

**Global Alliance for Public Relations and Communication Management  
Financial Statement 2025**

**Income Statement**

	01.01.2025-31.12.2025	01.01.2025-31.12.2025	01.01.2024-31.12.2024	01.01.2024-31.12.2024
	CHF	EUR	CHF	EUR
<b>Expenditure</b>				
Human Resources Cost	34'079.10	36'369.09	34'524.11	35'882.63
<i>General Business expense:</i>				
Stationery and prints	0.00	0.00	153.52	159.56
Software licenses and web domain	2'957.52	3'156.25	2'749.43	2'857.62
Global Alliance Awards/Management	4'975.47	5'309.80	12'223.55	12'704.54
Central Overheads Refund	6'788.73	7'244.91	7'645.51	7'946.36
Support Funding Expense refund	18'552.32	19'798.97	17'789.66	18'489.68
Administrative Office	11'261.00	12'017.70	9'658.00	10'038.04
Accounting and Auditing	4'956.47	5'289.53	5'656.68	5'879.27
Social Media Management	5'688.85	6'071.12	1'900.85	1'975.65
Technology Provider	1'795.75	1'916.42	1'792.03	1'862.55
Other general expenses	36.32	38.76	9'344.67	9'712.38
Bank and paypal fees	1'149.49	1'226.73	699.44	726.96
Tax	503.25	537.07	461.60	479.76
Exchange Rate difference	375.35	400.57	5'182.35	-491.73
<b>Total Expenditure</b>	<b>93'119.62</b>	<b>99'376.92</b>	<b>109'781.40</b>	<b>108'223.27</b>
<b>Income</b>				
Membership fees	43'735.06	46'673.90	52'517.95	54'584.52
Global Alliance Awards	23'907.90	25'514.42	20'451.47	21'256.23
Sponsorship/Funding	0.00	0.00	0.00	0.00
Academic Accreditation	18'640.49	19'893.06	20'235.15	21'031.40
Extraordinary revenue	2'901.64	3'096.62	0.00	0.00
<b>Total Income</b>	<b>89'185.09</b>	<b>95'178.00</b>	<b>93'204.57</b>	<b>96'872.15</b>
<b>Change in Net Assets</b>	<b>-3'934.53</b>	<b>-4'198.92</b>	<b>-16'576.83</b>	<b>-11'351.12</b>
<b>Balance Sheet, December 31</b>	<b>2025</b>	<b>2025</b>	<b>2024</b>	<b>2024</b>
	<b>CHF</b>	<b>EUR</b>	<b>CHF</b>	<b>EUR</b>
<b>Assets</b>				
Current Asset c/o Bank	158'804.53	169'002.12	158'130.96	173'908.70
Accrued income and prepaid expenses	0.00	0.00	0.00	0.00
<b>Total Assets</b>	<b>158'804.53</b>	<b>169'002.12</b>	<b>158'130.96</b>	<b>173'908.70</b>
<b>Liabilities and Net Assets</b>				
<b>Liabilities</b>				
Balance from credit card	246.27	262.08	386.46	407.03
Deferred income and accrued expenses	21'011.24	22'360.47	16'262.95	17'128.45
<b>Total Liabilities</b>	<b>21'257.51</b>	<b>22'622.55</b>	<b>16'649.41</b>	<b>17'535.48</b>
<b>Net Assets</b>				
Change in Net Assets	-3'934.53	-4'198.92	-16'576.83	-11'351.12
Currency translation difference	0.00	-5'794.74	0.00	0.00
Carried over from previous year	141'481.55	156'373.22	158'058.38	167'724.34
<b>Total Net Assets</b>	<b>137'547.02</b>	<b>146'379.56</b>	<b>141'481.55</b>	<b>156'373.22</b>
<b>Total Liabilities and Net Assets</b>	<b>158'804.53</b>	<b>169'002.12</b>	<b>158'130.96</b>	<b>173'908.70</b>

Swiss Federal Tax Administration (FTA)	2025	2024
Annual average exchange rate	0.9370347 CHF/EUR	0.96214 CHF/EUR
Exchange rate at period-end	0.93966 CHF/EUR	0.94947 CHF/EUR

# Notes to the Financial Statement of the Global Alliance for Public Relations and Communication Management as of 31.12.2025

## 1. GENERAL INFORMATION

Nome:	Global Alliance for Public Relations and Communication Management
Form:	Association
Purpose:	The Global Alliance for Public Relations and Communication Management is a not-for-profit organization based in Switzerland. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.
Company address:	Schaffhauserstrasse, 2 - Postfach 358 - CH-8042 Zürich - Switzerland

## ACCOUNTING PRINCIPLE

- The Financial Statements have been prepared in accordance with the provisions of the Swiss Code of Obligations.
- Exchange rate from Swiss Federal Tax Administration (FTA)  
<https://www.estv.admin.ch/it/corsi-delle-valute-estere-afc>

## 2. INFORMATION AND EXPLANATIONS REGARDING THE FINANCIAL STATEMENTS

2.1) Exchange rate difference represents the EUR/CHF exchange rate fluctuation related to the EURO current account.

### 2.2) Currency Translation

The financial statements are prepared in Swiss Francs (CHF). The Euro (EUR) figures are presented for information purposes only, using the exchange rates published by the Swiss Federal Tax Administration (FTA).

The following translation method has been applied:

- **Balance Sheet** items are translated at the **closing exchange rate** at December 31, 2025 (0.93966 CHF/EUR);
- **Income Statement** items are translated at the **annual average exchange rate** for 2025 (0.9370347 CHF/EUR);
- **Net Assets** are maintained at the **historical exchange rate**, reflecting the rate applicable at the time the equity was originally recorded.

The currency translation difference arising from the application of different exchange rates to the Balance Sheet, the Income Statement and the Net Assets is recognised directly in equity and does not affect the result for the year

	<u>2025</u>	<u>2024</u>
3. AVERAGE WORKPLACES		
The Association employed during the year an average workplace	0	0
4. SIGNIFICANT EVENTS OCCURRING AFTER THE BALANCE SHEET DATE		
None		



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## **Report of the statutory auditor on the limited statutory examination to the members of Global Alliance for Public Relations and Communication Management**

As statutory auditor, we have examined the financial statements (balance sheet, income statement and notes) of **Global Alliance for Public Relations and Communication Management** for the financial year ended 31.12.2025.

These financial statements are the responsibility of the management. Our responsibility is to perform a limited examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of company personnel and analytical procedures as well as detailed tests of company documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited examination, nothing has come to our attention that causes us to believe that the financial statements and the proposed appropriation of available earnings do not comply with Swiss law and the company's articles of incorporation.

Lugano, 29.04.2026

Fidemini Sagl

Lavinia Sergi-Indemini  
Licensed Audit Expert

Annexe: signed financial statement

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## Global Alliance for Public Relations and Communication Management Financial Report for the Year Ended December 2025

The financial position of the Global Alliance for Public Relations and Communications Management remains robust. 2025 was a year of consolidation and growth as we continued to advance our industry and improve the standing of our community of professionals. As such, reinvestments were made to align with Global Alliance's strategic priorities through initiatives that enhanced member benefits, establish a cooperative framework, and strengthen engagement around Responsible Communication.

Significant achievements were experienced in webinars on Education, Training and Development as well as Diversity, Equality and Inclusion; the World Public Relations and Communication Awards; the Global Alliance Responsible AI Principles for the PR and Communication Profession; collaborations with other entities to advance Responsible Communication; published reports on Trends in Reputation and Intangible Asset Management, and AI in PR and Communication Management; and in the development of the Sharjah Mandate—Global Alliance's Strategic Priorities for 2025-2027.

Built over the past few years, our current fiscal strength has enabled us to allocate the necessary funds to develop compelling programs that strengthen the competencies of our members and elevate our global profession as a whole.

### INCOME STATEMENT

Operating results for 2025 reflected a slight decrease in Total Income from 2024 (-4,019 or 4%). This was due primarily to declines in Membership Fees (-8,783 or 17%) and Academic Accreditation Revenue (-1,595 or 8%). However, we experienced significant gains, particularly in the World Public Relations and Communication Awards (3,456 or 17%), indicating a strong momentum for the competition.

Meanwhile, Total Expenditures decreased 16,662 or 15% from 2024. This drop is attributed mainly to savings in the Management of the World Public Relations and Communication Awards (7,248 or 59%) and other general expenses (9,308 or 97%). However, we experienced some increases notably in Social Media Management (-3788 or 200%) and Administrative Office Expenses (-1603 or 17%). Other expense categories saw relatively small variances versus 2024.

The net result was an operating deficit of -3,935 as compared to the -16,577 deficit of the previous year.

### BALANCE SHEET

Total Net Assets decreased by the total operating deficit generated in 2025 of -3,935, resulting in a Net Asset Balance of 137,547. This represents 148% of the 2025 operating expenses (versus 129% in the previous year) or close to 18 months of expenses in liquid reserves—exceeding the industry benchmark of 50% or 6 months of operating expenses in reserves. A strong balance sheet allows the Global Alliance to plan for investments that serve to strengthen and widen member offerings while providing a safety net in case of unexpected business challenges. Our current Net Asset Balance reflects Global Alliance's focus on membership value, innovative and effective programming, and conscientious financial stewardship.

Norman A. Agatep, APR  
Acting Treasurer  
May 2026