

Hon Treasurers Report – 2025

As your Honorary Treasurer, it is my privilege to provide an overview of the financial performance of the Society in 2025, following the completion of our annual accounts.

I am pleased to report that the Society has delivered a strong financial performance, achieving a surplus of £236K, it's highest ever to date.

This result reflects continued momentum and disciplined financial management across the organisation. It marks the fifth consecutive year of profit growth, demonstrating the Society's resilience, adaptability and sustained progress despite ongoing macroeconomic uncertainty. Importantly and fundamentally it also marks the return after more than five years for the Society to a balance sheet with positive retained earnings.

Financial Performance

In 2025, total turnover increased by £716K (+19.5%) to £4.382M, reflecting strong performance across our core income streams including membership, partnerships, events and professional development. In line with this growth, Gross Profit increased by 12% (+£614K) to £3.265M.

Administrative and management costs totalled £3.031M, representing an increase of 12% (+£497K) year on year. This increase reflects continued investment in our people, systems and global activity, ensuring the Society is well positioned for future growth while continuing to deliver value to members.

Membership

Membership continued to develop and grew 4% overall during the year, closing at 3,252 members, an increase of 110 members. While retention proved more challenging than anticipated, overall membership value and engagement remained strong, with membership revenue increasing by 15% (+£179K) year on year as a result of a strengthened membership mix and proposition.

Performance and progress

The Society's continued financial progress is underpinned by strong delivery across events, partnerships and learning programmes. Throughout the year, we delivered a broad portfolio of high-quality events and initiatives, including global series such as Digital Day: Now & Next and the Changemakers Conference, alongside flagship awards programmes and record-breaking attendance at the Annual Dinner.

These activities not only contributed to financial performance but also reinforced the Society's position as a leading global community for marketing leadership.

Cash and reserves

The Society continues to manage its finances prudently and closed the year with cash reserves of £812K, an increase of £204K compared to the previous year. This provides a strong foundation for future investment and resilience.

I am also pleased to confirm that the Society no longer holds any outstanding loan commitments, as the previous loan facility taken out during Covid was fully repaid early during 2024.

Retained earnings

As I mentioned at the outset, the Society reported positive retained earnings of £145K for 2025, compared to negative retained earnings of £91K in 2024. This represents a positive movement of £235,781 year on year and reflects an obviously important strengthening in the financial position of the Society.

Governance and financial management

Prudent financial management remains a cornerstone of our strategy, supported by regular Financial Committee oversight and close collaboration with the Executive Team. Continued improvements in forecasting, reporting and financial planning have enhanced transparency and decision-making across the organisation.

Auditors

The Society's auditors are Moore Kingston Smith LLP. It is a feature of each AGM that we ask those Members present to appoint or reappoint auditors. Our recommendation is that those present at today vote to re-appoint Moore Kingston Smith LLP.

Looking ahead

The strong financial performance in 2025 provides a solid platform for continued investment in our people, systems and member experience. The Society is well positioned to build on this momentum, with a clear focus on sustainable growth, strengthening membership value and expanding our global impact. That said, we are all naturally aware of the challenges presented through global conflicts, geo-political and macro-economic issues.

As we move forward, we naturally remain committed to disciplined financial management and prudence, while continuing to invest in the initiatives that matter most to our members, as well as the further development of our expanding international hubs.

Finally, I would like to personally thank Penny Hilton-McNerney, our Chief Financial Officer, the Board, all of the team, our wider partners and, most importantly, the Members, for their continued support and contribution to the Society's success.

**Honorary Treasurer
Jason Foo**

The Marketing Society