

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

**Annual Financial Statements
for the year ended 28 February 2023**

Audited Financial Statements

in compliance with the Companies Act of South Africa

Prepared by: M. Israel

Professional designation: Professional Accountant (S.A.)



watermans
REGISTERED AUDITORS

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Index

	Page
General Information	2
Board and CEO's Responsibilities and Approval	3
Board and CEO's Report	4 - 5
Independent Auditor's Report	6 - 8
Statement of Financial Position	9
Statement of Comprehensive Income	10
Statement of Changes in Equity	11
Statement of Cash Flows	12
Notes to the Financial Statements	13 - 24
The supplementary information presented does not form part of the Financial Statements and is unaudited:	
Detailed Income Statement	25 - 26

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

General Information

Country of Incorporation and Domicile	South Africa
Registration Number	2005/040417/08
Nature of Business and Principal Activities	To protect, promote and advance the interests of its members and prospective members; to keep members informed of new developments in interactive and direct marketing, to promote best practices, and to promote education and training in the field of direct and interactive marketing in all its aspects and related activities.
Board and CEO	D.M. Dickens (CEO) Z. Luthuli A. Botha M. Short C. Goodman P. Govender Q.E. Vhulahani-Munyai (Appointed 11 October 2022) M.A. Mello (Appointed 11 October 2022) (Resigned 4 August 2023) C.Y. Duval (Retired 11 October 2022) P. Aucamp (Resigned 29 September 2022)
Registered Office	Fernridge Office Park 5 Hunter Street Cnr Braam Fischer Drive Block 4 Ground Floor Ferndale Gauteng 2194
Business Address	Fernridge Office Park 5 Hunter Street Cnr Braam Fischer Drive Block 4 Ground Floor Ferndale Gauteng 2194
Banker	First National Bank
Level of Assurance	These financial statements have been audited in compliance with the applicable requirements of the Companies Act of South Africa.
Independent Auditors	Watermans Registered Auditors Chartered Accountants C.A. (S.A.) Registered Auditors
Issued	_____

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Board and CEO's Responsibilities and Approval

The Board and CEO are required by the Companies Act of South Africa to maintain adequate accounting records and are responsible for the content and integrity of the annual financial statements and related financial information included in this report. It is their responsibility to ensure that the annual financial statements satisfy the financial reporting standards with regards to form and content and present fairly the statement of financial position, results of operations and business of the Association, and explain the transactions and financial position of the business of the Association at the end of the financial year. The annual financial statements are based upon appropriate accounting policies consistently applied throughout the Association and supported by reasonable and prudent judgements and estimates.

The Board and CEO acknowledge that they are ultimately responsible for the system of internal financial control established by the Association and place considerable importance on maintaining a strong control environment. To enable the Board and CEO to meet these responsibilities, the Board and CEO set standards for internal control aimed at reducing the risk of error or loss in a cost effective manner. The standards include the proper delegation of responsibilities within a clearly defined framework, effective accounting procedures and adequate segregation of duties to ensure an acceptable level of risk. These controls are monitored throughout the Association and all employees are required to maintain the highest ethical standards in ensuring the Company's business is conducted in a manner that in all reasonable circumstances is above reproach.

The focus of risk management in the Association is on identifying, assessing, managing and monitoring all known forms of risk across the Association. While operating risk cannot be fully eliminated, the Association endeavours to minimise it by ensuring that appropriate infrastructure, controls, systems and ethical behaviour are applied and managed within predetermined procedures and constraints.

The Board and CEO are of the opinion, based on the information and explanations given by management, that the system of internal control provides reasonable assurance that the financial records may be relied on for the preparation of the annual financial statements. However, any system of internal financial control can provide only reasonable, and not absolute, assurance against material misstatement or loss. The going-concern basis has been adopted in preparing the financial statements. Based on forecasts and available cash resources the Board and CEO have no reason to believe that the Association will not be a going concern in the foreseeable future. The annual financial statements support the viability of the Association.

The annual financial statements have been audited by the independent auditing firm, Watermans Registered Auditors, who have been given unrestricted access to all financial records and related data, including minutes of all meetings of the member, the Board and CEO and committees of the Board and CEO. The Board and CEO believe that all representations made to the independent auditor during the audit were valid and appropriate. The external auditor's unqualified audit report is presented on pages 6 to 8.

The annual financial statements set out on pages 9 to 24, and the supplementary information set out on pages 25 to 26 which have been prepared on the going concern basis, were approved by the Board and CEO and were signed on 07/09/2023 on their behalf by:



D.M. Dickens (CEO)



M. Short (Treasurer)

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Board and CEO's Report

The Board and CEO present their report for the year ended 28 February 2023.

1. Review of activities

Main business and operations

The principal activity of the Association is to protect, promote and advance the interests of its members and prospective members; to keep members informed of new developments in interactive and direct marketing, to promote best practices, and to promote education and training in the field of direct and interactive marketing in all its aspects and related activities. There were no major changes herein during the year.

The operating results and statement of financial position of the Association are fully set out in the attached financial statements and do not in our opinion require any further comment.

2. Going concern

The annual financial statements have been prepared on the basis of accounting policies applicable to a going concern. This basis presumes that funds will be available to finance future operations and that the realisation of assets and settlement of liabilities, contingent obligations and commitments will occur in the ordinary course of business.

3. Events after reporting date

The Board and CEO are not aware of any matter or circumstance arising since the end of the financial year to the date of this report that could have a material effect on the financial position of the association.

4. Authorised and issued share capital

No changes were approved or made to the authorised or issued share capital of the Association during the year under review.

5. Dividend

No dividend was declared or paid to the member during the year.

6. Board and CEO

The Board and CEO of the Association during the year and up to the date of this report are as follows:

D.M. Dickens (CEO)

Z. Luthuli

A. Botha

M. Short

C. Goodman

P. Govender

Q.E. Vhulahani-Munyai (Appointed 11 October 2022)

M.A. Mello (Appointed 11 October 2022) (Resigned 4 August 2023)

C.Y. Duval (Retired 11 October 2022)

P. Aucamp (Resigned 29 September 2022)

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Board and CEO's Report

7. Independent Auditors

Watermans Registered Auditors were the independent auditors for the year under review.



Independent Auditor's Report

To the Member of The Direct Marketing Association of Southern Africa (Non Profit Company)

Opinion

We have audited the financial statements of The Direct Marketing Association of Southern Africa (Non Profit Company) set out on pages 9 to 24, which comprise the statement of financial position as at 28 February 2023, and the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of The Direct Marketing Association of Southern Africa (Non Profit Company) as at 28 February 2023, and its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the Independent Regulatory Board for Auditors' Code of Professional Conduct for Registered Auditors (IRBA Code) and other independence requirements applicable to performing audits of financial statements in South Africa. We have fulfilled our other ethical responsibilities in accordance with the IRBA Code and in accordance with other ethical requirements applicable to performing audits in South Africa. The IRBA Code is consistent with the corresponding sections of the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including International Independence Standards). We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Key Audit Matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Other Information

The Board and CEO are responsible for the other information. The other information comprises the information included in the document titled "The Direct Marketing Association of Southern Africa (Non Profit Company) Financial Statements for the year ended 28 February 2023", which includes the Board and CEO's Report, and the statement of Board and CEO's Responsibilities and Approval as required by the Companies Act of South Africa, and the supplementary information set out on pages 25 to 26. The other information does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board and CEO for the Financial Statements

The Board and CEO are responsible for the preparation and fair presentation of the financial statements in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the requirements of the Companies Act of South Africa, and for such internal control as the Board and CEO determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board and CEO are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board and CEO either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board and CEO.
- Conclude on the appropriateness of the Board and CEO's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

We also provide the Board and CEO with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with the Board and CEO, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Watermans Registered Auditors

Per: T. Aarons C.A. (S.A.)

Partner

Registered Auditor

**Top Floor
14 Eglin Road
Sunninghill
Sandton
2191**

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Statement of Financial Position

Figures in R	Notes	2023	2022
Assets			
Non-current assets			
Property, plant and equipment	3	146,922	195,240
Current assets			
Trade and other receivables	5	381,191	199,966
Cash and cash equivalents	6	241,663	520,691
Total current assets		622,854	720,657
Total assets		769,776	915,897
Funds and liabilities			
Funds			
Accumulated surplus		8,306	372,679
Liabilities			
Current liabilities			
Trade and other payables	8	761,470	543,218
Total funds and liabilities		769,776	915,897

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)
Financial Statements for the year ended 28 February 2023

Statement of Comprehensive Income

Figures in R	Notes	2023	2022
Revenue	9	5,937,499	4,661,293
Other income		53,639	175,067
Other expenses		(6,356,420)	(5,092,924)
Other gains and (losses)	11	(5,196)	-
Deficit from operating activities		(370,478)	(256,564)
Finance income	12	6,197	6,192
Finance costs	13	(92)	(191)
Deficit for the year		(364,373)	(250,563)

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Statement of Changes in Equity

Figures in R	Accumulated surplus	Total
Balance at 1 March 2021	623,242	623,242
Changes in funds		
Deficit for the year	(250,563)	(250,563)
Balance at 28 February 2022	372,679	372,679
Balance at 1 March 2022	372,679	372,679
Changes in funds		
Deficit for the year	(364,373)	(364,373)
Balance at 28 February 2023	8,306	8,306

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Statement of Cash Flows

Figures in R	Note	2023	2022
Cash flows used in operations			
Deficit for the year		(364,373)	(250,563)
Adjustments to reconcile deficit			
Adjustments for finance income		(6,197)	(6,191)
Adjustments for finance costs		92	191
Adjustments for increase in trade accounts receivable		(194,438)	(8,380)
Adjustments for decrease / (increase) in other operating receivables		13,213	(13,213)
Adjustments for increase in trade accounts payable		134,988	269,451
Adjustments for increase / (decrease) in other operating payables		83,264	(143,255)
Adjustments for depreciation and amortisation expense		58,026	75,851
Adjustments for impairment losses and reversal of impairment losses recognised in surplus or deficit		-	757
Adjustments for gains and losses on foreign exchange realised in surplus or deficit		5,689	-
Adjustments for gains and losses on disposal of non-current assets		(493)	-
Total adjustments to reconcile deficit		94,144	175,211
Net cash flows used in operations		(270,229)	(75,352)
Interest paid		(92)	(191)
Interest received		6,197	6,192
Net cash flows used in operating activities		(264,124)	(69,352)
Cash flows used in investing activities			
Proceeds from sales of property, plant and equipment		2,001	-
Purchase of property, plant and equipment		(11,216)	-
Forex loss - trade payables		(5,689)	-
Cash flows used in investing activities		(14,904)	-
Net decrease in cash and cash equivalents		(279,028)	(69,352)
Cash and cash equivalents at beginning of the year		520,691	590,043
Cash and cash equivalents at end of the year	6	241,663	520,691

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

1. General information

The Direct Marketing Association of Southern Africa (Non Profit Company) ('the Association') protect, promote and advance the interests of its members and prospective members; to keep members informed of new developments in interactive and direct marketing, to promote best practices, and to promote education and training in the field of direct and interactive marketing in all its aspects and related activities.

The Association is incorporated as a Association and domiciled in South Africa. The address of its registered office is Fernridge Office Park 5 Hunter Street, Cnr Braam Fischer Drive, Block 4 Ground Floor Ferndale, Gauteng, 2194.

2. Basis of preparation and summary of significant accounting policies

The financial statements of The Direct Marketing Association of Southern Africa (Non Profit Company) have been prepared in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and the Companies Act of South Africa. The financial statements have been prepared under the historical cost convention.

The preparation of financial statements in conformity with the International Financial Reporting Standard for Small and Medium-sized Entities requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies.

The principal accounting policies applied in the preparation of these annual financial statements are set out in the notes to the financial statements. These policies have been consistently applied to all the years presented, unless otherwise stated.

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

3. Property, plant and equipment

3.1 Accounting policies

Property, plant and equipment is stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by the Board and CEO.

The Association adds to the carrying amount of an item of property, plant and equipment the cost of replacing parts of such an item when that cost is incurred if the replacement part is expected to provide incremental future benefits to the Association. The carrying amount of the replaced part is derecognised. All other repairs and maintenance are charged to surplus or deficit during the period in which they are incurred.

Depreciation on other assets is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method. The estimated useful lives range as follows:

Asset class	Useful life
Leasehold improvements	3 years
Motor vehicles	5 years
Fixtures and fittings	6 years
Office equipment	6 years
Computer equipment	3 years
Other fixed asset	

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, if there is an indication of a significant change since the last reporting date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised within 'other gains / (losses)' in the statement of comprehensive income.

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

Property, plant and equipment continued...

3.2 Balances at year end and movements for the year

	Leasehold improvements	Motor vehicles	Fixtures and fittings	Office equipment	Computer equipment	Other fixed asset	Total
Reconciliation for the year ended 28 February 2023							
Balance at 1 March 2022							
At cost	46,440	305,900	96,247	5,561	79,578	6,956	540,682
Accumulated depreciation	(37,410)	(126,694)	(96,246)	(5,560)	(75,475)	(4,057)	(345,442)
Carrying amount	9,030	179,206	1	1	4,103	2,899	195,240
Movements for the year ended 28 February 2023							
Additions	-	-	-	-	11,216	-	11,216
Depreciation	(9,030)	(42,826)	-	-	(4,779)	(1,391)	(58,026)
Disposals	-	-	-	-	-	(1,508)	(1,508)
Property, plant and equipment at the end of the year	-	136,380	1	1	10,540	-	146,922
Closing balance at 28 February 2023							
At cost	46,440	305,900	96,247	5,561	90,794	-	544,942
Accumulated depreciation	(46,440)	(169,520)	(96,246)	(5,560)	(80,254)	-	(398,020)
Carrying amount	-	136,380	1	1	10,540	-	146,922

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

Property, plant and equipment continued...

Reconciliation for the year ended 28 February 2022	Leasehold improvements	Motor vehicles	Fixtures and fittings	Office equipment	Computer equipment	Other fixed asset	Total
Balance at 1 March 2021							
At cost	46,440	305,900	96,247	5,561	106,746	6,956	567,850
Accumulated depreciation	(21,930)	(83,868)	(95,937)	(5,560)	(86,041)	(2,666)	(296,002)
Carrying amount	24,510	222,032	310	1	20,705	4,290	271,848
Movements for the year ended 28 February 2022							
Depreciation	(15,480)	(42,826)	(309)	-	(15,845)	(1,391)	(75,851)
Impairment loss recognised in surplus or deficit	-	-	-	-	(757)	-	(757)
Property, plant and equipment at the end of the year	9,030	179,206	1	1	4,103	2,899	195,240
Closing balance at 28 February 2022							
At cost	46,440	305,900	96,247	5,561	79,578	6,956	540,682
Accumulated depreciation	(37,410)	(126,694)	(96,246)	(5,560)	(75,475)	(4,057)	(345,442)
Carrying amount	9,030	179,206	1	1	4,103	2,899	195,240

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

4. Other financial assets

4.1 Accounting policies

Other financial assets

Other financial assets are recognised initially at the transaction price, including transaction costs except where the asset will subsequently be measured at fair value.

Where other financial assets relate to shares that are publicly traded, or where fair values can be measured reliably without undue cost or effort, these assets are subsequently measured at fair value with the changes in fair value being recognised in profit or loss. Other investments are subsequently measured at cost less impairment.

Debt instruments are subsequently stated at amortised cost. Interest income is recognised on the basis of the effective interest method and is included in finance income.

Impairment of financial assets

At the end of each reporting period an assessment is made to determine whether there is any objective evidence that a financial asset or group of financial assets is impaired. If any such evidence exists, the extent of the impairment is determined.

Impairment losses in financial assets carried at amortised cost are recognised in profit or loss.

Impairment losses are reversed when an increase in the financial asset's recoverable amount can be related objectively to an event occurring after the impairment was recognised, subject to the restriction that the carrying amount of the financial asset at the date that the impairment is reversed shall not exceed what the carrying amount would have been had the impairment not been recognised.

Reversals of impairment losses are recognised in profit or loss.

Cash and cash equivalents

Cash and cash equivalents includes cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown in current liabilities on the statement of financial position.

Trade and other receivables

Trade receivables are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for impairment of trade receivables is established when there is objective evidence that the Association will not be able to collect all amounts due according to the original terms of the receivables.

Trade and other receivables are classified as debt instruments and loan commitments at amortised cost.

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
<i>Other financial assets continued...</i>		
4.2 Carrying amount of other financial assets by category		
	Debt instruments at amortised cost	Total
Year ended 28 February 2023		
Trade and other receivables excluding non-financial assets (Note 5)	381,191	381,191
Cash and cash equivalents (Note 6)	241,663	241,663
	622,854	622,854
	Debt instruments at amortised cost	Total
Year ended 28 February 2022		
Trade and other receivables excluding non-financial assets (Note 5)	186,753	186,753
Cash and cash equivalents (Note 6)	520,691	520,691
	707,444	707,444
5. Trade and other receivables		
5.1 Trade and other receivables comprise:		
Trade receivables	340,375	126,223
Provision for credit notes	(22,735)	(3,021)
Trade receivables - net	317,640	123,202
Prepaid expenses	-	13,213
Deposits	63,551	63,551
	381,191	199,966
5.2 Items included in Trade and other receivables not classified as financial instruments		
Prepaid expenses	-	13,213
Total trade and other receivables excluding non-financial assets included in trade and other receivables	381,191	186,753

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
6. Cash and cash equivalents		
6.1 Cash and cash equivalents included in current assets:		
Cash		
Cash on hand	6,142	2,103
Balances with banks	235,521	518,588
	<u>241,663</u>	<u>520,691</u>
6.2 Detail of cash and cash equivalent balances		
Bank balances		
FNB Current account	73,730	108,499
FNB Money on call	75,249	299,966
FNB Business account	46,163	99,479
Credit Card	19,298	10,644
Payfast account	21,081	-
Total	<u>235,521</u>	<u>518,588</u>
Cash on hand		
Petty cash	6,142	2,103

7. Other financial liabilities

7.1 Accounting policies

Trade and other payables

Trade payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Other financial liabilities

Other financial liabilities are recognised initially at the transaction price, including transaction costs except where the liability will subsequently be measured at fair value.

Where the fair value of other financial liabilities can be measured reliably without undue cost or effort, these liabilities are subsequently measured at fair value with the changes in fair value being recognised in surplus or deficit.

Debt instruments are subsequently stated at amortised cost. Interest expense is recognised on the basis of the effective interest method and is included in finance costs.

Other financial liabilities are classified as current liabilities unless the Association has an unconditional right to defer settlement of the liability for at least 12 months after the reporting date.

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
<i>Other financial liabilities continued...</i>		
7.2 Carrying amount of other financial liabilities by category		
	Debt instruments at amortised cost	Total
Year ended 28 February 2023		
Trade and other payables excluding non-financial liabilities (Note 8)	736,547	736,547
	736,547	736,547
Year ended 28 February 2022		
Trade and other payables excluding non-financial liabilities (Note 8)	524,246	524,246
	524,246	524,246
8. Trade and other payables		
8.1 Trade and other payables comprise:		
Trade creditors	471,721	336,733
Payroll accruals	58,212	58,839
Accrued leave pay	125,074	54,786
Audit fees accrual	46,509	43,580
Workmans compensation accrual	35,031	30,308
Value added tax	24,923	18,972
Total trade and other payables	761,470	543,218
8.2 Items included in trade and other payables not classified as financial liabilities		
Value added tax	24,923	18,972
Total trade and other payables excluding non-financial liabilities included in trade and other payables	736,547	524,246
Total trade and other payables	761,470	543,218

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
9. Revenue		
9.1 Accounting policies		
Revenue is measured at the fair value of the consideration received or receivable. Revenue is shown net of value-added tax, returns, rebates and discounts.		
When the outcome of a transaction involving the rendering of services can be estimated reliably, revenue associated with the transaction is recognised by reference to the stage of completion of the transaction at the end of the reporting period. The outcome of a transaction can be estimated reliably when all the following conditions are satisfied:		
<ul style="list-style-type: none"> • the amount of revenue can be measured reliably; • it is probable that the economic benefits associated with the transaction will flow to the entity; • the stage of completion of the transaction at the end of the reporting period can be measured reliably; and • the costs incurred for the transaction and the costs to complete the transaction can be measured reliably. 		
When the outcome of transactions involving the rendering of services cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.		
The stage of completion of a transaction may be determined by a variety of methods, depending on the nature of the transaction:		
<ul style="list-style-type: none"> • surveys of work performed; • services performed to date as a percentage of total services to be performed; • the proportion that costs incurred to date bear to the estimated total costs of the transaction. Only costs that reflect services performed to date are included in costs incurred to date. Only costs that reflect services performed or to be performed are included in the estimated total costs of the transaction. 		
Interest income is recognised using the effective interest method.		
9.2 Revenue comprises:		
Membership Fees	1,994,218	1,749,890
Training	-	(2,000)
Do not call	2,892,064	2,483,141
Assegai awards	1,051,217	430,262
Total revenue	5,937,499	4,661,293

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
10. Employee benefits expense		
10.1 Accounting policies		
Short-term employee benefits		
Compensation paid to employees for the rendering of services are recognised at the undiscounted amount paid or expected to be paid in the accounting period in which the services were rendered.		
Where employees accumulate entitlement for paid absences, an expense is recognised as the additional amount that the entity expects to pay as a result of the unused entitlement that has accumulated at the end of the reporting period. In the case of non-accumulating paid absences, the expense is recognised only when the absences occur.		
The expected cost of profit-sharing and bonus payments are recognised when there is a present legal or constructive obligation to make such payments as a result of past events, and a reliable estimate of the obligation can be made. A present obligation exists when there is no realistic alternative but to make the payments.		
10.2 Employee benefits expense comprises:		
Salaries	1,528,338	1,060,809
Board and CEO	1,531,125	1,398,390
Total employee benefits expense	3,059,463	2,459,199
11. Other gains and (losses)		
Other gains and (losses) comprise:		
Gain on sale - property, plant and equip	493	-
Forex loss - trade payables	(5,689)	-
Total other gains and (losses)	(5,196)	-
12. Finance income		
Finance income comprises:		
Interest received - bank	6,197	6,192
13. Finance costs		
13.1 Accounting policies		
All borrowing costs are recognised in surplus or deficit in the period in which they are incurred.		
13.2 Finance costs included in surplus or deficit:		
Interest paid - trade and other payables	92	191

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R

14. Income tax expense

No provision has been made for the 2023 year. The association is exempt from tax on the types of income generated during the year due to its status as a Non Profit Company incorporated under Common Law and its tax exemption in terms of section 30 of the Income Tax Act.

15. Related parties

15.1 Accounting policies

A related party is a person or entity with the ability to control or jointly control the other party, or exercise significant influence over the other party, or vice versa, or an entity that is subject to common control, or joint control. As a minimum, the following are regarded as related parties of the reporting entity:

- A person or a close member of that person's family is related to a reporting entity if that person:
 - has control or joint control of the reporting entity;
 - has significant influence over the reporting entity; or
 - is a member of the key management personnel of the reporting entity or of a parent of the reporting entity.
- An entity is related to the reporting entity if any of the following conditions apply:
 - The entity and the reporting entity are members of the same group (which means that each parent, subsidiary and fellow subsidiary is related to the others);
 - One entity is an associate or joint venture of the other entity (or an associate or joint venture of a member of a group of which the other entity is a member);
 - Both entities are joint ventures of the same third party;
 - One entity is a joint venture of a third entity and the other entity is an associate of the third entity;
 - The entity is a post-employment benefit plan for the benefit of employees of either the reporting entity or an entity related to the reporting entity. If the reporting entity is itself such a plan, the sponsoring employers are also related to the reporting entity;
 - The entity is controlled or jointly controlled by a person identified as a related party;
 - A person identified as having control or joint control over the reporting entity has significant influence over the entity or is a member of the key management personnel of the entity (or of a parent of the entity);
 - The entity, or any member of a group of which it is a part, provides key management personnel services to the reporting entity or to the parent of the reporting entity.

A related party transaction is a transfer of resources, services or obligations between a reporting entity and a related party, regardless of whether a price is charged.

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)
 Financial Statements for the year ended 28 February 2023

Notes to the Financial Statements

Figures in R	2023	2022
<i>Related parties continued...</i>		
15.2 Compensation paid to key management personnel		
D.M. Dickens (CEO)	1,531,125	1,398,390
15.3 Related party transactions and balances		
	D.M. Dickens (CEO)	Total
Year ended 28 February 2023		
Outstanding balances for related party transactions		
Amounts payable	(2,300)	(2,300)

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Detailed Income Statement

Figures in R	Notes	2023	2022
Revenue	9		
Assegai awards		1,051,217	430,262
Do not call		2,892,064	2,483,141
Membership Fees		1,994,218	1,749,890
Training		-	(2,000)
		5,937,499	4,661,293
Other income			
Discount received		-	67
Donations received		53,639	175,000
		53,639	175,067
Other expenses			
Accounting fees		(177,082)	(213,565)
Advertising		-	(5,500)
Assegai awards		(682,949)	(292,090)
Audit fees		(49,698)	(45,706)
Bank charges		(24,199)	(15,497)
Computer expenses		(237,077)	(257,399)
Conference expenses		(4,970)	-
Consulting fees		(562,168)	(338,440)
Data protection compliance program		-	(20,000)
Depreciation - property, plant and equipment		(58,026)	(75,851)
Discount allowed		-	(18,113)
Do not call expenses		(357,888)	(474,466)
Donations		-	(5,000)
Employee costs - CEO		(1,531,125)	(1,398,390)
Employee costs - salaries		(1,528,338)	(1,060,809)
Entertainment		(44,821)	(27,531)
General expenses		-	(555)
Gifts		(6,710)	(4,499)
Impairments and reversals - property, plant and equip.		-	(757)
Insurance		(43,692)	(54,995)
Marketing expenses		(244,731)	(217,012)
Motor vehicle expense		(54,603)	(35,539)
Municipal charges		(70,279)	(44,033)
Operating lease expense		(209,076)	(238,429)
Postage		(1,178)	(509)
Printing and stationery		(29,364)	(10,594)
Repairs and maintenance - deductible		(11,442)	(156)
Security		(6,342)	(5,678)
Special development projects		-	(3,750)
Staff welfare		(97,149)	(57,194)

The Direct Marketing Association of Southern Africa (Non Profit Company)

(Registration Number 2005/040417/08)

Annual Financial Statements for the year ended 28 February 2023

Detailed Income Statement

Figures in R	Notes	2023	2022
Subscriptions		(13,995)	(17,613)
Telephone and fax		(108,862)	(101,456)
Training		(8,161)	(6,678)
Travel - local		(80,238)	(45,120)
Travel - overseas		(112,257)	-
		<u>(6,356,420)</u>	<u>(5,092,924)</u>
Other gains and losses	11		
Forex loss - trade payables		(5,689)	-
Gain on sale - property, plant and equip		493	-
		<u>(5,196)</u>	<u>-</u>
Deficit from operating activities		<u>(370,478)</u>	<u>(256,564)</u>
Finance income	12		
Interest received - bank		6,197	6,192
Finance costs	13		
Interest paid - trade and other payables		(92)	(191)
Deficit for the year		<u>(364,373)</u>	<u>(250,563)</u>