: The Sun Will Shine Again' - FB Live Event	08 June 2020	A Facebook Live event was carried out to a global audience together with the tourism industry and well-wishers around the world with the aim of welcoming visitors once again when the borders reopen. This event was hosted by MMPRC in association with the Ministry of Tourism, Public Service Media (PSM), Orca Media Group and Mondhu Productions.	







		Digital marketing platforms of visitmaldives
#	Social Media Platforms	Details
1	Facebook	The Facebook page of Visit Maldives received 10,466,838 impressions within the quarter, as of April 9, 2020. A total number of 131 posts were published on the page, with 231,742 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 4,715 within the period, of which over 86% is organic. With this, the total number of likes on the page has reached 659,599. One paid campaign was run which included 8 ads run over a time frame of 5 days. In addition to this, a paid partnership was run with Singapore Airlines via our ad accounts during the quarter.
		The Facebook page of Visit Maldives received 5,918,912 impressions within the 2nd quarter of the year as of 30th June 2020. A total number of 118 posts were published, with 291,113 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 11,063 within the period, of which 98.44% was organic. With this, the total number of likes on the page has reached 667,906. Two paid campaigns were run during this period, which was 'Visit Maldives later' and 'Maldives, The Sun Will Shine Again' over a 2 weeks period.
2	Twitter	The Twitter account of Visit Maldives received 1,023,893 impressions from January 1, 2020 to April 9, 2020. A total number of 126 posts were published on the page, with 64,863 impressions recorded. This includes likes, retweets, replies, etc. The audience has a net follower growth of 2,576 within the period, which is entirely organic. The account has a total of 44,022 as of April 9, 2020. The Twitter account of Visit Maldives received 954,762 impressions from 1st April 2020 to 30th June, 2020. A total number of 112 posts were published on the page. The audience has a net follower growth of 293 within the period, which is entirely organic. The account has a total of 46,632 followers up to the date.
3	Instagram	Being one of our most active audiences, the Instagram account of Visit Maldives has received 9,901,573 impressions within the data period. 77 post were published and 265,706 engagements were recorded, which accounts for the likes and comments received on the posts. With an impressive net follower growth of 12,993 of which over 98% is organic, we now have a total follower count of 258,549. Although no paid campaigns were directly run on Instagram, it was one of the main placement channels for the paid campaign run on Facebook. The Instagram account of Visit Maldives received 4,857,926 impressions within the quarter as of 30th June 2020. During this period a total number of 148 posts were published while 72,052 engagements were recorded including likes and comments. However, it is recorded that we gained 11,255 net followers which we have a total of 258,143 audiences. All the Facebook ads were placed directly on Instagram with the 'Visit Maldives later' campaign carried out directly on the platform.





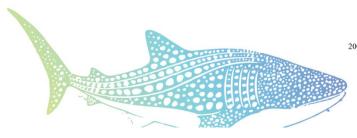


Website	Live camera
	downloadable virtual backgrounds for desktop
	downloadable virtual backgrounds for phone wallpaper
	downloadable virtual backgrounds for zoom platform
	360 videos
	additional experiences
	monitoring and improvement work of overall website
	Website

Due to the impact of the COVID-19 pandemic, overall marketing activities were re-evaluated and a crisis plan put in place. Fairs and exhibitions which are a main component of the initial plan were kept on schedule but most of them during the 1st and 2nd quarter were cancelled by the organisers. These include ITB, Berlin and MITT, Moscow Fairs cancelled by the organizers and other fairs such as WTM Africa, Riyadh travel fair, ATM Dubai being postponed. Russia and CIS Roadshow organized by MMPRC for March and the launch event of Maldives Year in Russia was also indefinitely postponed along with many other activities.

In the 2nd quarter, these include WTM Africa, ITB India, Arabian Travel Market and ITB China. The Visit Maldives evening in India organized by MMPRC to coincide with ITB India was also indefinitely postponed along with many other activities and major campaigns planned to be launched during the period.

- Partnership with any other suppliers
- Diversification







4. Board Activities

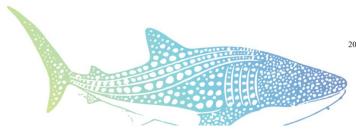
Designation	Board meeting	Audit committee	Risk Commit tee	Remune ration Commit tee	Compliance Committee
Managing Director	4/5	0/0	0/0	0/0	0/0
NED	1/5	0/0	0/0	0/0	0/0
NED	3/5	0/2	0/0	0/0	0/0
NED	5/5	2/2	0/0	0/0	0/0
NED	3/5	0/0	0/0	0/0	0/0
NED	5/5	2/2	0/0	0/0	0/0
	Managing Director NED NED NED NED NED	DesignationmeetingManaging Director4/5NED1/5NED3/5NED5/5NED3/5	DesignationmeetingcommitteeManaging Director4/50/0NED1/50/0NED3/50/2NED5/52/2NED3/50/0	DesignationBoard meetingAudit committeeCommit teeManaging Director4/50/00/0NED1/50/00/0NED3/50/20/0NED5/52/20/0NED3/50/00/0	DesignationBoard meetingAudit committeeRisk Commit teeration Commit teeManaging Director4/50/00/00/0NED1/50/00/00/0NED3/50/20/00/0NED5/52/20/00/0NED3/50/00/00/0

Note:

* MMPRC does not have a Risk Committee, Remuneration Committee or Compliance Committee.

* Board Member Mr. Ahmed Karam resigned on 10th January 2020.

Meeting	Number of Meeting
Board meeting	5
Audit committee	2
Risk Committee	-
Remuneration Committee	-
Compliance Committee	-



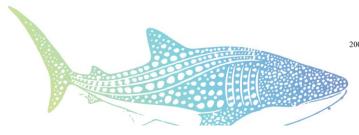






5. Ongoing project details

#	Project Name	Project commencement date	Project completion date	Project value	Completed value	Project completion %
1	Public Relations Firm: Malaysia	7th January 2020	6th January 2022	USD 2,800/ month	USD 2,800/ month	58%
2	Public Relations Firm: Japan	1st February 2020	31st January 2022	USD 4,000/ month	USD 4,000/ month	50%
3	Public Relations Firm: Italy	6th February 2020	5th February 2021	USD 4,250/ month	USD 4,250/ month	50%
4	Dubai Bride Fair Stand Construction for the year 2020	20th January 2020	8th February 2020	USD 41,850.00	USD 41,850.00	100%
5	ITB Berlin Stand Construction for3 years (2020- 2022)	20th January 2020	Mar-22	USD 780,000.00 for three years	USD 780,000.00 for three years	ITB Berlin 2020 cancelled
6	New Godown Renting	27th January 2020	26th January 2025	MVR 30,000.00 (for the first 2 years) MVR 35,000.00 (for the last three years)	MVR 30,000.00 (for the first 2 years) MVR 35,000.00 (for the last three years)	50%
7	ITB Berlin 2020 Hostess Service	30th January 2020	8th March 2020	USD 9,163.00	USD 9,163.00	ITB Berlin 2020 cancelled
8	Images and Video Shoot - Option 1 (Eid festivities in Maldives)	4th February 2020	3rd September 2020	MVR 128,375.54	MVR 128,375.54	postponed
9	Images and Video Shoot - Option 2 (Unique Locations in Maldives)	4th February 2020	9th May 2020	MVR 252,740.00	MVR 252,740.00	100%
10	Images and Video Shoot - Option 3 (Resort / Guest house in Maldives)	4th February 2020	3rd March 2020	MVR 232,000.00	MVR 232,000.00	postponed
11	Images and Video Shoot - Option 4 (Liveaboard Experiences in Maldives)	4th February 2020	3rd March 2020	MVR 236,295.00	MVR 236,295.00	postponed
12	ITB Berlin 2020 - Maldivian Night	6th February 2020	4th March 2020	USD 101,728.00	USD 101,728.00	ITB Berlin 2020 cancelled
13	Riyad Travel Fair- Stand construction	7th February 2020	28th March 2020	USD 23,100.00	USD 23,100.00	Riyad Travel Fair 2020 postponed
14	WTM Africa, Cape Town, South Africa 2020	20th February 2020	8th April 2020	USD 49,500.00	USD 49,500.00	WTM Africa 2020 postponed
15	Nordic FAM Trip	20th January 2020	Proposed period: 25th January to 30th January	USD 2,500.00	USD 2,500.00	postponed
16	Belgium Fam Trip	23rd February 2020	Proposed period: June 2020	USD 2,900.00	USD 2,900.00	postponed
17	Netherland Fam Trip	24th February 2020	Proposed period: July 2020	USD 2,500.00	USD 2,500.00	postponed
18	Turkey Fam Trip	24th February 2020	proposed period: 20th to 26th April	USD 2,500.00	USD 2,500.00	postponed
19	Video Production company for 1 year period	20th April 2020	19th April 2021	MVR 19,080/monthly	MVR 19,080.00/monthly	17%
20	Public Relations Firm: Australia	2nd June 2020	1st June 2021	USD 3,450/ month	USD 3,450/ month	8%





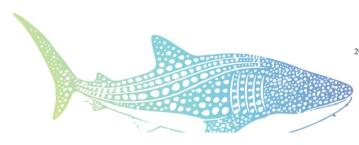


6. Financial Statement

MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) STATEMENT OF COMPREHENSIVE INCOME

FOR THE QUARTER ENDED 30TH JUNE 2020	Note	Apr - Jun MVR	Jan - Mar MVR
Revenue	5	448,896	40,816,503
Cost of Revenue	6	(9,622,438)	(41,135,165)
Gross Profit		(9,173,542)	(318,662)
Administrative Expenses	7	(3,496,819)	(6,522,149)
Other Gain/(losses)	8	(338)	(66,341)
Profit/(Loss) before Tax		(12,670,699)	(6,907,152)
Tax Expense			
(Loss)/ Profit for the Year		(12,670,699)	(6,907,152)

Figures in brackets indicate deductions.







MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) STATEMENT OF FINANCIAL POSITION

AS AT 30TH JUNE 2020	Note	Apr - Jun MVR	Jan - Mar MVR
ASSETS			
Non-Current Assets			
Property, Plant and Equipment	8	1,539,629	1,659,557
Work-in-Progress	8	-	-
Intangible Asset	9	-	-
Deferred tax asset		2,821	2,821
Total Non-Current Assets		1,542,450	1,662,378
Current Assets			
Trade and Other Receivables	10	1,528,971,286	1,537,313,285
Receivable for Shares		10,000,000	10,000,000
Cash and Cash Equivalents	11	132,111,638	139,158,977
Total Current Assets		1,671,082,924	1,686,472,262
Total Assets		1,672,625,374	1,688,134,640
EQUITY AND LIABILITIES			
Equity			
Share Capital		164,200,000	164,200,000
Retained Earnings		(114,080,486)	(101,409,787)
Total Equity		50,119,514	62,790,213
Current Liabilities			
Trade and Other Payables	12	1,622,505,863	1,625,344,427
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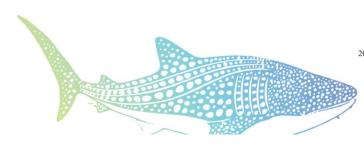


Total Current Liabilities	1,622,505,863	1,625,344,427
Total Liabilities	1,622,505,863	1,625,344,427
Total Equity and Liabilities	1,672,625,377	1,688,134,640

MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) STATEMENT OF CHANGES IN EQUITY

FOR THE QUARTER ENDED 30TH JUNE 2020

	Share Capital	Retained Earnings	Total
	MVR	MVR	MVR
As at 1st January 2020	164,200,000	(94,502,635)	69,697,365
Profit for the Quarter / increase in share capital		(6,907,152)	(6,907,152)
As at 31st March 2020	164,200,000	(101,409,787)	62,790,213
Profit for the Quarter		(12,670,699)	(12,670,699)
As at 30th June 2020	164,200,000	(114,080,486)	50,119,514







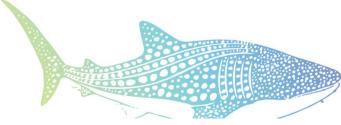
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MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) STATEMENT OF CASH FLOWS

FOR THE QUARTER ENDED 30TH JUNE 2020	Note	Apr - Jun MVR	Jan - Mar MVR
Cash Flows from Operating Activities			
(Loss)/ Profit before tax		(12,670,699)	(6,907,152)
Adjustment for:			
Depreciation	8	119,928	119,928
Amortization of Intangible Assets	9		
Operating Profit before working capital changes		(12,550,771)	(6,787,224)
Working capital changes			
Change in Trade and Other Receivables		8,341,999	6,357,413
Change in Trade and Other Payables Changes in Retained Earnings for previous Quarter adjustment		(2,838,564)	(10,306,249)
Cash Generated from Operations		(7,047,336)	(10,735,028)
Interest Paid			
Tax Adjustment			
Net Cash from Operating Activities		(7,047,336)	(10,735,028)
Cash Flows from Investing Activities Purchase and Construction of Property, Plant and Equipment		-	(69,614)
WIP Proceeds from Disposal of Property, Plant and Equipment			
Net Cash Used in Investing Activities			(69,614)

Cash Flows from Financing Activities

Issued share capital during the year



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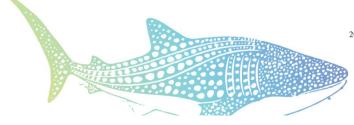
Net Cash Used in Financing Activities		
Net Increase / (Decrease) in Cash and Cash Equivalents Cash and Cash Equivalents at Beginning of the	(7,047,336)	(10,804,642)
Year	139,158,977	149,963,619
Cash and Cash Equivalents at End of the Year	132,111,641	139,158,977

Figures in brackets indicate deductions.

MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE QUARTER ENDED 30TH JUNE 2020

		Ref.	Apr - Jun MVR	Jan - Mar MVR
5	REVENUE			
	Government Contributions		-	38,550,000
	Income	5.1	448,896	2,266,503
		_	448,896	40,816,503
F 4	NCONE	_		
5.1	INCOME			
	Advertising		-	250,470
	Fair Participation Fee		-	-
	Fair Participation Fee - Members Participation		-	1,193,974
	Membership Fee		448,896	822,059
	Consultation Fee		-	-
	Other Income		-	-
	Integrated Resort Development		-	
	Environmental Impact Assessment		-	<u>-</u>



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	Total	_	448,896	2,266,503
6	COST OF REVENUE			
	Government Contributions		-	-
	Promotional Costs	6.1	9,622,438	41,135,165
	Lease Transfer Cost		-	-
	Investment Cost			-
	Resort Development Cost		-	-
		_	9,622,438	41,135,165
6.1	PROMOTIONAL COSTS			
	Advertising		245,101	11,599,939
	PR & FAM Trip		1,571,337	2,547,084
	Promotional Fairs		7,581,249	19,610,820
	Promotional Events		693,928	3,241,422
	Road Show		(469,177)	919,921
	Promotional Material		-	3,215,979
	Other Fair Expenses		-	-
	Environmental Impact Assessment		-	-
			9,622,438	41,135,165

FOR THE QUARTER ENDED 30TH JUNE 2020

(CONTINUED)

7 Administration and Establishment	Apr - June . MVR
Bank Charges	42,498
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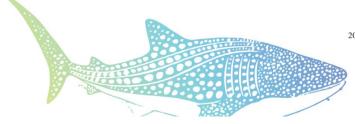


299,447

Jan - Mar MVR



Directors Remuneration		94,500	115,500
Fine		, -	, -
Other Expenses		-	-
Travelling Expenses		-	-
Printing and Stationaries		4,085	24,792
Meals and Entertainment		, -	-
Cleaning Expenses		5,660	23,042
Repairs and Maintenance Cost		-	31,477
Professional Fee		-	, _
Insurance		-	-
License and Permits		326,280	294,700
Telephone Expenses		-	1,991
Internet Expenses		105,084	744,024
Electric Charges		10,910	44,100
Water Charges		283	5,205
Rent		750,860	682,860
Depreciation		119,927	119,927
Subscription fees			122,496
Salary and Other Benefits	7.1	2,032,106	2,161,033
Miscellaneous expenses			19,543
Office Renovation			107,101
Office Stationaries Cost			103,060
Staff Training Cost		-	14,993
Tax Expense (GST)		-	-
Sponsorships Cost		4,626	648,867
Workshops & Seminars Cost		-	-

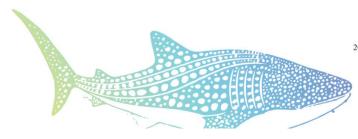






Consultancy Cost

		-	-
	Loan Interest	-	957,991
	SEZM Expenses	-	-
	Impairment of Trade Receivable	<u>-</u>	-
	Thumburi Project Expense	<u>-</u>	-
		3,496,819	6,522,149
7.1	Salary and Other Benefits		
	Salaries and Wages	1,078,388	1,081,597
	Staff Allowance	877,409	1,003,714
	Pension Cost	76,309	75,722
		2,032,106	2,161,033
8	Other Gains/(losses)		
	Exchange Gain/(loss)	338	66,341
	Gain/(Loss) on Disposal		-
		338	66,341





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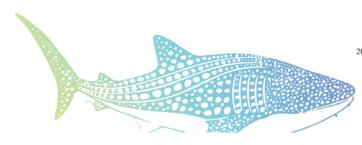


MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE QUARTER ENDED 30TH JUNE 2020

8 PROPERTY, PLANT AND EQUIPMENT

	Furniture & Fittings	Office Equipment	Total
	MVR	MVR	MVR
Cost			
As at 1st April 2020	1,362,908	2,423,433	3,786,341
Additions during the Year	-	-	-
Disposal during the year		<u> </u>	<u> </u>
As at 30th June 2020	1,362,908	2,423,433	3,786,341
Accumulated Depreciation			
As at 1st April 2020	242,829	1,883,955	2,126,784
Charge for the Year	31,637	88,291	119,928
As at 30th June 2020	274,466	1,972,246	2,246,712
Net Carrying Value			
As at 30th June 2020	1,088,442	451,187	1,539,629
As at 31st March 2020	1,120,079	539,478	1,659,557







MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE QUARTER ENDED 30TH JUNE 2020

9	INTANGIBLE ASSET -Computer Software	Apr - Jun MVR	Jan - Mar MVR
	Cost		
	Balance as at the 1st April	16,962	16,962
	Additions during the year	-	-
	Disposal during the year		-
	As at 30th June	16,962	16,962
	Accumulated Amortization		
	Balance as at the 1st April	16,962	16,962
	Amortized during the year	-	-
	Disposal during the year		-
	As at 30th June	16,962	16,962
	Net Carrying Value		
	As at 30th June		-

10 TRADE AND OTHER RECEIVABLES

Accounts Receivable	5,259,960	5,990,590
Other Receivable	2,493,913	2,493,913
Acquisition Cost Receivable	1,354,801,755	1,354,801,755
Fixed Term Cash lend	157,253,546	157,253,546
Prepayments and deposits	2,289,270	9,900,639
Related Party- Ministry of Tourism	5,202,555	5,202,555



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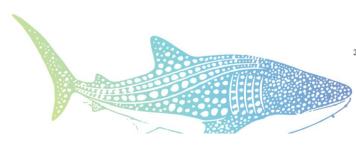


	Business Profit Tax Receivable	1,670,287	1,670,287
		1,528,971,286	1,537,313,285
11	CASH AND CASH EQUIVALENT		
	Cash at bank	131,839,511	138,886,850
	Cash in hand	272,127	272,127
		132,111,638	139,158,977

MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION LIMITED (INCORPORATED IN THE REPUBLIC OF MALDIVES) NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE QUARTER ENDED 30TH JUNE 2020

		Apr - Jun	Jan - Mar
		MVR	MVR
12	TRADE AND OTHER PAYABLES		
	Trade payables	13,278,055	14,392,846
	Fixed Term Cash Borrowing	84,129,011	84,129,011
	Other payables	7,320,107	7,320,107
	Accrued expenses	(1,182,931)	(655,576)
	Acquisition Costs Payable	1,512,856,200	1,512,856,200
	Advance from customer	6,359,183	7,497,352
	GST payables	(253,762)	(195,513)
		1,622,505,863	1,625,344,427



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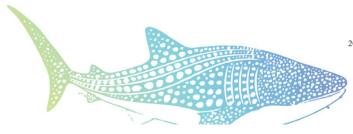
7. Segmental performance (Not Applicable)

Quarter	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
Revenue						
Operating profit						
Finance income						
Profit/(loss) before tax						
Business profit tax						
Profit/(loss) after tax						

17 July 2020



Thoyyib Mohamed Managing Director



كې لوے گر فوجرد برین کړهو تو موکن میکون کوکې توکنیک کوکون میکو ټيځېرگه | فرکنه ترڅو بوکو | تلخه مړند ټرڅر خرق | څخو | موفر ترڅونځ | 20057 ټومی هو کوکه (660) 32 3228 | قو(960) 32 3228 (660) 58 نومی هو ځو کوکې کوکوکو (C-0509/2011

