

Maldives Marketing & PR Corporation Quarterly Report (July-Sep 2021)

1. Financial Highlights

Details	Amount	Percentage
Revenue	30,429,632	-
Operating Profit	1,281,100	-
Earnings per Share	3.71	-
Net Profit/loss	370,514	-

2. Operational Highlights

❖ Major achievement

Award Title	Awarded By	Date
Best Island Destination Asia Pacific	Travel Weekly Asia-2020 Reader's choice Awards	22nd Jan 2021
Best Island Presentation	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
Bright Exhibiting Award	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
The Seven Star Destination	Seven Star Luxury Hospitality and Lifestyle Awards	31st May 2021
Best Luxury Destination of the Year	The Connoisseur Circle Hospitality Awards	29th June 2021
Best Decoration Award	Travel & Travel Fair (TTF)	01st October 2021
Best Island Destination in the event	Ukraine International Travel Market	06th October 2021

Page 1 of 58



Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011






 @visitmaldives

- ❖ **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 before and during the COVID-19 situation, the visibility of the Maldives as a destination continues to be prominent within the top markets.

3. Market Highlights

- ❖ **Launching of new products**

- Maldives Halal Travel (MHT) and its platform of products including Maldives Halal Travel Magazine has been launched at Arabian Travel Market 2021 on the 16 th of May 2021 in Dubai. Maldives Halal Travel was launched by Thoyyib Mohamed, Managing Director of Maldives Marketing & Public Relations Corporation- Visit Maldives.
- As part of the 'I'm Vaccinated campaign, Visit Maldives launches a microsite giving the most up to date information about the vaccination process within the tourism industry. The website can be accessed at <https://vaccinated.visitmaldives.com/>
- As part of the international art competition 'Thasveeru' Maldives Through Art , a special microsite was created for the submission of the artworks by local and international artists. The website can be accessed at <https://thasveeru.visitmaldives.com>

- ❖ **Advertising and promotion**

- To promote Maldives as a tourist destination, 97 promotional marketing campaigns, 45 Fairs and Virtual Events, 09 Roadshows and 25 FAM Trips were executed until the 3rd Quarter of 2021.

Marketing Campaigns			
#	Campaign Name	Duration	Details
01	Campaign with Profi + Travel - Russia	September 2020 - January 2021	To encourage tour operators in Russia and CIS Region to further increase bookings to the Maldives, Profi + Travel was 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 were trained in this platform for a duration of 5 months. This campaign started in February 2020 and was put on hold due to Covid-19.

Page 2 of 58



Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

[in](#) [f](#) [v](#) [t](#) [g](#) @visitmaldives

			At the end of the course, participants who successfully proved their knowledge were awarded a certificate. They were also part of a loyalty programme in which the tour operators with the highest number of bookings were awarded holidays sponsored by Furaveri Maldives, Paradise Island Resort, and Grand Park Kodhipparu Maldives .
02	Global campaign with Skyscanner	26th October 2020 - 26th January 2021	Skyscanner is the leading global travel marketplace , to promote Maldives as one of the most preferred and safest destinations in the world for tourists. This three-month campaign aimed to target Italy, UK and Russia markets, with an estimated impression of 50 million. Under this campaign, a page was dedicated to Visit Maldives on Skyscanner platforms showcasing different experiences. Destination promotion ads were displayed in various placements throughout Skyscanner's platforms. This was included in Skyscanner's homepage and the most prominent positions on flight search results views. The ads also displayed messaging in Italian, English and Russian languages for easy accessibility.
03	WeChat Travel Trade Information Portal - China	30th November 2020 - 30th November 2021	Visit Maldives launched the China Travel Trade information portal on WeChat. This portal is a mini program available on WeChat. Through this portal, direct communication with the Chinese travel trade will be maintained and up to date information regarding travel to Maldives is provided.
04	Digital Campaign with Qatar Airways - UK	01st December 2020 - 30th January 2021	To promote Maldives as a preferred long-haul destination for UK travellers through their database, a dedicated landing page for Maldives was created under this campaign. The campaign was focused on promoting Maldives as one of the safest holiday destinations due to the unique geographical formation of the islands. Furthermore, products and experiences unique to Maldives were highlighted on the landing page and through their social media handles.
05	Kurier - Germany, Switzerland and Austria (Under Global Media Campaign)	28th December 2020 - 15th January 2021	Kurier is a German language daily newspaper based in Vienna, Austria. Component included content ads for 3 weeks Messaging: Safety standards, for your comfort, here in the Maldives
06	Travel Trade Journal (TTJ) - Interview opportunity - India	01st - 31st January 2021	FOC interview opportunity of Managing Director provided by Travel Trade Journal (TTJ). Established in 2010, TTJ is a monthly updated publication devoted to strategic and policy issues in the travel and tourism sector covering all news and views related to agents, national and international tourism boards, hotel

Page 3 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

in f y t i @visitmaldives

			industry, transportation, government policies and civil aviation sector in the country with a circulation of 40,000 and readership of 180,000.
07	WeChat & Weibo Campaign - China PR	01st January - 31st December 2021	Campaign with (Chinese PR) Travel Link Marketing Ltd to carry out social media promotions of Maldives on WeChat and Weibo focuses on various segments of Maldives. The main objective is to boost the presence of Maldives to a wider audience and create destination awareness.
08	France TV Ad (FOC)	04th January 2021	This is a FOC opportunity. A 4-minute video named "Maldives: Back to paradise" was showcased on the France national TV. The video reached an audience of 5.5 million viewers. This video showcased the beauty of the atolls of the Maldives archipelago and promoted Maldives as a safe haven for travelers
09	Global campaign with Expedia	20th January - 20th June 2021	To promote Maldives as a safe destination and increase the conversion to booking, this campaign will highlight the safety and serenity of the destination. Market: Russia, Middle East, China & India
10	JMP with Thomas Cook - India	25th January - 25th April 2021	Thomas Cook is India's leading integrated travel services company. This campaign includes promoting Maldives through online ads on google, Facebook & Instagram, Email marketing, customer base of Thomas Cook, placing Maldives banner on Thomascook.in, pop up banners on the website, Maldives Banner Ad on Thomas Cook mobile app and posting social media posts on Thomas Cook Social Facebook + Instagram + Twitter in order to increase demand and bookings.
11	Interview opportunity with The Financial Times (FOC) - UK	26th January 2021	FOC interview opportunity of Managing Director provided by The Financial Times. Founded in 1888, The Financial Times newspaper is a daily published newspaper focusing on providing extensive finance and business news, commentaries and analysis. Financial Times is the only UK paper that provides a daily overview of the London Stock Exchange and world markets with a reach of 3,349,397
12	Trade training event with Beachcombers - UK	27th January - 15th February 2021	Beachcomber Tours is a UK based tour operator, specializing in luxury beach holidays. It is expanding its offering to other destinations, including the Maldives. Destination presentation was given on behalf of Visit Maldives by a UK PR representative in order to educate over 200 trade agents and beachcombers staff.

Page 4 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurfaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

13	JMP with MakeMyTrip - India	28th January - 28th April 2021	MakeMyTrip is India's largest online travel agency. The one-stop-shop travel platform offers hotel and airline deals to its 42+million customer-base. This campaign includes a static Banner on the MMT website promoting Maldives, email communication to a targeted base that has searched for Maldives for holiday, push Communication to a targeted base that has searched for international flight in last 10 month, targeting SMS communication to the audience based on their search history and paid promotions on FB and Instagram to promote stay at Maldives.
14	Global campaign with TripAdvisor - USA, Europe & APAC	29th January - 30th September 2021	To promote Maldives as a safe destination and provide authentic & relevant recommendations on where to stay in Maldives, amplification (Ads targeting to USA, Europe & APAC), promotion on TA social media, 6 articles and 2 trip guides. Market: USA, Europe & APAC.
15	VeryChic IG posts (FOC) - France	31st January 2021	VeryChic is a leader in e-travel in the France Market, with a strong brand and exceptional growth. In order to promote Maldives in one of the top high-end sales operators with a strong presence on social media, 6 FOC IG posts were posted on VeryChic IG and Visit Maldives IG in January 2021. This was a component of the December campaign in 2020.
16	Combined Marketing activity with Travelata, Sletat and Squizz	Jan 2021	To maintain destination presence and promote Maldives as a safe haven for travelers, Visit Maldives concluded a combined marketing campaign with Travelata, Sletat Russia, Squizz. This campaign concluded with outstanding success as the initiative updated over 300 travel agents with the latest destination news regarding the Maldives over a course of 3 webinars. Travelata created a special landing page with information regarding the Maldives and sent newsletters to over 412,329 users. Travelata's success is evidenced by the total of 6,133 packages sold through the platform during September and November 2020. Squizz Online Test was the last component of the combined marketing campaign for agents organized by Travelata and Sletat.Ru. The platform tested questions on new safety rules, destination overview, experiences and activities in the Maldives.
17	James Magazine (FOC) - Italy	1st - 28th February 2021	This was an FOC opportunity to showcase the Maldives for the luxury segment in James Magazine, an Italian luxury and high-end lifestyle magazine.
18	Greeting Video with Tuniu (FOC)- China	10th Feb 2021	A greeting message of MD giving Chinese market a positive message about the destination and travel was circulated Tuniu's

			marketing channels. This was under a festival video blessing promotion project arranged by Tuiniu.
19	MD interview opportunity with The Telegraph Newspaper	18th February 2021	FOC interview opportunity of Managing Director provided by The Telegraph Newspaper. The Telegraph Newspaper is a daily published newspaper in London by Telegraph Media Group and distributed across the United Kingdom and internationally. The interview opportunity was focused on Maldives tourism success story in the year 2020. The Telegraph Newspaper has over 24,886,000 monthly unique users.
20	New year greeting message by MD for Sohu (FOC) - China	Feb 2021	Sohu is a leading media network in China. It provides mainstream Chinese consumers with high quality content and services of seamless integration of Internet, mobile-end and video.
21	Media opportunity from World Tourism China(FOC) - MD	Feb 2021	World Tourism China is a Chinese magazine that focuses on providing and recommending novel, unique and mysterious attractions and routes for readers and tourists. An article regarding the local culture along with a greeting message of MD was circulated in the magazine.
22	Campaign with Association of Russian Tour Operators (ATOR) - Russia	04th March - June 2021	Visit Maldives commences a campaign with Association of Russian Tour Operators (ATOR) to educate Russian travel trade about the destination and promote Maldives as a 'safe haven' for Russian travelers. This campaign with ATOR will consist of a total of three online training program sessions to share updates about the destination and the four tourism products of Maldives; resorts, guesthouses, liveaboards, and hotels. A destination review and social media contest, and editorial features regarding Maldives will be published in ATOR news Bulletin under this campaign.
23	MD interview with Moji Maldives - Balkan	8th March 2021	An interview was carried out with Moji Maldivi, a PR firm based in Ljubljana, Slovenia, providing services in travel and recruitment to the Southeast Europe region, to give an update on the destination marketing efforts.
24	Campaign with Wego	10th March - 19th June 2021	From 10th March 2021 until 19th June 2021, Visit Maldives will collaborate marketing campaigns with the acclaimed travel marketplace Wego. WeGo is one of the largest travel market place throughout the Middle East, North Africa, India and Southeast Asia. The activity focuses on web and application marketing, retargeting on Wego platforms, Electronic Direct Mails, Articles, push notifications, social media posting and Search Engine Marketing.

25	Moya Planeta TV shoot - Russia	11th March - 31st May 2021	Visit Maldives collaborates with Moya Planeta, one of Russia's largest TV channels to shoot an episode focused on the Maldives. The aim of this TV show is to reach end-consumers who are constantly on the lookout for new destinations to travel to exhibit various experiences and activities that tourists can enjoy while holidaying in the Maldives. Kandima Maldives and Saii Lagoon Maldives hosted the crew in the Maldives from 11th March to 31st May.
26	National Geographic Photoshoot - Russia	18th - 29th March 2021	Visit Maldives invited a renowned photographer representing National Geographic Russia to showcase the destination through a physical photo exhibition to be held in Moscow and St. Petersburg, Russia during the summer. Diamonds Athuruga Beach and Water Villas, W Maldives, Plumeria Maldives, White Lagoon Fehendhoo and the liveaboard Scuba Spa will host the photographer during their 2 week stay in the Maldives. The photographer captured 50 photos from several experiences offered in the Maldives such as sunset cruises in a traditional dhoani, swimming with dolphins, shipwreck visits, water sports activities, and etc.
27	LSE brand presentations	26th March 2021	In order to further gain new perspectives and new ideas in marketing Maldives, Visit Maldives is collaborating with London School of Economics and Political Science. The students from London School of Economics and Political Science are given a chance to study about the Maldives brand and marketing strategy as part of their final year group project for their brand strategy course.
28	Native Digital Advertising Campaign - Germany	09th March - 8th May 2021	Digital native advertising campaign targeting the German market for 8 weeks. The Native Travel Ads are image-text ads which are natively integrated into the content and adapted to the layout of the respective website. These Native travel advertisements will be seen on over 50 travel websites and reach over 10 million unique users of leading tour operators such as FTI, Travelbook, Holiday check and Fluege.de to name a few.
29	Campaign with WeddingSutra - India	01st October 2020 - 31st March 2021	Campaign with India's number one wedding network, WeddingSutra.com. The aim of this campaign was to leverage on Indian honeymooners and create awareness about the intimate celebrations in Maldives among discerning to-be-weds and couples.
30	ampaign with Welcome Travel - Italy	31st March - 30th April 2021	Visit Maldives commenced a campaign with 'Welcome Travel' from to maintain destination presence and promote Maldives as one of the safest and most preferred choice of destination throughout the Italian market. Welcome Travel Group is part of the Alpitour Word and Costa Travel Agencies network, one of the most important Italian affiliated companies in the travel trade industry. Welcome Travel will conduct several B2B and B2C activities. Maldives will be showcased on a dedicated page in the

Page 7 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

			company's website Maldives will be highlighted on the daily newsletters.
31	Braut.de bridal digital advertisements - Germany	15th August 2020 - 31st August 2021	Braut.de is part of AVR, the only publisher in the wedding segment to cover the World of Wedding Media family in all channels, stations and touch points along the customer journey around the most beautiful day in life. To increase the awareness of the Romantic experiences of the destination, an advertorial and banners are placed in the honeymoon section of the braut.de website.
32	WeChat Travel Trade Information Portal - China	30th November 2020 - 30th November 2021	Visit Maldives launched the China Travel Trade information portal on WeChat. This portal is a mini program available on WeChat. Through this portal, direct communication with the Chinese travel trade will be maintained and up to date information regarding travel to Maldives is provided.
33	WeChat & Weibo Campaign - China PR	01st January - 31st December 2021	Campaign with (Chinese PR) Travel Link Marketing Ltd to carry out social media promotions of Maldives on WeChat and Weibo focuses on various segments of Maldives. The main objective is to boost the presence of Maldives to a wider audience and create destination awareness.
34	Global campaign with Expedia	20th January - 20th June 2021	To promote Maldives as a safe destination and increase the conversion to booking, this campaign will highlight the safety and serenity of the destination. Market: Russia, Middle East, China & India
35	CNN - Quest's World of Wonder (FOC)	24th April 2021	Quest's World of Wonder is a monthly half hour travel show where Richard Quest travels to a new country and showcases the different aspects of the country. Richard Quest visited Maldives and interviewed Former President Mohamed Nasheed, Mohamed Umar Maniku and Hussain Rasheed. He also visited Kurumba Beach Resort, Reethi Beach Resort, Soneva Fushi and Dhigufaru Island Resort.
36	Joint Marketing Promotion with Thomas Cook - India	25th January - 25th April 2021	Thomas Cook is India's leading integrated travel services company. This campaign includes promoting Maldives through online ads on google, Facebook & Instagram, Email marketing, customer base of Thomas Cook, placing Maldives banner on Thomascook.in, pop up banners on the website, Maldives Banner Ad on Thomas Cook mobile app and posting social media posts on Thomas Cook Social Facebook + Instagram + Twitter in order to increase demand and bookings.
37	Joint Marketing Promotion with MakeMyTrip - India	28th January - 28th March 2021	MakeMyTrip is India's largest online travel agency. The one-stop-shop travel platform offers hotel and airline deals to its 42+million customer-base. This campaign includes a static Banner on the MMT website promoting Maldives, email communication to a targeted base that has searched for Maldives for holiday, push Communication to a targeted base that has

			searched for international flight in last 10 month, targeting SMS communication to the audience based on their search history and paid promotions on FB and Instagram to promote stay at Maldives.
38	Global campaign with TripAdvisor - USA, Europe & APAC	29th January - 30th September 2021	To promote Maldives as a safe destination and provide authentic & relevant recommendations on where to stay in Maldives, amplification (Ads targeting to USA, Europe & APAC), promotion on TA social media, 6 articles and 2 trip guides. Market: USA, Europe & APAC
39	Campaign with Association of Russian Tour Operators (ATOR) - Russia	04th March - June 2021	Visit Maldives commences a campaign with Association of Russian Tour Operators (ATOR) to educate Russian travel trade about the destination and promote Maldives as a 'safe haven' for Russian travelers. This campaign with ATOR will consist of a total of three online training program sessions to share updates about the destination and the four tourism products of Maldives; resorts, guesthouses, liveaboards, and hotels. A destination review and social media contest, and editorial features regarding Maldives will be published in ATOR news Bulletin under this campaign.
40	Print advertisement on Imagine Magazine - Switzerland	March 2021	Imagine Magazine offers a wealth of ideas on travel and lifestyle targeted to the Swiss market. An FOC opportunity was received to publish a full 1-page print advertisement in the March issue of the magazine. It has a circulation of 42,500 copies.
41	Native Digital Advertising Campaign - Germany	09th March - 8th May 2021	Digital native advertising campaign targeting the German market for 8 weeks. The Native Travel Ads are image-text ads which are natively integrated into the content and adapted to the layout of the respective website. These Native travel advertisements will be seen on over 50 travel websites and reach over 10 million unique users of leading tour operators such as FTI, Travelbook, Holiday check and Fluege.de to name a few.
42	campaign with Welcome Travel - Italy	31st March - 30th April 2021	Visit Maldives commenced a campaign with 'Welcome Travel' to maintain destination presence and promote Maldives as one of the safest and most preferred choice of destination throughout the Italian market. Welcome Travel Group is part of the Alpitour Word and Costa Travel Agencies network, one of the most important Italian affiliated companies in the travel trade industry. Welcome Travel will conduct several B2B and B2C activities. Maldives will be showcased on a dedicated page in the company's website Maldives will be highlighted on the daily newsletters.
43	Asian Paradise Magazine - Asia	August 2020 - August 2021	Established in 1996, the magazine is the highest circulation publication in the Asian region. Maldives rediscover advertisement was featured in the 2020/2021 Issue of this comprehensive annual guide that encompassed luxury experience, must-see destination. The magazine has over 22,000 unique user visits per month to site and over 44,000 copies of

			the magazine circulated.
44	Digital Campaign with Travel + Leisure - Southeast Asia	01st December 2020 - 30th April 2021	Travel+Leisure Southeast Asia is the guide to luxury travel. The four-month campaign included digital articles as well as colorful images on the main website's leaderboard and parallax banner. Further to this, social media content was also boosted accordingly throughout the campaign.
45	Digital Marketing Campaign - South Korea	1st April - 31st September 2021	This campaign is to be carried out to position the Maldives as the leading travel destination through digital platforms that are popular in the target market such as Naver, Kakao Talk, Facebook & Instagram.
46	Launch of Virtual Event Management Platform	1st April 2021	Visit Maldives launches its very first virtual event management platform, named, "My Virtual Maldives" that will amplify audience engagement and networking by connecting attendees from across the globe through hosted online events ranging from virtual exhibitions, roadshows, webinars to trainings and live marketing events targeting the travel trade and consumers alike.
47	Campaign with Passport App - Spain	13th April - June 2021	Passporter App is a widely used platform which connects destinations with travelers. As part of the campaign, top influencers from Spain arrived to showcase the destination on the Passport App. Four itineraries will be created to be featured on the Passport App showcasing the unique experiences captured during their trip to the Maldives.
48	Campaign with Amazon India - India	14th April - 13th May 2021	Maldives will be advertised on the Amazon app reaching a customer base of 35 million daily and 310 million monthly unique visitors. Amazon India will feature Maldives on its three application most engaged pages: Mobile Below the Fold (MBTF), Amazon Pay page and the Thank You page.
49	Webinar with Emirates (FOC)	11 March 2021	A joint webinar was carried out with Emirates showcasing the latest destination information and flight routes from Norway
50	Digital Promotion with Holiday Pirate - UK	29th March - 27th April 2021	The month-long campaign targeted potential British travellers with ongoing promotional offers and special deals, as well as several digital activities, to promote Maldives in the UK market as a safe haven by emphasising on the natural geographically scattered islands and the stringent health and safety measures. The campaign aims to drive sales and increase traveler booking revenues and traveler interest in Maldives.
51	Joint Marketing Campaign with Turquoise Holidays	3rd May - 3rd June 2021	To put forward with a key tour operator partner for the Maldives in the UK, Turquoise Holidays, incorporating a destination-focused campaign. A 15-page bespoke Maldives Travel guide - a go-to Turquoise guide highlighting everything you need to know about travel to the Maldives.

Page 10 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

52	Joint Campaign with Air Astana - Kazakhstan	1st April - 31st October 2021	This campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements to maintain the momentum of the arrivals from the market.
53	National Geographic Photo Exhibition - Russia	June - August 2021	<p>Photographer Ivan Dementievsky visited the Maldives in March to capture images for a physical photo exhibition in Moscow and St. Petersburg, Russia.</p> <p>The Moscow event will take place from June 16 - 30 on 2/1 Malaya Nikitskaya St. Bldg. 1.</p> <p>The event in St. Petersburg will take place in August at Kirov Central Park</p>
54	IFTM Top Resa- Indian Ocean Round Tables - France	9th April 2021	IFTM Top Resa Indian Ocean RoundTable included a TV interview that was broadcasted on French e-platforms and social media. The topics discussed during this round table were the current health situation in the Maldives, the recovery of tourism in the Maldives now and after the pandemic & also marketing efforts made by the Maldives to protect the islands from global warming.
55	Campaign with Sky News Arabia - Middle East	03rd April 2021- Aug 2021	Sky News Arabia is the no. 1 International TV Channel for Arabs reaching more than 35 million viewers across platforms - TV, Radio, Digital, Airlines and Hotels. This joint campaign includes 2 video editorials that will be on Sky news channels, radio spots on primetime, and digital promotion through their website and video on their social media.
56	Joint Marketing Promotion with Emirates - Middle East	12th April - 25th April 2021, July 2021	<p>Emirates is one of the largest airlines and the flag carrier for the UAE. The campaign kicked off with a B2B trade event where the PR representatives gave the destination presentation and shared updated information about the destination. The campaign included radio promotion, digital promotion through all EK social media platforms and print ads with several media partners. This campaign had a reach of 1.6m through EK channels and 153k through paid channels.</p> <p>At the end of the campaign in April, an excess budget was still remaining from the campaign which was not utilized. Therefore, this budget was utilized again from 13th July for two weeks to run display banner ads on Kayak and Skyscanner to attract travelers during the holiday season.</p>
57	MD interview with Sustainable Magazine - South Africa (FOC)	06th May	Sustainable Business Magazine is the only industry publication focusing solely on sustainable business development. A telephone interview of MD was conducted regarding Maldives

Page 11 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

Instagram Facebook YouTube Twitter @visitmaldives

			sustainable tourism initiative.
58	Joint Marketing Campaign with Al Rais - Middle East	27 May - 27 June 2021	Al Rais Travel & Shipping Agencies is one of the largest independent travel agencies in the UAE, and has grown since its commencement of operations in 1977. In order to promote Maldives as the ideal destination and to boost arrivals from the UAE market, this campaign includes online promotions through Al Rais social media platforms, creation and promotion of holiday packages, competition and additional promotion through the Al Rais website.
59	Maldives feature in Travel Dine Relax	25th April 2021	Travel Dine Relax is a newly launched digital publication focused on leisure travel. In this campaign a Maldives dedicated feature, press release of vaccination campaign and interview of Managing Director of Visit Maldives was published.
60	"I'm Vaccinated" Campaign - Local	28th April 2021	in order to share a positive message regarding the vaccination of staff working in the tourism sector as well as promoting the initiatives undertaken to ensure the Maldives remains one of the safest destinations in the world for travelers, the campaign was launched during a special press event held on 28th April 2021 organized by Visit Maldives and the Ministry of Tourism. The event was joined by the Minister of Tourism, Minister of State of the Ministry of Health, Secretary General of Guesthouse Association of Maldives and Vice Chairman of Maldives Association of Tourism Industry.
61	Joint Marketing Campaign with "Let's Go Tours" - Swiss	30th April - Nov 2021	To promote Maldives as one of the safest and preferred destinations throughout the Swiss market, the campaign includes marketing activities on both online and offline platforms targeting Swiss travel enthusiasts and travel trade.
62	Campaign with Connoisseur Circle - Germany	30th April 2021 - 30th April 2022	The campaign will use a multitude of platforms in both the online and offline channels of the publication in order to promote the Maldives as a safe haven and uplift the destination presence for the luxury market. The components of the campaign are distributed throughout the year which includes, advertorials in the print magazine, editorial stories in e-magazines, posts and promotional clips on social media, website banner display and features in newsletters.
63	Multi Media Campaign with ABTA Magazine	07th May - 07th June 2021	ABTA Magazine is the leading publication for people who work in the travel industry. ABTA has been a trusted travel brand for more than 70 years. The campaign with ABTA Magazine will help to maintain the destination presence among industry pioneers and key leaders. Aligned with UK market strategy, this campaign was focused on advertising and promoting individual products and experiences.
64	Campaign with Halal	21st May 2021	The campaign is carried out aligned with Visit Maldives' aim of creating greater appeal to Muslims travelers and strengthening

	Have - South East Asia		the Maldives brand in the Southeast Asian region by showcasing the destination as a unique holiday destination that caters for everyone in all walks of life.
65	OOH Campaign - South Korea	May - September 2021	Throughout this 6-month long campaign, alluring images and videos of Maldives will be showcased in Subway screen doors of four major stations and in COEX digital media tunnel. Coinciding with the outdoor campaign, a social media campaign will also be carried out to increase the opportunity to connect offline advertisements with online channels to maximize destination exposure. The purpose of this campaign is to maintain the brand presence and promote Maldives as a safe destination.
66	Joint Campaign with Itaka, Poland	June 2021	<p>The joint campaign with ITAKA to maintain destination presence and promote Maldives as a safe haven in Poland. Commencing in June 2021, the campaign will carry out digital marketing activities and outdoor ambient campaigns to promote the renowned products and uniquely Maldivian experiences offered in the destination as well as highlight the safety provided by the natural socially-distanced geography of the Maldivian islands.</p> <p>The campaign with ITAKA combines digital and outdoor advertisements to increase and drive bookings to Maldives. Under the digital campaign, Maldives will be advertised on AdWords with beautiful scenery and accompanying informative text. The destination will be promoted on various travel and lifestyle Polish websites through animated display ads and push messages. The destination will also be featured on Instagram. The marketing materials will reach an estimated 25 million unique visitors.</p> <p>Maldives will be showcased on TVs in over 150 of ITAKA's offices around Poland. In addition, ads featuring the destination will be shown on LED TV in front of Hard Rock Cafe' Złote Tarasy Al. Jerozolimskie and a large print banner will be showcased in a popular area in Warsaw called Koszyki with a monthly traffic of over 1.4 million visitors.</p>
67	Campaign with Imagine Magazine	June - December 2021	A 6pg editorial was featured in the June issue promoting the destination as a safe haven with a focus on the products, culture and sustainability practices and advertorials were placed in the September and December issue. Additionally, a website banner was displayed for 6 months. 42 500 Copies are distributed and there is a unique monthly user figure of 75,047 as the reach and 130,557 monthly views in its digital edition.
68	Social media campaign - Japan	June 2021 - January 2022	Official Visit Maldives social media accounts (Facebook, Instagram and Twitter) will be created specifically for the Japanese market as part of this 8-month long campaign and all content produced in these platforms will be in the Japanese language. During the campaign Visit Maldives aims to reach 6

			million people and promote the destination.
69	National Geographic Traveller Photo Exhibition - Moscow	16 - 30th June	<p>In order to promote Maldives as a top of the mind safe haven destination in the Russian market, Visit Maldives collaborates with National Geographic Traveller Russia for a physical photo exhibition in two major cities of Russia. As the exhibits are held during summer, it is estimated to attract a total of 3-5 million people.</p> <p>The exhibition will feature photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.</p>
70	Digital media & marketing campaign - South Korea	17th June	to position the Maldives as the leading travel destination through Naver, Kakao Talk, Facebook & Instagram - digital platforms that are increasingly popular in the South Korean market.
71	Outdoor marketing campaign - South Korea	17 June	During a six-month long outdoor campaign to increase brand visibility, alluring images and videos of Maldives will be showcased in prominent locations in the capital of South Korea.
72	FVW e-learning programme - Germany	23 June - 22 November 2021	An e-learning programme with FVW Akademie targeting the travel trade of the German speaking markets commenced from 23 June - 22 November 2021. FVW is one of the leading media channels for the travel industry in this region. It will educate the participants by showcasing the Maldives as a safe destination, information on the products, travel guidelines and the latest updates of the current situation. Additionally, to enhance the visibility of the destination, Maldives will also be featured in two monthly newsletters of FVW with a raffle draw sponsored by Nakai Dhiggiri Resort at the end of the programme to incentivise participation.
73	Campaign with Bentley Magazine	June 2021 & September 2021	Bentley Owners Club Magazine is an exclusive publication dedicated to Bentley car owners in the German market. It was first established in 2012 and promotes high-end brands within the luxury segment of the German market. The lifestyle magazine will feature Maldives as a safe haven for luxury travelers in the upcoming issue in June 2021. Fairmont Maldives Sirru Fen Fushi and Mövenpick Resort Kuredhivaru Maldives will also be featured alongside the destination. Furthermore, advertisements on the destination and the properties will also be published in the September 2021 issue. The publication will reach an estimated 27,000-35,000 high-net worth readers in the German market.

74	Espanoles en el mundo MALDIVAS, EL PARAISO DEL INDICO TV program	April 2021	50 minutes program based on Maldives on night time slot with around 1,000,000 viewers. the program is aired on the International Chanel (TVE). http://www.rtve.es/television/espanoles-en-el-mundo/
75	Joint Campaign with TripZilla - SEA	21st July - 1st December 2021	The 5 month-long branding campaign, starting from July till December, will make use of a variety of digital marketing components to promote Maldives as one of the most preferred safe haven destinations in the world. Under the campaign, articles on the sought-after tourism products and the unique experiences of Maldives will be published on Tripzilla's main website reaching audiences in the Southeast Asian market.
76	Joint Campaign with Leverage Media - Indonesia	18 July - 18 August 2021	Leverage Media is an independent full-service agency, specialized in developing creative brand communication and media buying for both digital and conventional channels with data-driven optimization. During the one-month long campaign will promote Maldives utilizing Google and Youtube advertising.
77	Joint campaign with Palm Tour - South Korea	July - August 2021	As part of the online promotional activities, Maldives will be featured in the Palm Tour website's promotion main banner with redirects towards Visit Maldives South Korean social media accounts as well. Palm Tours will also utilize keyword ads across all content, send out press releases and newsletters promoting Maldives as the most romantic destination for honeymoons.
78	Thasveeru - Maldives Through Art Competition	15th July - 15th August 2021	The main aim of the competition is to promote the natural beauty of the Maldives by showcasing local and international talent through art. It also hopes to inspire not only the international art community, but discerning travelers across the world to discover the unique beauty of the destination. The competition invites local and international artists to paint and interpret the Maldives under the theme, "Celebration of Nature: Beautiful Ecosystems", in collaboration with the Maldivian Artist Community (MAC).
79	Like & Share Competition	15th July - 15th August 2021	During the campaign period, the artworks of local artists, art murals in local islands and artworks in various resorts of the destination are also promoted on the official social media handles of Visit Maldives. This is to provide further exposure to the artistic interpretations of the destination. A "like-and-share" contest will also be held on the Instagram page within the period and random winners will win a Maldives goodie bag.

80	Joint Campaign with Luxury Australian Travel Trade E-News (LATTE) - Australia	July 2021	Maldives will be featured in the LATTE destination of the month for July 2021. As part of the campaign, a total of 4 articles will be published and posted on the LATTE website on every Friday this month. In addition, the articles will be sent to a subscriber base of over 2000 luxury travel agents in the Australian market.
81	Global marketing campaign with InsideFlyer - German speaking markets	12th July - 19th July 2021	The campaign will feature 7 luxury properties on each day of the week on the InsideFlyer websites for each market, social media and newsletter. The campaign with InsideFlyer provides a fantastic opportunity for Visit Maldives to cast a spotlight on the industry partners and increase their visibility in the global market. The content published during this campaign will have a combined reach of over 1.3 million potential travelers spread across the markets.
82	Social Media Campaign on RED APP	11th July 2021- 11th July 2022	RED (Xiaohongshu) is China's largest lifestyle sharing community Chinese social media & e-commerce hybrid platform founded by Miranda Qu & Charlwin Mao in June 2013. Platform combines shopping with UGC & reviews. Aside from getting their shopping fix, the app allows users to interact with like-minded people and navigate through the hottest trends. Through this campaign we are able to reach consumers who are interested in travelling and share the latest updates of Maldives with them.
83	Social Media Campaign with Meituan Dianping (FOC)	July 2021	Meituan has significantly increased its attention to overseas travel based on platform users. Hence, in this campaign they will join hands with 40+ popular overseas destination tourism boards to create a topic named "I want to see you, the world" on the Meituan platform. The user's will write and share their related contents, image, videos and other forms of destination travel note in the platform, to enrich the destination and stimulate their interests. Maldives will be participating in this campaign and give away promotional materials to the participants.
84	Times Internet Digital campaign - India	15th July - 15th Sep 2021	The objective of this campaign was to advertise Maldives on some of their most viewed and engaging Digital Platforms to create widespread visibility of Maldives in India, and to showcase it as the most preferred and safe destination for Indians across all affluence segments and profiles.
85	Campaign with Cosmopolitan, Cosmo Clubhouse Goes to Maldives	August 2021	Cosmopolitan UAE will be sending 6 top influencers from the region to explore and share their experience of Maldives through their platforms and reach over 6.2million viewers combined. Through this campaign, the influencers will share daily posts

Page 16 of 58



Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

			through their SM platforms, as well as through the Cosmo platforms. This campaign also includes a digital feature on the Cosmopolitan Middle East autumn issue about the destination.
86	National Geographic Photo Exhibition - St. Petersburg	28th August - 10th September 2021	<p>In order to promote Maldives as a top of the mind safe haven destination in the Russian market, Visit Maldives collaborates with National Geographic Traveller Russia for a physical photo exhibition in two major cities of Russia. As the exhibits are held during summer, it is estimated to attract a total of 3-5 million people.</p> <p>The exhibition will feature photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.</p>
87	Joint Campaign with MakeMyTrip UAE	Sept-Oct 2021	A joint marketing campaign will be conducted with MakeMyTrip UAE to target the locals and expats in UAE. MMT is one of the largest one-stop travel trade partners with an increasing audience in both India and UAE. Through this campaign, website promotion, push notification, app promotion, retargeting, emailer communication, search engine marketing and social media promotion will be conducted.
88	JMP with Qatar Airways (Markets: Americas, Europe & ME)	July 2021 - June 2022	This year-long joint marketing campaign will focus on strengthening the brand visibility and promote Maldives as a safe haven for all travelers targeting the global market. The campaign will consist of a combination of both digital and offline activities.
89	JMP with Iberia Airlines - Spanish market	July - August 2021	A combination of onboard, online, social media and external actions will be conducted as part of this exciting campaign during July and August 2021. The joint marketing campaign will help boost arrivals from the Spanish market and strengthen destination presence across Europe and Latin America. In addition, the campaign aims to encourage and inspire travelers to book Maldives for their upcoming Summer holidays which will ultimately help to rebuild and recover the Spanish market after the pandemic-imposed travel restrictions.



90	JMP with TEZ Tour - Russian Market	August - September 2021	During the campaign, dedicated advertising and promotional activities will be held on social media, TV, Radio, blogs and via webinars. This includes advertising on Euronews and other regional TV stations and radio channels. The campaign activities are estimated to reach 15 Million people from the target audience.
91	JMP with Manta Reisen - Swiss Market	22nd Aug - 30th Nov 2021	The campaign combines business-oriented and consumer-oriented components in line with the strategies for the Swiss market. During the campaign, online advertisements regarding the campaign and destination will be published on the website of Travel News. Manta Reisen has arranged two 45-minute webinars for the travel agents conducted in German and French.
92	Digital media campaign with Tour Operators Amplitudes - France	06 Sep 2021- 06 October 2021	The aim of this campaign is to market the destination as a safe haven for travelers and to increase the interest for Maldives among the travelers. In this regard, Amplitudes offers a large choice of luxury hotel chains with a wide variety of travel types and themes to inspire travelers and build visibility to the destination in the French market.
93	JMP with Easy Market - Italy	Sep - Oct 2021	The campaign consists of both B2B and B2C segments through Easy Market's websites dedicated to consumers and business respectively. For the duration of this campaign these websites will feature a dedicated landing page. In addition to this, Easy Market will be carrying out email and social media marketing activities.
94	Media events to boost visibility - Switzerland and Austria	13th Sep - 15th Sep 2021	The events were held in line with Visit Maldives' strategies for the Swiss and Austrian markets and are based on utilizing ambient brand advertising to strengthen destination branding and focused advertising and promotion of products and experiences.



**PREVENT
DOMESTIC
VIOLENCE**



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C-0509/2011

95	JMP with Tatler Malaysia - SEA	Sep - Oct 2021	The campaign aims to position Maldives as one of the most preferred destinations to travel to, once the borders reopen for leisure travel in Malaysia. Tatler Malaysia is a leading lifestyle magazine for affluent travellers in Malaysia. With 8 editions across Asia, a monthly readership of roughly 60,000 and a circulation of 10,000 copies, the magazine will reach over 678,858 potential luxury travellers.
96	Campaign with Travel Weekly Asia - SEA	20th September 2021 - 20th January 2022	Travel Weekly Asia is by Northstar Travel Group which is the largest B2B marketing solutions and information provider serving all segments of the travel industry, which has a combined 1.8 million Travel, Meeting, and Incentive Professionals. The campaign involves deliverables such as a digital native content package, a video billboard and a full page add on their e-magazine.
97	Joint Campaign with Turkish Airlines - Turkey	August 2021 - November 2021	As part of the efforts to position Maldives as top of the mind destination in the Turkish market, a compelling & unskippable, 30 second promo video will be played, showcasing the alluring scenery & the tourism products. The campaign targets consumers to increase Maldives brand awareness and destination presence in the Turkish market.

Fairs and Virtual Events

#	Fair Name	Duration	Details
01	Aviareps Virtual Event - Germany, Switzerland & Austria	09-10 February 2021	The Maldives was represented in a virtual event organised by Aviareps for the travel trade and media of Germany, Switzerland and Austria. During the 2-day fair the destination was promoted as a safe haven with the latest updates provided to the trade and media of the German speaking markets.
02	Propel:FORWARD virtual conference - UK	23rd - 24th February 2021	Visit Maldives participated at propel forward virtual conference 2021 to connect with travel industry, travel content creators and media to promote Maldives as one of the safest destinations to travel due to its unique geographical formation and the one island-one resort concept. With participation as sponsor of this event, Visit Maldives was afforded the opportunity to be featured in the limelight. The added advantage of being in the center of attention included the opportunity to promote Maldives a 'safe haven' for British travellers and to promote the products and experiences in a virtual setting.

03	Travel Turkey Izmir Digital Fair 2021 - Turkey	25th-27th February 2021	Visit Maldives participated at the 14th Travel Turkey Izmir Digital Fair (TTI), first virtual exhibition of the tourism industry in Turkey aiming to boost arrivals to Maldives from the market. Held from 25th - 27th of February, this enabled the opportunity to connect and develop relationships with attendees with branded networking tables, panel discussions, dedicated conference sessions in a virtual setting.
04	Virtual Press Conference at ITB Berlin - Germany	10th March 2021	Visit Maldives hosted a press conference of ITB Berlin, one of the leading travel trade shows in the world and this presented the opportunity to strategically promote the Maldives to an international audience as one of the most ideal destinations to travel to during these trying times. The panel consisted of Dr. Abdulla Mausoom, the Minister of Tourism and Mr. Thoyyib Mohamed, the Managing Director of Visit Maldives. During the press conference, an insight was given into the impact of covid-19 and the efforts to promote Maldives as a safe destination along with notable accolades of the destination. The vaccination program in the country was also shared with aims to become one of the first countries to have a 100% vaccinated tourism sector and population.
05	Joint webinar with Emirates - Norway	11th March 2021	Visit Maldives conducted a joint webinar with Emirates airline for the Norwegian market on 11th March 2021. This was the first activity carried out this year for the Nordic region in line with the strategy for ambient brand advertising to boost the destination presence in this market. A total of 30 participants joined the webinar including travel agents, tour operators and other industry professionals from Norway.
06	ITB Berlin Virtual - Germany & global	9-12 March 2021	The virtual edition of one of the leading travel trade shows in the world provided a platform for industry partners to connect with global media and trade. A press conference also took place, highlighting the safety aspects and vaccination efforts of the destination. It reached 10,000 subscribers, 2,000,000-page impressions, 100,000+ social media followers and 65,700 online platform users.
07	Moscow International Travel Trade Show (MITT) - Russia	16th - 18th March 2021	MITT 2021 was the first physical fair Visit Maldives participated in since reopening of Maldives border with the industry partners to promote the destination. Held in Moscow, Russia MITT is the place where destinations and travel trade professionals from all over the world meet travel agents and tour operators from Russia and CIS. 23 industry participants from 12 companies took part in the fair

Page 20 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

Instagram Facebook YouTube Twitter Instagram @visitmaldives

			along with the Visit Maldives team. The purpose for taking part in this three-day fair is to maintain and strengthen the destination presence in the Russian market and establish Maldives as the top of the mind destination for Russian travelers. Russian market has been one of the top performing markets since the reopening of Maldives border to international travelers.
08	South Asia's Travel & Tourism Exchange - SATTE 2021	24th - 26th March 2021	SATTE 2021 is the first physical fair visit Maldives participated in India since reopening of Maldives border. This fair was conducted with 13 industry partners to promote the destination. Held in Delhi, SATTE offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards. 22 participants took part in the fair along with the Tourism Minister, Managing Director of MMPRC, High commissioner of India and the visit Maldives team. India being the top source market to Maldives, the main purpose for taking part in this three-day fair is to maintain and strengthen the destination presence in the India market and establish Maldives as the top of the mind destination for India travelers.
09	Joint webinar with Qatar Airways (FOC) - Germany	25th March 2021	Visit Maldives concluded a joint webinar with Qatar Airways. The webinar educated travel trade on the destination and provided the latest information regarding resumption of Qatar Airways flight routes to Maldives via Germany, Switzerland and Austria. 407 top travel agents and tour operators from the aforementioned markets attended the webinar. The information provided to the travel trade highlighted that the Maldives is one of the safest destinations to travel. A raffle draw was conducted among the participants of the webinar. The prize, sponsored by Baglioni Resort Maldives.
10	Joint webinar with Qatar Airways-Germany, Switzerland & Austria	25 March 2021	A joint webinar was carried out with Qatar Airways showcasing the latest destination information and flight routes from the German speaking countries. A raffle draw was also held which was sponsored by Baglioni Maldives. The event was attended by 407 agents.
11	Training Webinar series with French Travel Trade- Session 1	01st April	Conducted in French language, the aim of the webinar series was to educate the French Travel Trade about the Maldives with the latest information to help agents acquire all the updates to sell the Maldives in time when leisure travel resumes from France.

12	WTM Africa Virtual - South Africa	07-09 April 2021	WTM Africa is the leading and only business to business (B2B) exhibition for both the inbound and outbound African travel and tourism markets. The fair was held completely virtually this year due to the current global situation. During the 3 day fair meetings with top travel trade were conducted to provide latest updates and promote the major 4 products
13	Moscow Dive Show - Russia	08th April - 11th April 2021	Visit Maldives together with Maldives Holiday Collections, Ocean Sapphire and Eco Divers represented the Maldives in a 40 square meter booth, showcasing the natural beauty of Maldives along with the underwater beauty at Moscow Dive Show, the largest exhibition for water-based activities in Russia.
14	Connect with Maldives; Your Safe Haven' Virtual event - South Korea	14th April - 15th April 2021	As part of the greater strategy of Visit Maldives to educate travel trade on the latest information regarding Maldives, establish strong relationships with travel trade, and promote Maldives as one of the safest and most preferred destinations in the world a webinar and a virtual roadshow was conducted.
15	Luxury Travel Mart 2021 (LTM) - Russia	22nd April - 23rd April 2021	To maintain and strengthen the destination presence in the Russian market and establish Maldives as the top of the mind luxury destination among Russian travelers, Visit Maldives will be meeting with key luxury trade professionals to deliver the latest destination information and the experiences provided in Maldives with an emphasis on the higher-end segment, leisure and luxury.
16	Maldives Virtual Tour Expo	July 2021	Maldives Virtual Tour Expo is a virtual consumer travel fair scheduled to be held in July 2021, which will be carried out at maldivesvirtualtour.com enabling visitors to experience Maldives virtually & enrol on to multiple lucky draws to win exciting Maldives holidays.
17	BIT Digital Edition	9th May 2021 - 14th May 2021	The virtual fair presents the opportunity to network with stakeholders from the Italian market and all over the world, manage appointments on the platform with participants, as well as establish new business connections through B2B and B2C meetings.
18	Arabian Travel Market (ATM)	16th May 2021 - 19th May 2021	Together with Visit Maldives, 69 partners representing 37 tourism establishments from across the various sectors of Maldives Tourism industry are showcased under the Maldives. The Maldives is represented by an attractive stand displaying the tourism products and unique experiences in a 420 Sqm stand designed specially to represent the beauty and wonders of Maldives through colorful imagery, videography and state of the art 360-degree touchless experiences for the visitors. During ATM, a press conference was also held to meet with the major media from the UAE region and to give them up to date information about the destination and share news about the latest campaigns and tourism industry success since reopening borders.

19	Joint webinar with Expedia for the Travel Agent Affiliate Program (TAAP) - US	21st May 2021	The B2B (business-to-business) webinar provides the latest destination updates, information on products and experiences, and promotes Maldives as a 'safe haven' for the travelers. The ultimate objective was to deliver the latest destination information to the travel trade and to maintain the momentum of arrivals from the US market and achieve pre-pandemic arrival figures. It was attended by 197 travel agents.
20	FITUR 2021	19th May 2021 - 23rd May 2021	<p>FITUR is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. Visit Maldives took part in FITUR 2021 along with 5 industry establishments to create destination awareness and increase the arrival numbers to Maldives.</p> <p>Maldives was represented at an attractive 72 sqm stand designed specially to represent the beauty and wonder of Maldives through colorful imagery and videos. The unique geographical formation of Maldives and the safety provided by the scattered islands of Maldives will be emphasized and highlighted at the stand through eye-catching promotional videos on an LED TV screen.</p> <p>One-on-one meetings were taken with top travel trade in Spain and other markets to present the latest destination updates.</p>
21	Antavaya Virtual Travel Fair- Talk Show - Malaysia	20-23 April 2021	This event was targeted to the B2B and B2C market as it was opened to the public. For the B2B market, Antavaya has sent the invitation to their corporate clients to join the event. During MMPRC's talk show, the highest viewers that we got for the first day was 34 views and the second day was 39 views.
22	PATA France Webinar	03rd June 2021	<p>Visit Maldives participated in the PATA France webinar session. The webinar focused on the countries where French travelers will be able to travel this summer and for the rest of the year 2021.</p> <p>Maldives was promoted as one of the safest and most preferred destinations in the world, highlighting the safety measures in place, requirements for French travellers and vaccination situation.</p>



23	Training Webinar series with French Travel Trade- Session 2	8th June 2021	The hour-long session focused on unique activities that can be experienced in Maldives for couples and honeymooners. From private yoga sessions, sunset cruise, dining & movie under the stars, and lazy afternoon lounging by the pool, the session will cover a unique variety of experiences in Maldives. In addition, unique experiences to Maldives such as bubble tents on a beach, private water-villa and flying above the islands in a seaplane was highlighted.
24	Travel Meet Asia - MICE & Corporate Virtual Event	9th to 10th June 2021	During the event, Visit Maldives and exhibitors conducted exclusive networking sessions with members of MICE and Corporate to promote Maldives as an emerging top destination to conduct meetings, incentives, conferences and exhibitions. In addition, Visit Maldives will provide the latest destination information and travel guidelines as well as promote Maldives as a safe haven due to the naturally social-distanced geography and the stringent safety measures in place.
25	Joint webinar with ASTA	15th June 2021	Conducted a joint webinar with the American Society of Travel Advisors (ASTA) Network. The 60-minute webinar, which was presented under the theme of "Maldives: a Safe Haven for Travelers," educated North American travel advisors on what makes the Maldives one of the safest and most desirable destinations to visit during the ongoing coronavirus pandemic. 398 travel agents attended this session.
26	Joint webinar with Qatar Airways Switzerland	17th June 2021	A joint webinar was carried out with Qatar Airways Switzerland showcasing the latest destination information and flight routes. A raffle draw was also held which was sponsored by Cora Cora Maldives. 33 agents from the premium end attended this event.
27	Webinar for Trade Partners - South Korea	14th April 2021	To educate the South Korean travel trade on the latest information regarding Maldives, establish strong relationships with travel trade, and promote Maldives as one of the safest and most preferred destinations in the world. The unique products and experiences of Maldivian tourism was highlighted as well as the safety provided by the natural socially-distanced geography of Maldives and the one-island-one resort concept.
28	ATM Virtual 2021	24 - 26 May 2021	ATM Virtual was a 3 days virtual event which took place after the ATM live event. During the 3 day event, 11 meetings were scheduled with trade trade and media from the region. Out of the 11 meetings, 7 meetings were conducted, and 4 meetings were a no show. During these meetings, updated travel information, unique experiences, and the stringent safety measures were shared with the partners. The destination presentation was also presented with some to give more details about the destination and the one island one resort concept.
29	Japan Embassy Forum	22nd June 2021	Visit Maldives aimed to increase brand awareness, destination visibility as well as reassure Japanese travellers that Maldives will remain as one of the safest destinations to travel when the border reopens for international leisure travel in the Japan Market.



**PREVENT
DOMESTIC
VIOLENCE**



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C- 0509/2011



30	Elearning Program by Turismo & Attualità - Italy	02nd July 2021 - 02nd July 2022	The platform will be used to educate the Italian travel trade on different aspects of tourism in the Maldives such as romantic getaways, underwater adventures, sustainable tourism and family holidays. This will be covered over 10 sessions which will be live on the platform. Information of latest updates on travel guidelines, Covid-19 situation and accommodation options will also be provided.
31	Luxury Travel Advisors ULTRA Summit 2021	25th - 27th July 2021	This is the first physical fair that Visit Maldives has taken part in for this year targeting the US market. The fair is in line with the Visit Maldives' strategies for the US market, to increase the market exposure further, by participating in major fairs to expand B2B contact with tour agents and to extend connections with the diving market in the US region.
32	Destination Maldives Webinar with The High Commission of Maldives in Singapore & NATAS	30th June 2021	The one hour interactive session will share the latest information on the current travel protocols to the Singapore travel trade members. The webinar connected with over 30 travel trade members in the Singapore market and provided the chance to identify future opportunities and collaborations with NATAS.
33	'Connect with Maldives Your Safe Haven' Middle East and GCC Webinar	13th July 2021	A one hour webinar was conducted on the Visitmaldives virtual platform targeting the Middle East and GCC travel trade. This event was participated by the Managing Director of Visitmaldives, Maldives Ambassador to UAE, together with 3 industry stakeholders that shared updated information about their products and services.
34	'Connect with Maldives Your Safe Haven' Thailand Travel Trade Webinar	3rd August 2021	This one hour webinar session is a B2B virtual meeting event targeted for the Thailand market with the aim of promoting Maldives as a safe haven for travelers and to highlight the variety of available products in order to educate travel agents and operators in Thailand.
35	WTM LATAM 2021	10-12 August 2021	Held from 10th August until 12th August 2021, the virtual edition of WTM Latin America (LATAM) 2021 provided the opportunity for Visit Maldives and industry partners to strengthen brand presence and promote Maldives as a safe haven. WTM LATAM is one of the leading travel and tourism events targeting the Latin American market. With over 600 exhibitors representing 50 countries, the fair brings together the top experts and professionals in the tourism industry and offers excellent networking opportunities and access to qualified and relevant travel buyers, influencers, and market professionals.
35	Honeymoon Fair - Palm Tour	21-22 August 2021	As part of the online joint marketing campaign, Maldives will be taking part in the Palm Tour offline honeymoon fair promoting Maldives as the most romantic destination for honeymoons.
36	Live Event with Tabi Muse - Japan	25th August 2021	The interactive 30-minute live session was broadcast on Tabi Muse on 25th August 2021. The main objective of this live event was to increase brand awareness and destination visibility amongst the Japanese market. Further, the campaign will reassure Japanese travelers that the Maldives remains as one of



**PREVENT
DOMESTIC
VIOLENCE**



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C-0509/2011

			the safest destinations to travel when borders reopen for international leisure travel in the Japan market.
37	The Big Ocean Show, Moscow	2nd - 5th September 2021	The Big Ocean Show is a large-scale international marketing and PR event, covering all facets of Water Sports/Recreation and travel related businesses. The event is geared towards creating a platform for participants to connect with a massive targeted audience of future and current Water Sports/Recreation enthusiasts and professionals.
38	Deluxe Travel Market - Oriental Edition	16th September 2021	The one day event held on 16th September 2021 at UAE's Medinat Jumeirah, was aimed at promoting Maldives as a top of the mind destination to travel trade agents involved in promoting destinations to luxury travelers from Russia and CIS region (Kazakhstan, Azerbaijan and Uzbekistan). During this event, Visit Maldives provided the agents with the latest information about the destination, including the stringent measures in place at our products (Resorts, Hotels, Guesthouses and Liveaboards). Emphasis was given to highlight the safety provided by the geographically scattered islands for luxury travelers from Russian and CIS market. The destination was also promoted as a haven for travelers from this market, looking for privacy, safety and experiences unique to Maldives.
39	The Big Ocean Show 2021 - Moscow	2-5 September 2021	The Big Ocean Show is a grand celebration of water sports, active leisure facilities and ocean conservation projects. Maldives, a leading destination in diving and watersports, will play a central role in the expansive program of conferences and round tables held at the prestigious event.
40	National Wedding Show - UK	18th - 19th September 2021	The UK's biggest and most-established wedding show, the National Wedding Show, has been running for the past 25 years. This is the UK's leading consumer wedding show with eight exhibitions taking place per year in three cities nationwide - London, Birmingham and Manchester. The shows are delivering 100,000 visitors and attracting over 2,000 exhibitors per annum.
41	ILTM North America	20-23rd September 2021	The event was held in Riviera Maya, Mexico from 20th-23rd September 2021. ILTM North America is an invitation-only annual event, where top producing agents and advisors from USA, Canada and Mexico meet the world's most exclusive travel experiences. 60 worldwide exhibitors and North American buyers from over 153 cities will take part in the event. Exhibiting at ILTM North America brings in the unique opportunity to magnify Visit Maldives presence in the region by providing unique access to new contacts as much as fortifying the relationship with existing ones. During the fair, Visit Maldives aims to achieve major growth in arrivals with the momentum that has been achieved during the last years and

			strengthen Maldivian brand presence in the North American market.
42	Webinar series 01 - Nordic	15th September 2021	The purpose of this webinar series is to update the Nordic travel trade with the latest information and travel guidelines from the destination. The webinar series will also inspire the Nordic travel trade to broaden and extend their Maldives product portfolio. The first session under this series was held today under the title "Connect with Maldives, Your Safe Haven". During this session Visit Maldives gave an overview of the destination, how to get to Maldives, and things they must know to sell the "Maldives".
43	Deluxe Travel Market - Russia & CIS	16th September 2021	The one day event held at UAE's Medinat Jumeirah, was aimed at promoting Maldives as a top of the mind destination to travel trade agents involved in promoting destinations to luxury travelers from Russia and CIS region (Kazakhstan, Azerbaijan and Uzbekistan). Exhibitors at this event included 5 star hotels, hotel chains and resorts, DMCs, tourism offices from the Middle East and Indian Ocean.
44	Travel & Tourism fair - India	29th Sep - 01st Oct 2021	Travel & Tourism Fair (TTF) is India's biggest travel trade show network. Since 1989, TTF has been providing an annual marketing platform and an opportunity to network with the travel trade in major cities of India. The purpose of the roadshow is to promote Maldives as one of the safest destinations, maintain the momentum of arrivals from the Indian market, strengthen brand presence and to promote the destination among tour operators and travel agents in India.
45	Satte GenX - India	20 & 21st September 2021	SATTE GenX offers you an opportunity to conduct business and connect with the target audience with the opportunity of our MD participating in a panel discussion. This Virtual Expo is a part of the industry's broader plan to gradually reopen the travel, tourism and hospitality sector. It promises to provide as close as possible all the business networking opportunities.
Roadshows			
#	Roadshow Name	Duration	Details
01	Maldives Online Roadshow in China	30 November 2020 - 22 February 2021	From this roadshow Visit Maldives was able to effectively reach out to the travel trade from China and created a much-required platform for industry participants to reach travel trade in China. As well as, reassured the participating travel agents that Maldives is a relatively safe destination and a safe haven for travelers during the current pandemic.

02	Travel Meet Asia - South East Asia Virtual Roadshow	24th - 25th February 2021	Together with industry partners, Visit Maldives participated in the Travel Meet Asia series. This event was a four-part virtual travel roadshow organized by ITB Asia, focusing on different parts of Asia. This included South Asia, Southeast Asia, Mice & Corporate, and lastly Northeast Asia.
03	Maldives Roadshow in Russia (Moscow, Kazan, Saint Petersburg & Yekaterinburg)	19th - 26th March 2021	With 20 industry partners, Visit Maldives conducted a roadshow in Russia which took place from 19th to 26th March 2021 in Moscow, Kazan, Saint Petersburg & Yekaterinburg. The roadshow took place right after MITT 2021, which concluded on 18th March 2021. To maintain the destination presence through such events and engage the travel trade of the market, 12 resorts, 2 guesthouses, 6 travel agents with over 33 participants joined Visit Maldives to showcase their properties and highlight the experiences available on each of the respective properties.
04	Maldives Roadshow In India	22nd March 2021	With 11 industry partners, Visit Maldives conducted a roadshow in India which took place on 22nd March 2021 in Delhi. The roadshow took place before SATTE 2021, which started on 24th March 2021. To maintain the destination presence through such events and engage the travel trade of the market, 8 resort, 2 travel agents and 1 airline with over 17 participants joined Visit Maldives to showcase their properties and highlight the experience available on each of the respective properties. Also, the roadshow was joined by the Minister of Tourism, Managing Director of MMPRC and the high commissioner of India.
05	Connect with Maldives; Your Safe Haven' Virtual roadshow South Korea	14th April - 15th April 2021	As part of the greater strategy of Visit Maldives to educate travel trade on the latest information regarding Maldives, establish strong relationships with travel trade, and promote Maldives as one of the safest and most preferred destinations in the world.
06	Maldives Roadshow in UAE - Dubai, Middle East	17th April 2021	<p>Visit Maldives conducted a Roadshow in Dubai to meet with the top travel trade and media, to provide the opportunity for industry partners to conduct one-on-one meetings to establish new connections in the growing market.</p> <p>For this roadshow, 11 companies participated together with MMPRC to share information about their products and services. This was a great platform to showcase the destination and promote Maldives as a safe haven.</p>

07	Virtual Roadshow with trade partners - South Korea	15th April 2021	To conduct a virtual B2C and B2B event to increase exposure of Maldives and make Maldives the preferred destination to travel to
08	IMM Asia Virtual - South East Asia	16- 17th June 2021	Key publications such as CNN Travel, Robb Report, Tatler Asia, Condé Nast Traveller, South China Morning Post, will be taking part during this event. This provides the opportunity to promote the Maldives by introducing initiatives such as the Rediscover Maldives campaign and the upcoming Maldives Border Mile program.
09	Ahmedabad Roadshow - India	27th September 2021	The B2B event provided an excellent opportunity to the tourism stakeholders to promote individual products to the India trade market. By promoting Maldives as one of the safest destinations, maintaining the momentum of arrivals from the Indian market, strengthening brand presence and to promote the destination among tour operators and travel agents in India.

FAM Trips

#	Name	Duration	Details
01	Media FAM Trip - Middle East	25th - 30th January 2021	To Promote the Maldives with a focus on family, safety and affordability. The travelling team was hosted by Grand Park Kodhipparu and Sheraton Maldives Full Moon Resort & Spa.
02	Media Trip - Kazakhstan	05th- 12th February 2021	They were hosted in Sheraton Maldives Full Moon Resort & Spa and Robinson Club Noonu.
03	Media Press Trip - Russia	10th - 16th February 2021	The theme of this FAM trip was to promote Maldives as a 'Safe Haven'. They were hosted in Sheraton Maldives Full Moon Resort & Spa and Kuramathi
04	Celebrity FAM trip - Croatia	23rd February - 03rd March 2021	Croatian celebrity cellist Stjepan Hauser visited Maldives upon an invitation by Visit Maldives to promote the destination to the Croatian market through his social media channels. Hauser, was a member of 2CELLOS and has been trained in classical music and is well known for his classical take on various popular songs. Hosted by Fushifaru Maldives from 23rd February to 3rd March, he posted stories on his social media which has a combined reach of over 10 million people, showcasing the safety and serenity offered in the resort and the destination. The main objective of this trip is to promote Maldives as a safe haven for travelers and to emphasize on the unique geographical

			formation and the one-island-one-resort concept, and to remind about the beauty of the Maldives.
05	Individual FAM Trip - UK	01st - 19th February 2021	<p>Lisa is a freelance journalist contributing to high profile travel and lifestyle publications such as Sleeper, Tatler, West London Living, Citizen Femme and Robb Report, targeting an affluent audience in the UK. During her two-week long trip to the Maldives, she was hosted by Kuramathi Island Resort, The Nautilus Maldives, Four Seasons Landaa Giraavaru, Hurawalhi Maldives, Kagi Maldives Spa Island and Six Senses Laamu,</p> <p>The theme for this Familiarization trip was relaxation, luxury accommodation and unique experiences properties are offering along with the focus on portraying Maldives as one of the safest destination to travel.</p>
06	Individual FAM Trip - UK	16th February - 02nd March 2021	Luxuriate Life Magazine, a UK-based online and print magazine that places heavy emphasis on the connection between luxury, fun and excitement. The purpose of this FAM trip is to promote the Maldives islands as one of the safest destinations for British travellers to travel to and showcase the variety of unique experiences available in Maldives, with a specific focus on safety, luxury, and eco-initiatives.
07	Media FAM Trip - India	21st - 26th February 2021	<p>Visit Maldives hosts key journalists from the Indian market to promote Maldives as a safe haven for travelers and to showcase the unique experiences that are available in the Maldives to the Indian audience. This is the first media familiarization trip from Indian market this year. The top media team consists of editors and senior correspondents from The Pioneer, Sunday Guardian, ET Travel World, TMM Magazine and Sputnik News which has a huge readership and circulation base in the Indian market.</p> <p>The team was hosted by Kagi Maldives and Emerald Maldives.</p>
08	Travel Agents FAM Trip - India	01st - 07th March 2021	Visit Maldives hosts top travel agents from the Indian market. The purpose of this familiarization (FAM) trip is to create destination awareness and achieve better arrival numbers by bringing travel agents from Indian market. The aim of this trip is to promote the destination through their respective platforms and educate the travel agents about the destination which will help them to make curated packages for the Indian audience. The team consists of partners from Aplus Travel, Carnation Travel, TravelBullz, Kesari Tours and Thomas Cook.

			The team was hosted by Heritance Aarah, Grand Park Kodhipparu Maldives and Emerald Maldives.
09	Individual Media FAM Trip - Germany	07th - 13th March 2021	<p>Visit Maldives hosts Jurgen Wenzel, a journalist from the German market from 7th to 13th March 2021. This is the first familiarization trip carried out for this market in 2021 and the purpose is to promote the destination as a safe haven for travelers, highlighting the unique geographical formation of Maldives and the stringent safety measures in place. This serves to entice travelers to visit the destination and circulate updated travel information to a wide audience.</p> <p>The stay for the trip was arranged at Fairmont Maldives Sirru Fenfushi and Seaside Finolhu, with both properties adhering to the themes of safe haven, lifestyle, culinary and wellness.</p>
10	Celebrity FAM trip - India	28th March - 2nd April	<p>Visit Maldives welcomed Indian movie star Janani Iyer to the Maldives on a familiarization trip, aiming to showcase the nation as the most-preferred holiday destination for Indian travellers. Janani Iyer - alongside her family - stayed in the Maldives from 28th March to 2nd April 2021 and explored the different types of activities available, providing coverage through her social media platforms.</p> <p>In this familiarization trip, Janani and family were hosted by The Residence Maldives Dhigurah, and experienced their signature cuisines, health & wellness offerings, snorkeling, water-sports activities and sunset cruises, alongside the many other unique experiences.</p>
11	Married At First Sight TV show shooting - UK	18th April - 23rd April 2021	To promote Maldives as one of the most preferred honeymoon destinations showcasing the safety measures put in place, a TV shooting was conducted for the honeymoon segment of the show of one of the United Kingdom's most watched reality shows. The episode shot in Maldives will be broadcasted in Autumn 2021.
12	Joint Campaign with Air Astana, Kazakhstan - Agents FAM Trip #1	21st April - 26th April 2021	This campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements to maintain the momentum of the arrivals from the market.

			As such 1 Air Astana representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination.
13	Joint Campaign with Air Astana, Kazakhstan - Agents FAM Trip #2	26th April - 1st May 2021	<p>This campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements to maintain the momentum of the arrivals from the market.</p> <p>As such 1 Air Astana representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination.</p>
14	Joint Campaign with Air Astana, Kazakhstan - Media FAM Trip	12th May - 17th May 2021	<p>This joint campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements to maintain the momentum of the arrivals from the market.</p> <p>As such 1 Air Astana representative along with 5 top media in the Kazakh market visited the destination to get updated on the latest offers of the destination and to experience the serenity and seclusion offered in the destination for travelers.</p>
15	Russia Media FAM Trip	12th May - 18th May 2021	A group of 4 journalists and one PR representative from Russia visited Maldives to write about the various offerings of the destination. As such the group experienced staying at a liveaboard, safari and at a guesthouse.
16	USA Media FAM Trip	9th to 16th June 2021	This is the first familiarization trip conducted for the market this year and the purpose is to promote the destination as a safe haven for the travelers, highlighting the unique geographical formation of the Maldives as well as the safety measures in place. The stay for the trip is arranged at Robinson Club Noonu, LUX* North Male' Atoll and Kuramathi Maldives, with the 3 properties focusing on the theme of luxury and "Maldives as a safe haven".



17	South Africa Media FAM trip	14th-20th June 2021	Targeting affluent readers in the South African market, the purpose of this FAM trip was to promote the destination as a safe haven for the travelers, highlighting the unique geographical formation of the Maldives as well as the safety measures in place. The media team was hosted by Finolhu Maldives, Dusit Thani Maldives and Hurawalhi Island Resort
18	Influencer FAM Trip 01 - Brazil	10th July 2021	This is notably the first FAM trip and the first activity by Visit Maldives specifically for the Brazilian market, this year. During their stay, different properties will host each set of influencers, providing them an opportunity to explore and showcase the exciting experiences offered by each property. Influencers will share their experiences through their social media accounts contributing to the goal of strengthening our market presence in Brazil. The combination of the FAM trips in this series is expected to reach an audience of over 3 million followers on different social media platforms.
19	Turkey Media FAM Trip	16th - 22nd August 2021	The media team consisting of travel writers, journalists, and art directors will explore the wellness facilities at Joali Maldives, Mirihi Island Resort and Finolhu Maldives. During their stay, the team will indulge in unique experiences such as snorkeling with marine biologists, serene spa and wellness facilities, watersports, and movie nights under the equatorial night sky. In addition, the team will embark on a gastronomic journey and discover haute gourmet cuisines unique to each property.
20	Sweden Media FAM Trip	26th August to 3rd September	Editor Per J. Andersson and Photographer Pernilla Sjöholm, two members from Vagabond travel magazine, arrive in Maldives for a familiarization trip targeting the Swedish market. The team from Vagabond will do coverage with focused articles of the host properties, including a broad picture of the range of hotels in Maldives and share various experiences of the destination. Confirmed coverage of the trip includes 10 pages in the printed magazine in which they will include details of host properties and the destination. They will also publish corresponding digital publications on the Vagabond website.
21	Influencer FAM Trip - Middle East Cosmo Clubhouse	7th Sep - 14th Sep 2021	Six influencers, including the Face of Cosmo Brand in the Middle East, are visiting Maldives for 7 days starting from 7th September onwards. The influencers from Cosmo Clubhouse are Marwa Al



**PREVENT
DOMESTIC
VIOLENCE**



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C-0509/2011

			Hash, Layla Akil, Nadine Hossam, Mony Helall, Sara Al Humiri, and Twinkle Stanly. The purpose of this trip is to promote the Maldives as a top of the mind destination and to increase engagement with tourists in the Middle East. It also aims to promote the destination as a safe haven, providing information on the geographical formation of the scattered islands which gives it a natural social distance.
22	Influencer FAM Trip 02 - Brazil	08th Sep 2021	The influencer participating in this trip will be hosted by Huvaafen Fushi, Velassaru and Taj Hotels. During this trip, the influencer can experience various amenities available at these properties, including spa and wellness treatments, snorkeling, water sports, and other exclusive experiences unique to the properties. Furthermore, they will get to experience cuisines available at the world class restaurants at the properties.
23	Media FAM Trip - Ukraine	19th to 25th Sep 2021	The media team from Ukraine will be hosted in two properties, Kandima Maldives and LUX* South Ari Atoll. During their stay, they will get to enjoy the world-renowned Maldivian hospitality and indulge in eccentric, luxurious and adventurous experiences. The teams will try out spa and wellness treatments, discover cuisines from across the globe, get adventurous with exciting varieties of watersports activities, dive and snorkel to witness first hand, the rich marine life of the Maldives.
24	Influencer FAM trip - India	19-22 Sep 2021	The influencer brother duo, Sidharth Nigam and Abhishekk Nigam, took part in this Fam trip, arriving in the Maldives on 19th September 2021. The FAM trip was organized as part of Visit Maldives strategy to promote and market the destination as a safe haven and a family oriented destination.



25	Spanish Media Fam trip	24-29 Sep 2021	The participants of this FAM trip include well renowned publications targeting a highly affluent audience in the market, this familiarisation trip will generate huge coverage highlighting the unique geographical advantage of having our islands spread out across the Indian Ocean and having the concept of one island, one resort, making Maldives one of the safest holiday destinations in the world. Additionally, we will focus on promoting Maldives as a 'Safe & Secure' travel destination during this trip. The attendees include Vanity Fair, El Periódico Destinos, El Viajero El Pais, Cinco Días, Conde' Nast Traveler, Viajes National Geographic and Harper's Bazaar. They will be staying in Six Senses Laamu, Maafushivaru & huva fenfushi.
Others			
#	Campaign Name	Duration	Details
01	First Visitor Event - 2021	1st Jan 2021	First visitor of the 2021 event was held at Velana International Airport. The first visitor, a German national, Jochen Paul Karch, arrived on Qatar Airways. He was greeted by officials of the Ministry of Tourism, Maldives Marketing and Public Relations Corporation (MMPRC), Maldives Immigration and Maldives Airports Company Limited (MACL). A holiday voucher was given by Sun Island Resort & Spa and also gifts from MoT & MACL.
02	Media Meet in India (Press Conference)	23rd March 2021	This press conference is one of the very first offline events in India after the reopening of Maldives border. The Press Conference titled 'Maldives: Media Meet' held on 23rd March 2021 was addressed by high level speakers from Maldives, Hon. Dr. Abdulla Mausoom, Minister of Tourism; Mr. Thoyyib Mohamed, Managing Director of Visit Maldives and Dr. Hussain Niyaz, High Commissioner of Maldives to India. Latest updates from the Maldives and the tourism industry were shared at the press conference attended by key travel trade and mainstream media of India and Delhi region.
03	ITB India Virtual - Speech	7th April - 7th May 2021	Opening Videop speech by M. Thoyyib Mohamed
04	International Media Marketplace Virtual Asia 2021	6th until 17th June 2021	Addressed Opening Press Conference by M. Thoyyib Mohamed
05	Maldives Media Meet in Dubai (Press	17th May 2021	A press conference was also held to meet with the major media from the UAE region and to give them up to date information

Page 35 of 58



**PREVENT
DOMESTIC
VIOLENCE**



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

	Conference coinciding with ATM)		<p>about the destination and share news about the latest campaigns and tourism industry success since reopening borders. The speakers at the event were Mr. Thoyyib Mohamed, Managing Director of Visit Maldives, Ms. Aminath Shabeena, the Maldives Ambassador to the UAE and Ms. Fathimath Afra, the Chief Marketing Officer of Visit Maldives.</p> <p>While Mr. Thoyyib Mohamed and Ms. Fathimath Afra shared updated on the current market situation, tourism recovery process, Middle East market performance to Maldives and the activities being conducted in the market since the situation, Ms. Aminath Shabeena shared updated on the foreign policy for travel and the new travel corridor between Maldives and UAE.</p>
06	Destination Review Vietnam - Interview with MD	16th September 2021	Destination Review is a specialized platform covering analyses and insightful comments on tourism business, management and development. The platform published a special story on the recovery and success of Maldives tourism, featuring MD.
07	Maldives E-Learning Program - SEA	September 2021 - November 2022	Maldives E-learning Program is an innovative online course designed to give frontline travel sellers the latest and fresh knowledge needed to sell Maldives effectively to their customers post Covid-19. The E-learning program is designed by Pacific World Travel (PR appointed for SEA market) to familiarize tourism professionals with Maldives facts, unique selling points, tourism products and safe measurement guidelines.

PR Media Coverage		
#	Market	Details
01	China	<p>Jan</p> <ul style="list-style-type: none"> 15 posts on Wechat (Reach: 2,478) 5 posts on weibo (Reach: 27,411) 135,079,193 people reached through online and print generated coverage worth USD 180,324 <p>Feb</p> <ul style="list-style-type: none"> 04 posts on Wechat (Reach: 1,153) 17 posts on weibo (Reach: 6,591,093) 116,200,696,6 people reached through online and print generated coverage worth USD 253,846 <p>March</p> <ul style="list-style-type: none"> 4 posts on Wechat (Reach: 2,976) 15 posts on weibo (Reach: 28,144) 142,249,504 people reached through online and print generated

		<p>coverage worth USD 232,308</p> <p><u>April</u></p> <ul style="list-style-type: none"> 15 posts on Weibo (Reach: 89,560) 4 posts on Wechat (Reach: 1,104) 145,299,625 people reached through online and print generated coverage worth USD 180,000 <p><u>May</u></p> <ul style="list-style-type: none"> 15 posts on Weibo (Reach: 7,124,407) 4 posts on Wechat (Reach: 1,248) 121,164,398 people reached through online and print generated coverage worth USD 167,692 <p><u>June</u></p> <ul style="list-style-type: none"> 15 posts on Weibo (Reach: 8,401,078) 4 posts on Wechat (Reach: 7,180) 56,813,893 people reached through online and print generated coverage worth USD 155,385 <p><u>July</u></p> <ul style="list-style-type: none"> 17 posts on Weibo (Reach: 186,165) 3 posts on Wechat (Reach: 1,665) 78,635,957 people reached through online and print generated coverage worth USD 157,500 <p><u>Aug</u></p> <ul style="list-style-type: none"> 17 posts on Weibo (Reach: 186,065) 3 posts on Wechat (Reach: 1,665) 263,851,584 people reached through online and print generated coverage worth USD 1,140,820 <p><u>Sep</u></p> <ul style="list-style-type: none"> 16 posts on Weibo (Reach: 117,592) 4 posts on Wechat (Reach: 1,294) 149,453,839 people reached through online and print generated coverage worth USD 547,500
02	India	<p><u>Jan</u></p> <ul style="list-style-type: none"> Total reach: 32,192,587,380 Media value coverage: USD 445,084 1 Press release which had 12 articles & 1 Article <p><u>Feb</u></p> <ul style="list-style-type: none"> Total reach: 683,280 Media value coverage: USD 179,045 1 Press release which generated 06 articles PR generated media interview circulation - 25,000 Readership - 100,000 FOC

		<p><u>March</u></p> <ul style="list-style-type: none"> • Total reach: 477,778,110 • Media value coverage: USD 504,318 • 1 Press release which generated 18 articles <p><u>April</u></p> <ul style="list-style-type: none"> • Media Reach 6,630 747 • Media Value : USD 491,027 • Total number of press releases issued in April 2021: 3 • Number of articles via press release: 13 <p><u>May</u></p> <ul style="list-style-type: none"> • Media Reach : 462,510 • Media Value : USD 1,759,154 • Total number of press releases issued in May 2021: 1 • Number of articles via press release: 45 <p><u>June</u></p> <ul style="list-style-type: none"> • Media Reach : 666,590 • Media Value : USD 3,999,525 • Total number of press releases issued in June 2021: 1 • Number of articles via press release: 46 <p><u>July</u></p> <ul style="list-style-type: none"> • Media Reach: 906,347,310 • Media Value: USD 4,191,952 • Total number of press releases issued in July 2021: 1 • Total number of articles: 122 <p><u>Aug</u></p> <ul style="list-style-type: none"> • Media Value: USD 3,251,146 • Total number of press releases issued in Aug 2021: 1 • Total number of articles: 84 <p><u>Sep</u></p> <ul style="list-style-type: none"> • Media Value: USD 1,607,568 • Total number of press releases issued in Sep 2021: 1 • Total number of articles: 69
03	UK	<p><u>Jan</u></p> <ul style="list-style-type: none"> • Total reach: 31,204,757 • Media value coverage: USD 177,360 • 10 piece of print and online coverage, 2 press release distributed

	<p><u>Feb</u></p> <ul style="list-style-type: none"> • Total reach: 290,143,274 • Media value coverage: USD 199,290.03 • 13 piece of print and online coverage, 01 press release and 01 newsletter distributed <p><u>Mar</u></p> <ul style="list-style-type: none"> • Total reach: 13,463,692 • Media value coverage: USD 55,8331.59 • 13 piece of print and online coverage, 02 press releases and 01 newsletter distributed <p><u>April</u></p> <ul style="list-style-type: none"> • Total reach: 51,705,030 • Media value coverage: USD 36,3579.34 • 21 piece of print and online coverage • 2 press releases <p><u>May</u></p> <ul style="list-style-type: none"> • Total reach: 66,128,824 • Media value coverage: USD 19,0812.78 • 14 piece of print and online coverage • 1 press releases 1 E-newsletter <p><u>June</u></p> <ul style="list-style-type: none"> • Total reach: 25,143,760 • Media value coverage: £50,6217.18 • 9 piece of print and online coverage • 1 press releases 1 E-newsletter <p><u>July</u></p> <ul style="list-style-type: none"> • Total reach: 5,156,294 • Media value coverage: £53,278.92 • 19 piece of print and online coverage • 2 press releases 1 E-newsletter <p><u>Aug</u></p> <ul style="list-style-type: none"> • Total reach: 314,661,206 • Media value coverage: £130,985 • 25 piece of print and online coverage • 2 press releases <p><u>Sep</u></p> <ul style="list-style-type: none"> • Total reach: 226,032,000 • Media value coverage: £103,974 • 20 piece of print and online coverage • 2 press releases 5 media contacts liaised 7 contacts liaised
--	---

04	Germany, Austria & Switzerland	<p>Jan</p> <ul style="list-style-type: none"> • Total reach: 28,473,600 • Media value coverage: USD 1,203,380. • 28 print and online media coverage <p>Feb</p> <ul style="list-style-type: none"> • Total reach: 7,128,637 • Media value coverage: USD 642,029 • 39 print and online media coverage <p>Mar</p> <ul style="list-style-type: none"> • Total reach: 33,839,937 • Media value coverage: USD 3,027,591 • 14 print and online media coverage <p>April</p> <ul style="list-style-type: none"> • Total reach: 8,040,937 • Media value coverage: USD 1,441,075 • 49 print and online media coverage <p>May</p> <ul style="list-style-type: none"> • Total reach: 79,104,433 • Media value coverage: USD 4,232,907 • 32 print and online media coverage <p>June</p> <ul style="list-style-type: none"> • Total reach: 15,140,319 • Media value coverage: USD 2,039,493 • 23 print and online media coverage <p>July</p> <ul style="list-style-type: none"> • Total reach: 15,913,045 • Media value coverage: USD 1,268,649 • 35 print and online media coverage <p>Aug</p> <ul style="list-style-type: none"> • Total reach: 34,523,692 • Media value coverage: USD 3,219,706 • 26 print and online media coverage
05	Russia	<p>Jan</p> <ul style="list-style-type: none"> • Total reach: 314,499,195 • Media value coverage: USD 314,499,195 • 51 pieces of TV, radio, print and online coverage generated, 1 press release is distributed, 1 newsletter sent out

		<p><u>Feb</u></p> <ul style="list-style-type: none"> • Total reach: 228,386,870 • Media value coverage: USD 461,695 • 99 pieces of TV, radio, print and online coverage generated, 02 press release and 01 newsletter distributed <p><u>Mar</u></p> <ul style="list-style-type: none"> • Total reach: 1,665,502,008 • Total AVE: \$678,450 • 142 pieces of TV, radio, print and online coverage generated • 4 press releases about the events in regional cities are distributed • 1 newsletter and 4 invitations sent out <p><u>April</u></p> <ul style="list-style-type: none"> • Total reach: 2,422,615,594 • Total PR value: USD 980,600 • Number of articles: 177 <p><u>May</u></p> <ul style="list-style-type: none"> • Total reach: 1,783,770,152 • Total PR Value: USD 684 360 • Number of articles: 147 <p><u>June</u></p> <ul style="list-style-type: none"> • Total reach: 1,665,393,662 • Total PR Value: USD 1,937,375 • Number of articles: 140 <p><u>July</u></p> <ul style="list-style-type: none"> • Total reach: 2,462,390 • Total PR value: USD 690,000 • Number of articles: 92 <p><u>Aug</u></p> <ul style="list-style-type: none"> • Total reach: 2,211,294,391 • Total PR value: USD 1,948,665 • Number of articles: 128 <p><u>Sep</u></p> <ul style="list-style-type: none"> • Total reach: 2,524,408 • Total PR value: USD 1,110,174 • Number of articles: 224
06	South Korea	<p><u>Jan</u></p> <ul style="list-style-type: none"> • Total reach: 7,135,000 contacts • Media value coverage: USD \$32,742 • 18 print and online articles generated, 1 press release, 1 NL

		<p><u>Feb</u></p> <ul style="list-style-type: none"> • Total reach: 6,860,000 contacts • Media value coverage: USD \$27,893 • 21 print and online articles generated, 1 press release, 1 NL <p><u>Mar</u></p> <ul style="list-style-type: none"> • Total reach: 18,910,000 • Media value coverage: USD 80,400.00 • 22 print and online articles generated • 1 press release & 1 NL <p><u>April</u></p> <ul style="list-style-type: none"> • Total reach: 33,790,000 contacts • Media value coverage: US\$ 136,309 • 56 coverages generated, 2 press release, 1 NL <p><u>May</u></p> <ul style="list-style-type: none"> • Total reach: 12,310,000 contacts • Media value coverage: US\$ 53,836 • 24 coverages generated <p><u>June</u></p> <ul style="list-style-type: none"> • Total reach: 17,990,000 contacts • Media value coverage: US\$ 93,504 • 27 coverages generated <p><u>July</u></p> <ul style="list-style-type: none"> • Total reach: 9,780,000 contacts • Media value coverage: \$204,000 • 27 coverages generated <p><u>Aug</u></p> <ul style="list-style-type: none"> • Total reach: 15,720,000 contacts • Media value coverage: \$215,000 • 24 coverages generated
07	Middle East	<p><u>Jan</u></p> <ul style="list-style-type: none"> • Total reach: 7,907,000 • Media value coverage: USD 1,200,000 • 17 articles, 1 NL, 1 Press release, 12 tele-calls <p><u>Feb</u></p> <ul style="list-style-type: none"> • Total reach: 13,492,000 • Media value coverage: USD 1,647,050

		<ul style="list-style-type: none"> 26 articles, 01 newsletter, 01 Press release, 09 tele-calls <p>Mar</p> <ul style="list-style-type: none"> Total reach: 25,167,000 Media value coverage: USD 2,082,484 28 articles, 1 newsletter, 1 Press release, 14 tele-calls <p>April</p> <ul style="list-style-type: none"> Total Media value: USD 1,290,000 Total reach: 3,199,000 No. of articles: 19 articles <p>May</p> <ul style="list-style-type: none"> Total Media value: USD 2,070,000 Total reach: 2,181,000 No. of articles: 25 articles <p>June</p> <ul style="list-style-type: none"> Total Media value: USD 29,40,000 Total reach: 21,238,000 No. of articles: 35 articles <p>July</p> <ul style="list-style-type: none"> Total Media value: USD 59,60,000 Total reach: 3,154,000 No. of articles: 33 articles <p>Aug</p> <ul style="list-style-type: none"> Total Media value: USD 2,490,000 Total reach: 3,180,000 No. of articles: 24 articles <p>Sep</p> <ul style="list-style-type: none"> Total Media value: USD 2,790,000 Total reach: 2,999,000 No. of articles: 27 articles
08	Australia	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 94,000 Media value coverage: USD 10,120 2 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development <p>Feb</p> <ul style="list-style-type: none"> Total reach: 136,000

		<ul style="list-style-type: none"> Media value coverage: USD 2696.68 1 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development <p>March</p> <ul style="list-style-type: none"> Total reach: 3,334,805 Media value coverage: USD 50,0209.92 1 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development <p>April</p> <ul style="list-style-type: none"> Total reach: 69,496,845 Media value coverage: USD 28,5284.12 123 clippings <p>May</p> <ul style="list-style-type: none"> Total reach: 76,386,387 Media value coverage: USD 93,341.43 94 clippings <p>July</p> <ul style="list-style-type: none"> Total reach: 175,000 Media value coverage: \$26,000 <p>Aug</p> <ul style="list-style-type: none"> Total reach: 900,000 Media value coverage: \$72,000 <p>Sep</p> <ul style="list-style-type: none"> Total reach: 840,203 Media value coverage: \$126,030.45
09	Malaysia	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 200,000 Media value coverage: USD 11,593 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter <p>Feb</p> <ul style="list-style-type: none"> Total reach: 1,400,00 Media value coverage: USD 7843 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter

	<ul style="list-style-type: none"> 3 media contacts liaised, 5 trade contacts liaised, 7 pieces of online and social media coverage generated, 2 press releases disseminated, 1 newsletter disseminated <p>Mar</p> <ul style="list-style-type: none"> Total reach: 2,000,000 Media Value coverage: USD 22,250 5 pieces of online and social media coverage generated, 2 media contacts liaised with regarding marketing proposals, 11 trade contacts liaised with regarding social media campaign, 1 press releases disseminated, 1 newsletter disseminated <p>April</p> <ul style="list-style-type: none"> Total reach: 9,000,000,000 Media Value coverage: USD 28,500 2 media contacts liaised, 6 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release <p>May</p> <ul style="list-style-type: none"> Total reach: 9,000,000,000 Media Value coverage: USD 13,050 3 media contacts liaised, 25 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release <p>June</p> <ul style="list-style-type: none"> Total reach: 10,000,000 Media Value coverage: USD 27,150 9 pieces of print, online and social media coverage generated, 1 newsletter and 2 press releases <p>July</p> <ul style="list-style-type: none"> Total reach: 2,000,000 Media Value coverage: USD 14,175 8 pieces of print, online and social media coverage generated, 4 press releases and 1 newsletter <p>Aug</p> <ul style="list-style-type: none"> Total reach: 2,000,000 Media Value coverage: USD 14,250 6 pieces of online and social media coverage generated 1 media contact liaised with regarding MICE marketing campaign 1 press releases and 1 newsletter <p>Sep</p> <ul style="list-style-type: none"> Total reach: 2,000,000
--	---

		<ul style="list-style-type: none"> Media Value coverage: USD 32,985 9 pieces of online and social media coverage generated 1 trade contact liaised with regarding physical travel fair 2 press releases and 1 newsletter
10	South East Asia	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 200,000 Media value coverage: USD 11,593 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter <p>Feb</p> <ul style="list-style-type: none"> Total reach: 430,000,000 Media value coverage: USD 99,000 10 pieces of online and social media coverage generated, 2 virtual meeting with media & trade on latest market insights, 5 press releases disseminated, 1 newsletter disseminated <p>March</p> <ul style="list-style-type: none"> Total reach: 9,000,000 Media Value coverage: USD 30,250 7 pieces of online and social media coverage generated, 2 virtual meetings with media & trade on latest market insights, 3 press releases disseminated, 1 newsletter disseminated <p>April</p> <ul style="list-style-type: none"> Total reach: 1,800,000,000 Media Value coverage: USD 179,000 31 pieces of online and social media coverage generated, 3 virtual meetings with media & trade on latest market insights, 6 press releases, 2 newsletters <p>May</p> <ul style="list-style-type: none"> Total reach: 1,952,100,000 Media Value coverage: USD 65,500 29 pieces of online and social media coverage generated, 15 virtual meetings with media & trade on latest market insights, 9 press releases, 1 newsletters <p>June</p> <ul style="list-style-type: none"> Total Reach: 1,43,150,000 Media Value coverage: USD 65,350 16 pieces of online and social media coverage generated, 4 virtual meetings, 7 press releases disseminated, 1 newsletter disseminated <p>July</p> <ul style="list-style-type: none"> Total Reach: 950,000,000 Media value coverage: USD 97,000

		<ul style="list-style-type: none"> 21 pieces of online and social media coverage generated, 3 virtual meetings, 5 press releases disseminated, 1 newsletter disseminated <p>Aug</p> <ul style="list-style-type: none"> Total Reach: 625,000,000 Media value coverage: USD 60,000 12 pieces of online and social media coverage generated, 10 virtual meetings, 9 press releases disseminated, 1 newsletter disseminated <p>Sep</p> <ul style="list-style-type: none"> Total Reach: 1,150,000 Media value coverage: USD 43,500 11 pieces of online and social media coverage generated, 5 virtual meetings, 4 press releases disseminated, 1 newsletter disseminated
10	Italy	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 145,150,208 Media value coverage: USD 87,805 30 print and online media coverage worth USD 87,805, 1 press release and 1 newsletter <p>Feb</p> <ul style="list-style-type: none"> Total reach: 80,666,310 Media value coverage: USD 109,345 33 print and online media coverage worth USD 109,345, 1 press release distributed <p>Mar</p> <ul style="list-style-type: none"> Total reach: 223,437,680 Media value coverage: USD 269,963 34 print and online media coverage worth USD 269,963, 2 press release distributed <p>April</p> <ul style="list-style-type: none"> Total reach: 357,888,600 Media value coverage: USD 119,992 39 print and online media coverage worth USD 119,992, 1 press release distributed <p>May</p> <ul style="list-style-type: none"> Total reach: 241,224,031 Media value coverage: USD 285,318 45 print and online media coverage worth USD 285,318, 1 press release distributed <p>June</p> <ul style="list-style-type: none"> Total reach: 370,327,195 Media value coverage: USD 135,668

		<ul style="list-style-type: none"> 43 print and online media coverage worth USD 135,668, 2 press release distributed <p>July</p> <ul style="list-style-type: none"> Total reach: 132,435,353 Media value coverage: USD 69,430 35 print and online media coverage worth USD 69,430, 1 press release distributed <p>Aug</p> <ul style="list-style-type: none"> Total reach: 261,348,965 Media value coverage: USD 84,385 35 print and online media coverage worth USD 84,385, 1 press release distributed <p>Sep</p> <ul style="list-style-type: none"> Total reach: 531,543,872 Media value coverage: USD 162,712 33 print and online media coverage worth USD 162,712 , 1 press release distributed
11	USA	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 923,616,654 Media value coverage: USD 134,119 5 pieces of print and online coverage generated, 8 media contacts ,1 monthly newsletter <p>April</p> <ul style="list-style-type: none"> 767,488,017 people reached through print and online \$7,031,739 worth of media value 22 media contacts liaised with regarding editorial and marketing requests 1 press release drafted and distributed 1 newsletter drafted <p>May</p> <ul style="list-style-type: none"> 322,638,683 people reached through print and online \$2,984,408 worth of media value 20 media contacts liaised with regarding editorial and marketing requests 1 thematic media pitch drafted and distributed 1 newsletter distributed <p>June</p> <ul style="list-style-type: none"> 1,057,353,317 people reached through print and online \$9,780,518 worth of media value

		<ul style="list-style-type: none"> 20 media contacts liaised with regarding editorial and marketing requests 1 thematic media pitch drafted and distributed 1 newsletter distributed <p>July</p> <ul style="list-style-type: none"> 452,414,829 people reached through print and online \$4,184,837 worth of media value 15 media contacts liaised with regarding editorial and marketing requests 1 thematic media pitch drafted and distributed 1 newsletter distributed <p>Aug</p> <ul style="list-style-type: none"> 355,641,200 people reached through print and online \$3,289,681 worth of media value 15 media contacts liaised with regarding editorial and marketing requests 1 press release distributed 1 newsletter distributed <p>Sep</p> <ul style="list-style-type: none"> 833,480,666 people reached through print and online \$7,709,696 worth of media value 22 media contacts liaised with regarding editorial and marketing requests 1 thematic media pitch drafted and distributed 1 newsletter distributed
12	France	<p>Jan</p> <ul style="list-style-type: none"> Total reach: 82,146,000 Media value coverage: USD 1,991,702 7 pieces of print/online generated coverage, 12 articles, 07 key media contacts <p>Feb</p> <ul style="list-style-type: none"> Total reach: 66,887,000 Media value coverage: USD 1,132,926 19 pieces of print, online and TV coverage generated, 12 articles, 5 key media contacts <p>Mar</p> <ul style="list-style-type: none"> Total reach: 1,537,000 Media value coverage: USD 88,948

		<ul style="list-style-type: none"> 4 pieces of TV and online generated coverage generated, 6 articles, 5 key media contacts <p>April</p> <ul style="list-style-type: none"> Total reach: 89,433,000 Media value coverage: USD 1075,731 4 pieces of TV generated coverage, 19 articles, 0 key media contacts <p>May</p> <ul style="list-style-type: none"> Total reach: 89,433,000 Media value coverage: USD 1075,731 4 pieces of TV generated coverage, 19 articles, 0 key media contacts <p>June</p> <ul style="list-style-type: none"> Total reach: 19,721,820 Media value coverage: USD 145,344 3 pieces of TV generated coverage, 6 articles, 5 key media contacts <p>July</p> <ul style="list-style-type: none"> Total reach: 28 260 500 Media value coverage: USD 611 803 4 pieces of TV generated coverage, 6 articles, 6 key media contacts, 1 media partnership initiated <p>Aug</p> <ul style="list-style-type: none"> Total reach: 5 656 000 Media value coverage: USD 134 131 10 pieces of print/online coverage generates, 5 key media contacts <p>Sep</p> <ul style="list-style-type: none"> Total reach: 44 340 100 Media value coverage: USD 504 072 9 pieces of generated coverage, 1 press trip in pipes, 1 media partnership initiated
--	--	--

13	Japan	<p><u>Jan</u></p> <ul style="list-style-type: none"> • Total reach: 6,230,000 • Media value coverage: USD 6,250 • 5 trade/relations contacts liaised with regarding coop opportunity and promotional activity. • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>Feb</u></p> <ul style="list-style-type: none"> • Total reach: 256,077,600 • Media value coverage: USD 22,214 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity. • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>March</u></p> <ul style="list-style-type: none"> • Total reach: 345,100,000 • Media value coverage: USD 77,532 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity. • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>April</u></p> <ul style="list-style-type: none"> • Total reach: 224,156,198 • Media value coverage: USD 70,269 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>May</u></p> <ul style="list-style-type: none"> • Total reach: 13,110,000 • Media value coverage: USD 97,091 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 8 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>June</u></p> <ul style="list-style-type: none"> • Total reach: 519,600,000 • Media value coverage: USD 52,749 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity
----	-------	---

		<p><u>July</u></p> <ul style="list-style-type: none"> • Total reach: 99,640,000 • Media value coverage: USD 66,505 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>Aug</u></p> <ul style="list-style-type: none"> • Total reach: 1,160,857,600 • Media value coverage: USD 56,147 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity <p><u>Sep</u></p> <ul style="list-style-type: none"> • Total reach: 747,823,500 • Media value coverage: USD 51,300 • 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity • 4 media contacts liaised with regarding future contents coop and non-paid promotional activity
14.	Nordic	<p><u>March</u></p> <ul style="list-style-type: none"> • Total reach: 162,469 • Media value: USD 8,150 <p><u>April</u></p> <ul style="list-style-type: none"> • Total reach: 3,995 • Media value: USD 236,447 <p><u>May</u></p> <ul style="list-style-type: none"> • Total reach: 1,869,334 • Media Value: USD 214,164 • 1 Bimonthly Newsletter, 1 Press release, 7 Media Liaisons <p><u>June</u></p> <ul style="list-style-type: none"> • Total reach: 2,115,600 • Media Value: USD 25,940 <p><u>July</u></p> <ul style="list-style-type: none"> • Total reach: 2,685,704 • Media Value: USD 98,563.94 <p><u>Aug</u></p>

		<ul style="list-style-type: none"> Total reach: 2,769,396 Media Value: USD 120,549 <p>Sep</p> <ul style="list-style-type: none"> Total reach: 4,440,244 Media Value: USD 336,643
--	--	---

Digital marketing platforms of visitmaldives		
#	Social Media Platforms	Details
01	Facebook	<p>A total of 136 posts were published on Visit Maldives Facebook account during this period. We gained 36,864 followers, increasing our total number of followers to 834,992. During this period we gained 27,449,272 impressions and 420,178 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 65% of all our engagements are from men and 34% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Local islands of Maldives (Reach: 4,959,450) 2. 5 day itinerary for a family vacation in Maldives (Reach: 1,522,322) <p>As of 30th September: A total of 94 posts were published on Visit Maldives Facebook account during this period. We gained 15,078 followers, increasing our total number of followers to 846,958. During this period we gained 137,919,766 impressions and 779,669 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 18-24. 68% of all our engagements are from men and 32% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Thasveeru Maldives through art 2. Tourism Day Campaign 3. Saff Championship promotion video campaign
02	Instagram	<p>A total of 158 posts were published on Visit Maldives Instagram account during this period. We gained 35,335 followers, increasing our total number of</p>

		<p>followers to 338,688. During this period we gained 25,954,968 impressions and 153,242 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 42% of all our engagements are from men and 52% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Local islands of Maldives (Reach: 4,959,450) 2. 5 day itinerary for a family vacation in Maldives (Reach: 1,522,322) <p>As of 30th September : A total of 232 posts were published on Visit Maldives instagram account during this period. We gained 28,446 followers, increasing our total number of followers to 367,686. During this period we gained 119, 174, 373 impressions and 183,921 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 42% of all our engagements are from men and 51% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Thasveeru Maldives through art 2. Tourism Day Campaign 3. Saff Championship promotion video campaign
03	Twitter	<p>A total of 109 posts were published on Visit Maldives twitter account during this period. We gained 2,663 followers, increasing our total number of followers to 60,175. During this period we gained 734,832 impressions and 41,693 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 66% of all our engagements are from men and 34% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Thasveeru Maldives through art 2. Tourism Day Campaign 3. Saff Championship promotion video campaign

04	Linkedin	<p>A total of 104 posts were published on Visit Maldives linkedin account during this period. We gained 712 followers, increasing our total number of followers to 7,491. During this period we gained 88,223 impressions and 6,933 engagements.</p> <p>Top locations that visited our page during this period are Germany, India, Italy, UK and France</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> 1. Thasveeru Maldives through art 2. Tourism Day Campaign 3. Saff Championship promotion video campaign
05	Website	<ul style="list-style-type: none"> • 91 articles were published within this period • Recorded 605,561 user sessions in total during this period • Recorded 464,762 new users on the website • Recorded 1,232,861 page views • Users spent an average of 1 minute 28 seconds <p>Top locations that visited the website during this period are India, United States, United Kingdom, Maldives, Indonesia</p>
06	Newsletter	<ul style="list-style-type: none"> • 7 newsletter was sent out within this period. • Each newsletter is sent out newsletter subscribers and industry members. • The newsletter covers MMPRC press releases, industry news, and other news on the travel trade industry and campaigns in Maldivian tourism • The newsletter was sent out to an audience of 1,293 industry members and 4,726 newsletter subscribers. The number continues to grow with each day.

❖ Partnership with any other suppliers

❖ Diversification

4. Board Activities

Directors Name	Designation	Board meeting	Audit committee	Risk Committee	Remuneration Committee	Compliance Committee
Mr. Thoyyib Mohamed	Managing Director	6/6	-	-	-	-
Mr. Abdulla Rasheed	NED	6/6	-	-	-	-
Mr. Abdulla Suood	NED	6/6	-	-	-	-
Ms. Ahmed Afrah	NED	6/6	-	-	-	-
Mr. Abdulla Nashiz Mohamed	NED	6/6	-	-	-	-
Note: * MMPRC does not have a Risk Committee, Remuneration Committee or Compliance Committee.						

Meeting	Number of Meeting
Board meeting	6
Audit committee	-
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	88%
2	Public Relations Firm: Japan	1st February 2020	31st January 2022	USD 4,000/ month	USD 4,000/ month	79%
3	Public Relations Firm: Italy	6th February 2021	5th February 2022	USD 4,250/ month	USD 4,250/ month	67%
4	Public Relations Firm: Australia	21st June 2021	20th June 2022	USD 3,450/ month	USD 3,450/ month	25%
5	Public Relations Firm: USA	06th April 2021	05th April 2022	USD 4,450/ month	USD 4,450/ month	42%
6	Public Relations Firm: UK	1-Aug-21	31st July 2022	USD 3500/ month	USD 3500/ month	8%
7	Public Relations Firm: Germany	01st August 2021	31st July 2022	USD 3,190/ month	USD 3,190/ month	8%
8	Public Relations Firm: India	01st August 2021	31st July 2022	USD 750/ month	USD 750/ month	8%
9	Public Relations Firm: China	01st October 2021	30th September 2022	USD 3,000.00/month	USD 3,000.00/month	0%
10	Public Relations Firm: South Korea	07th October 2021	06th October 2021	USD 2,500.00/month	USD 2,500.00/month	92%
11	Public Relations Firm: South East Asia (SEA)	1st December 2020	30th November 2021	USD 5,000.00/month	USD 5,000.00/month	92%
12	Public Relations Firm: Russia	08th December 2019	07th December 2021	USD 4,500/Month	USD 4,500/Month	92%
13	Public Relations Firm: Middle East	15th December 2019	14th December 2021	USD 3,000.00/month	USD 3,000.00/month	92%
14	Public Relations Firm: France	17th December 2019	16th December 2021	USD 5,500/Month	USD 5,500/Month	92%
15	Public Relations Firm: Nordic	09th March 2021	08th March 2022	USD 4,166/Month	USD 4,166/Month	50%
2	Nordic FAM Trip	20th January 2020	Proposed period: 25th January to 30th January	USD 2,500.00	USD 2,500.00	Scheduled to start on 9th October 2021
16	Belgium Fam Trip	23rd February 2020	Proposed period: June 2020	USD 2,900.00	USD 2,900.00	Scheduled to start on 10th October 2021
22	Roadshow in Central and Eastern Europe	18-Apr-21	Jul-21	USD 32,791.00	USD 32,791.00	Scheduled to start on 5th November 2021
27	New Godown Renting	27th January 2020	26th January 2025	MVR 30,000.00 (for the first 2 years)	MVR 30,000.00 (for the first 2 years)	35%
28	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
30	Images and Video Shoot - Option 4 (Liveboard Experiences in Maldives)	4th February 2020	3rd March 2020	MVR 236,295.00	MVR 236,295.00	Postposed due to covid situation
34	Video Production company for 1 year period	25-Aug-21	24th August 2022	MVR 25,000/monthly	MVR 19,080.00/monthly	8%
35	Renewal of old Godown agreement for two years	1st May 2020	30th April 2022	MVR 38,000/monthly	MVR 38,000/monthly	67%
36	Hiring a Creative Agency for one year period	23rd September 2020	22nd October 2021	MVR 65,000.00	MVR 65,000.00	92%
41	Extension of Internal Audit					Awarded. Agreement not yet signed (on commenting process)
42	Office cleaning for one year	1st December 2020	30th November 2021	MVR 4,500/Month	MVR 4,500/Month	92%
44	HR Software	07th March 2021	17-Jun-21	MVR 145,898.40	MVR 145,898.40	100%
46	Internet provider	31-Oct-19	31-Oct-21	MVR 24,762.98/Month	MVR 24,762.98/Month	96%
47	Forward Keys Subscription	14-Jun-21	13-Jun-22	EUR 19,071.00	EUR 19,071.00	25%
48	Map of Maldives / Male'	29-Apr-21	28-Apr-22	MVR 67,575.00	MVR 67,575.00	42%
49	AC Service & Maintenance	Jan-21	Jan-22	MVR 3,000.00/once in 3 month	MVR 3,000.00/once in 3 month	75%
51	Destination guide and Product Directory Printing	22th September 2021	1st July 2021	MVR 1,585,250.00	0	0%
52	Printing of Tales of Maldives					Awarded. Agreement not yet signed (on commenting process)

Page 57 of 58



PREVENT DOMESTIC VIOLENCE



MALDIVES MARKETING & PR CORPORATION
State Owned Corporation
C-0509/2011

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurafaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

6. Income Statement & Statement of Financial Position

Income statement and statement of financial position is attached as Annex-1 of this report.

1. 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						

13 October 2021



Thoyyib Mohamed
Managing Director

MALDIVES MARKETING AND PUBLIC RELATIONS
CORPORATION LIMITED

QUARTERLY REPORT AND FINANCIAL STATEMENTS

30 SEPTEMBER 2021

Maldives Marketing and Public Relations Corporation Limited

STATEMENT OF COMPREHENSIVE INCOME

Quarter ended 30 September 2021

	Note	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR	2020 Q4 MVR
Revenue	6	30,429,632	39,543,358	40,447,702	88,646,472
Direct costs		(23,546,179)	(24,811,813)	(26,913,776)	(7,370,256)
Gross (loss) / profit		6,883,453	14,731,545	13,533,926	81,276,216
Other income	7	6,870	-	1	-
Administration expenses		(4,477,833)	(4,337,647)	(4,171,986)	(3,702,489)
Selling and distribution expenses		(1,131,390)	(184,114)	(580,174)	(526,147)
(Loss) / profit operating activities	9	1,281,100	10,209,784	8,781,767	77,047,580
Finance cost	8	(910,586)	-	(910,586)	(1,680,719)
(Loss) / profit before tax from operation		370,514	10,209,784	7,871,181	75,366,861
Business profit tax expense					
(Loss) / profit for the year		370,514	10,209,784	7,871,181	75,366,861
(Loss) / profit per share - basic	11	3.71	102.10	78.71	753.67



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation
C-0509/2011

Maldives Marketing and Public Relations Corporation Limited
STATEMENT OF FINANCIAL POSITION
Quarter ended 30 September 2021

Asset	Note	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR	2020 Q4 MVR
Non-current assets					
Property, plant, and equipment	12	2,701,935	2,633,281	2,620,761	2,046,529
Intangible assets	13	615,800	615,800	615,800	560,000
Deferred tax asset	10	2,821	2,821	2,821	2,821
Right of use assets	14.1	5,769,383	5,769,383	5,769,383	5,769,383
		9,089,939	9,021,285	9,008,765	8,378,733
Current assets					
Trade and other receivables	15	1,539,441,710	1,528,416,168	1,570,525,119	1,534,417,324
Business profit tax receivable	16	1,670,287	1,670,287	1,670,287	1,670,287
Cash and cash equivalents	17	109,915,256	115,120,844	68,253,401	96,525,710
		1,651,027,253	1,645,207,299	1,640,448,807	1,632,613,321
Total assets		1,660,117,192	1,654,228,584	1,649,457,572	1,640,992,054
Equity and liabilities					
Share capital and reserves					
Issued share capital	18	10,000,000	10,000,000	10,000,000	10,000,000
Call in arrears	18	(10,000,000)	(10,000,000)	(10,000,000)	(10,000,000)
Accumulated loss		32,004,189	31,633,675	21,423,891	13,552,710
Total equity		32,004,189	31,633,675	21,423,891	13,552,710
Non-current liabilities					
Lease liability	14.2	4,153,616	4,153,616	4,153,616	4,153,616
Long Term Loan	19.2	78,989,261	80,045,654	81,102,047	84,129,012
		83,142,877	84,199,270	85,255,663	88,282,628
Current liabilities					
Trade and other payables	19	1,543,499,887	1,536,925,397	1,541,307,778	1,537,686,476
Lease liability	14.2	1,470,237	1,470,237	1,470,237	1,470,237
		1,544,970,124	1,538,395,634	1,542,778,015	1,539,156,713
Total equity and liabilities		1,660,117,192	1,654,228,584	1,649,457,572	1,640,992,054



Maldives Marketing and Public Relations Corporation Limited
STATEMENT OF CHANGES IN EQUITY
Quarter ended 30 September 2021

	Share capital	Accumulated	Total
	MVR	Loss MVR	MVR
Balance as at 31 December 2019	10,000,000	12,126,552	12,126,552
Profit/Loss for the quarter		(45,721,794)	(45,721,794)
Balance as at 31 March 2020	10,000,000	(33,595,242)	(33,595,242)
Profit/Loss for the quarter		(14,232,674)	(14,232,674)
Balance as at 30 June 2020	10,000,000	(47,827,916)	(47,827,916)
Profit/Loss for the quarter		(13,986,235)	(13,986,235)
Balance as at 30 September 2020	10,000,000	(61,814,151)	(61,814,151)
Profit/Loss for the quarter		75,366,861	75,366,861
Balance as at 31 December 2020	10,000,000	13,552,710	13,552,710
Profit/Loss for the quarter		7,871,181	7,871,181
Balance as at 31 March 2021	10,000,000	21,423,891	21,423,891
Profit/Loss for the quarter		10,209,784	10,209,784
Balance as at 30 June 2021	10,000,000	31,633,675	31,633,675
Profit/Loss for the quarter		370,514	370,514
Balance as at 30 September 2021	10,000,000	32,004,189	32,004,189



**Maldives Marketing and Public Relations Corporation
Limited**
STATEMENT OF CASH FLOW
Quarter ended 30 September 2021

	Note	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR	2020 Q4 MVR
Operating activities					
(Loss) / profit before tax		370,514	10,209,784	7,871,181	75,366,861
Adjustment to reconcile profit to net cash flows					
Depreciation	12	-	-	-	2,101,411
Finance cost	14.2	-	-	-	722,729
		370,514	10,209,784	7,871,181	78,191,001
Working capital changes					
(Increase) / decrease in trade and other receivables	15	(11,025,542)	42,108,951	(36,107,795)	(6,898,986)
(Decrease) / increase in trade and other payable	19	6,574,490	(4,382,381)	3,621,302	(86,031,638)
Cash generated used in / from operations		(4,080,538)	47,936,354	(24,615,312)	(14,739,623)
Business profit tax paid					
Net cash flows from operating activities		(4,080,538)	47,936,354	(24,615,312)	(14,739,623)
Investing activities					
Acquisition of property, plant and equipment	12	(68,654)	(12,520)	(630,032)	(809,429)
Net cash flow used in investing activities		(68,654)	(12,520)	(630,032)	(809,429)
Financing activities					
Issued share capital during the year	18	-	-	-	-
Settlement of lease liabilities					(2,035,440)
Long Term Loan					
Loan Repayment		(1,056,393)	(1,056,393)	(3,026,965)	-
Net cash used from financing activities		(1,056,393)	(1,056,393)	(3,026,965)	(2,035,440)
Net Increase in cash and cash equivalents		(5,205,585)	46,867,441	(28,272,309)	(17,584,492)
Cash and cash equivalents at beginning		115,120,844	68,253,401	96,525,710	114,110,207
Cash and cash equivalents at 31 December	17	109,915,256	115,120,844	68,253,401	96,525,710



Maldives Marketing and Public Relations Corporation Limited
NOTES TO THE FINANCIAL STATEMENTS
Quarter ended 30 September 2021

		2021 Q3	2021 Q2	2021 Q1	2020 Q4
		MVR	MVR	MVR	MVR
6	Revenue				
	Advertising	-	-	-	-
	Membership fee	589,173	483,160	451,035	363,680
	Fair participation fee	3,997,824	443,892	1,104,960	340,055
	Roadshow participation fee	142,635	66,306	341,707	66,044
	Government grants	25,700,000	38,550,000	38,550,000	87,876,693
		30,429,632	39,543,358	40,447,702	88,646,472
7	Other income				
	Miscellaneous income	6,870	-	1	-
	Reversal of over provision in prior year		-	1	-
8	Finance cost				
	Lease Interest Expenses	-	-	-	722,729
	Loan Interest	910,586	-	910,586	957,990
		910,586	-	910,586	1,680,719
9	Profit before tax stated after charging,				
	Salary and wages	2,347,875	2,377,610	1,983,789	1,845,539
	Board member's fee	109,880	107,532	109,104	110,500
	Rent	913,320	712,860	712,860	(1,322,580)
	Telephone and internet	97,099	110,235	90,470	92,591
10	Deferred tax				
10.1	Deferred tax on temporary differences				

a) The deferred tax is arrived by applying the income tax rate of 15% to the timing differences as at 31 December.

Maldives Marketing and Public Relations Corporation Limited
NOTES TO THE FINANCIAL STATEMENTS
Quarter ended 30
September 2021

10 Deferred tax

10 Deferred tax on temporary differences	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
On property, plant and equipment	2,821	2,821	2,821	2,821
Total tax asset as at 31 December	2,821	2,821	2,821	2,821

The provision on deferred tax is made on temporary differences between the carrying value and tax base of property, plant and equipment, accumulated tax losses, voluntary retirement provision and debtor's general provision. The Company's management expects to earn future taxable profits and therefore deferred tax assets are recognized.

b) Movement in deferred tax	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
Opening	2,821	2,821	2,821	2,821
Provision reversed during the period	-	-	-	-
closing	2,821	2,821	2,821	2,821

11 Profit per share - basic

Basic Profit per share is calculated by dividing the Profit for the year attributable to ordinary shareholders by the weighted average number of ordinary shares outstanding during the year. The following reflects the loss and share data used in the basic earnings per share computation.

	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
Amount used as the numerator:				
Profit for the quarter	370,514	10,209,784	7,871,181	75,366,861
Number of ordinary shares used as denominator:				
Weighted average number of ordinary shares in issue	100,000	100,000	100,000	100,000
- applicable to basic earnings per share				

Maldives Marketing and Public Relations Corporation Limited
NOTES TO THE FINANCIAL STATEMENTS
Quarter ended 30
September 2021

12 Property, plant and equipment

	Balance as at 31.12.2020 MVR	Additions during the quarter MVR	Balance as at 31.03.2021 MVR	Additions during the quarter MVR	Balance as at 30.06.2021 MVR	Additions during the quarter MVR	Balance as at 30.09.2021 MVR
Gross carrying amounts							
At cost							
Furniture and fittings	1,799,822	52,450	1,852,272	-	1,852,272	5,800	1,858,072
Office equipment	2,396,845	521,782	2,918,627	12,520	2,931,147	57,736	2,988,883
Communication Tools	136,017	-	136,017	-	136,017	5,118	141,135
	4,332,684	574,232	4,906,916	12,520	4,919,436	68,654	4,988,090
Depreciation							
	Balance as at 31.12.2020 MVR	Charge for the quarter MVR	Balance as at 31.03.2021 MVR	Charge for the quarter MVR	Balance as at 30.06.2021 MVR	Charge for the quarter MVR	Balance as at 30.09.2021 MVR
Furniture and fittings	399,783	-	399,783	-	399,783	-	399,783
Office equipment	1,842,620	-	1,842,620	-	1,842,620	-	1,842,620
Communication Tools	43,752	-	43,752	-	43,752	-	43,752
	2,286,155	-	2,286,155	-	2,286,155	-	2,286,155
Net book value	2,046,529		2,620,761		2,633,281		2,701,935

13 Intangible assets

	Balance as at 31.12.2020 MVR	Additions during the quarter MVR	Balance as at 31.03.2021 MVR	Additions during the quarter MVR	Balance as at 30.06.2021 MVR	Additions during the quarter MVR	Balance as at 30.09.2021 MVR
Gross carrying amounts							
At cost							
Computer software	16,962	55,800	72,762	-	72,762	-	72,762
Website	700,000	-	700,000	-	700,000	-	700,000
	716,962	55,800	772,762	-	772,762	-	772,762

	Balance as at	Charge for	Balance as at	Charge for	Balance as at	Charge for	Balance as at
--	---------------	------------	---------------	------------	---------------	------------	---------------

Amortization	31.12.2020	the	31.03.2021	the	30.06.2021	the	30.09.2021
	MVR	quarter	MVR	quarter	MVR	quarter	MVR
Computer software	16,962	-	16,962	-	16,962	-	16,962
Website	140,000	-	140,000	-	140,000	-	140,000
	156,962	-	156,962	-	156,962	-	156,962
Net book value	560,000		615,800		615,800		615,800

14 Lease

The Company has a contracts for the use of buildings in its operations. Lease of Building has lease term of 5 years. The Company's obligations under its leases are secured by the lessors' title to the leased assets.

14.1 Right of use assets

	Balance as at	Additions during the	Balance as at	Additions during the	Balance as at	Additions during the	Balance as at
	31.12.2020	quarter	31.03.2021	quarter	30.06.2021	quarter	30.09.2021
	MVR	MVR	MVR	MVR	MVR	MVR	MVR
Gross carrying amounts							
At cost							
Rental of 2nd floor of H.Zoneyria	8,484,455	-	8,484,455	-	8,484,455	-	8,484,455
	8,484,455	-	8,484,455	-	8,484,455	-	8,484,455
	Balance as at	Charge for the	Balance as at	Charge for the	Balance as at	Charge for the	Balance as at
	31.12.2020	quarter	31.03.2021	quarter	30.06.2021	quarter	30.09.2021
	MVR	MVR	MVR	MVR	MVR	MVR	MVR
Amortization							
Rental of 2nd floor of H.Zoneyria	2,715,072	-	2,715,072	-	2,715,072	-	2,715,072
	2,715,072	-	2,715,072	-	2,715,072	-	2,715,072
Net book value	5,769,383		5,769,383		5,769,383		5,769,383



**Maldives Marketing and Public Relations Corporation
Limited**

NOTES TO THE FINANCIAL STATEMENT

Quarter ended 30

September 2021

14 Lease (Continued)

14.2 Lease Liabilities	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
Opening	5,623,853	5,623,853	5,623,853	6,936,564
Additions during the year	-	-	-	-
Accretion of interest	-	-	-	722,729
Payments	-	-	-	(2,035,440)
Closing	5,623,853	5,623,853	5,623,853	5,623,853

Classification	Interest rate	Maturity	2019	2020
Current				
Rental of 2nd floor of H.Zoneyria	12%	2021	1,312,711	1,470,237
Non - current				
Rental of 2nd floor of H.Zoneyria	12%	2022- April 2024	5,623,852	4,153,616
Total			6,936,563	5,623,853

15 Trade and other receivables	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
Accounts receivables	10,149,711	9,721,454	48,074,202	8,568,727
Provision for Impairment	(1,058,210)	(1,058,210)	(1,058,210)	(1,058,210)
	9,091,501	8,663,244	47,015,992	7,510,517
Prepayments and deposits	11,675,696	1,545,265	5,768,835	9,095,792
Other receivable	1,356,218,412	1,355,751,558	1,355,284,191	1,355,354,914
Fixed Term Cash lend	157,253,546	157,253,546	157,253,546	157,253,546
Amounts due from related parties (note15.1)	5,202,555	5,202,555	5,202,555	5,202,555
	1,539,441,710	1,528,416,168	1,570,525,119	1,534,417,324

15. Amounts due from related parties

Maldives Tourism, Arts and Culture	5,202,555	5,202,555	5,202,555	5,202,555
------------------------------------	-----------	-----------	-----------	-----------

16 Business profit tax receivable

Current tax receivables	1,670,287	1,670,287	1,670,287	1,670,287
	1,670,287	1,670,287	1,670,287	1,670,287

17 Cash and cash equivalents

Cash in hand	361,670	360,338	211,058	211,613
Cash at bank	109,553,586	114,760,506	68,042,343	96,314,097
	109,915,256	115,120,844	68,253,401	96,525,710



**Maldives Marketing and Public Relations
Corporation Limited**
**NOTES TO THE FINANCIAL
STATEMENTS**
Quarter ended 30 September 2021

		2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR	2020 Q4 MVR
18	Share capital				
	Authorised share capital 10,000,000 Ordinary shares of Rf 100/= each	1,000,000,000	1,000,000,000	1,000,000,000	1,000,000,000
	Issued share capital 1,642,000 Ordinary shares of Rf 100/= each	10,000,000	10,000,000	10,000,000	10,000,000
	Call in arrears 100,000 Ordinary shares of Rf 100/= each	10,000,000	10,000,000	10,000,000	10,000,000
19	Trade and other payables				
	Trade payables	18,515,873	9,978,495	14,725,132	7,422,093
	Advance from customer	6,075,031	6,452,179	6,838,964	6,488,159
	Other payables	283,185	283,185	283,185	283,185
	Accrued expenses	(232,177)	1,353,563	602,522	4,635,064
	Deferred Income	-	-	-	-
	Amount due to related parties (note 19.1)	1,518,857,975	1,518,857,975	1,518,857,975	1,518,857,975
		1,543,499,887	1,536,925,397	1,541,307,778	1,537,686,476
19.1	Amount due to related parties Payable to the Ministry of Tourism, Arts and Culture Maldives Ports Limited	1,518,857,975	1,518,857,975	1,518,857,975	1,518,857,975
			-	-	-
		1,518,857,975	1,518,857,975	1,518,857,975	1,518,857,975
19.2	Long Term Loan Loan from Maldives Ports Limited Opening	80,045,654	81,102,047	84,129,012	84,129,012
	Repayment during the period	1,056,393	1,056,393	3,026,965	-
	Closing	78,989,261	80,045,654	81,102,047	84,129,012



Maldives Marketing and Public Relations Corporation Limited
DETAIL STATEMENT OF EXPENDITURE
Quarter ended 30 September 2021

	2021 Q3	2021 Q2	2021 Q1	2020 Q4
	MVR	MVR	MVR	MVR
I Direct costs				
Events	471,050	3,939,990	11,788	980,439
Fairs-MMPRC Cost	8,025,503	10,188,404	12,091,364	(8,289,125)
Advertising	9,770,126	7,084,402	7,786,074	11,311,491
Promotional material	1,494,202	71,464	393,214	286,724
Road shows	3,000	403,649	3,358,913	192,294
PR & Fam Trips	3,782,298	3,123,904	3,272,423	2,888,433
	23,546,179	24,811,813	26,913,776	7,370,256
II Administrative expenses				
Salary and wages	2,347,875	2,377,610	1,983,789	1,845,539
Directors' remuneration	109,880	107,532	109,104	110,500
Pension contributions	59,980	86,095	76,752	74,826
Staff training	56,743	3,390	60,810	77,028
Meals and entertainment	105,665	5,193	4,925	13,958
Repairs and maintenance	6,051	22,070	24,131	7,680
Depreciation	-	-	-	2,101,411
Rent	913,320	712,860	712,860	(1,322,580)
Telephone and internet	97,099	110,235	90,470	92,591
Registration and permit fees	-	-	-	-
Professional fees	293,741	394,442	501,762	568,762
Annual fee	-	-	2,000	-
Printing and stationaries	60,100	6,450	48,982	35,399
Water	3,018	838	1,177	4,251
Subscription fee	30,358	177,450	149,255	393,218
Insurance	-	-	-	-
Bank charges	191,115	197,883	161,219	127,041
Miscellaneous expenses	119,941	77,906	59,474	(602,775)
Other expense	50	2,112	4,380	1,938
Fine charges	150	-	-	-
Exchange gain/ loss	30,049	26,091	147,786	137,596
Website maintenance fee	33,000	-	-	-
GST expenses	-	-	-	-
Electricity Charge	19,698	29,490	33,110	36,106
	-	-	-	-
	4,477,833	4,337,647	4,171,986	3,702,489
III Selling and distribution				
Sponsorship's cost	1,131,390	184,114	580,174	218,872
Provision for Impairment	-	-	-	307,275
	1,131,390	184,114	580,174	526,147

