

CONFIDENTIAL

Ref: SA/11-23/53-21452
November 28, 2023

To: All Digital Media Member Publishers

Sub: Suspension of Digital Advertising Business - Media Expansion Systems (Pvt.) Limited.

Dear Digital Media Members,

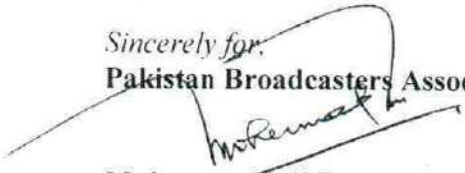
We have to inform you that **M/s Media Expansion Systems (Pvt.) Limited** has failed to clear the cheque issued against outstanding dues of our Digital Media Publishers. The above agency is therefore, suspended w.e.f. **00:01 hours, Friday, December 01, 2023.**

All Digital Media Publishers are advised not to air any advertisement of the clients of the above agency after the mentioned time through any source whatsoever, till further communication by PBA.

Please note that as per clause 18.3 of PBA Rules and Regulations Governing Conduct of Advertising Agencies / Media Buying Houses the Digital Media Members will not run advertisement of a suspended client/agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to fine and penalty as prescribed in the above rule.

It may please be noted that any client of the agency under suspension cannot shift its business, or place any business direct to a publisher until the agency is restored.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director