

**EVERYTHING DM LIMITED**  
**(previously known as MarketingFile Limited)**

**UNAUDITED**

**FINANCIAL STATEMENTS**

**INFORMATION FOR FILING WITH THE REGISTRAR**

**FOR THE YEAR ENDED 31 DECEMBER 2017**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2017**

---

|  | Note | 2017<br>£        | 2017<br>£        | 2016<br>£      | 2016<br>£      |
|--|------|------------------|------------------|----------------|----------------|
| <b>Fixed assets</b>                            |      |                  |                  |                |                |
| Intangible assets                              | 4    |                  | -                |                | 28,854         |
| Tangible assets                                | 5    |                  | <b>42,516</b>    |                | 52,354         |
| Investments                                    | 6    |                  | <b>6</b>         |                | 5              |
|  |      |                  | <u>42,522</u>    |                | <u>81,213</u>  |
| <b>Current assets</b>                          |      |                  |                  |                |                |
| Debtors: amounts falling due within one year   | 7    | <b>283,150</b>   |                  | 293,822        |                |
| Cash at bank and in hand                       | 8    | <b>5,087</b>     |                  | 381,681        |                |
|  |      | <u>288,237</u>   |                  | <u>675,503</u> |                |
| Creditors: amounts falling due within one year | 9    | <b>(303,012)</b> |                  | (325,067)      |                |
| <b>Net current (liabilities)/assets</b>        |      |                  | <b>(14,775)</b>  |                | 350,436        |
|  |      |                  | <u>27,747</u>    |                | <u>431,649</u> |
| <b>Net assets</b>                              |      |                  |                  |                |                |
| <b>Capital and reserves</b>                    |      |                  |                  |                |                |
| Called up share capital                        |      |                  | <b>466,849</b>   |                | 466,849        |
| Capital redemption reserve                     |      |                  | <b>48,902</b>    |                | 48,902         |
| Profit and loss account                        |      |                  | <b>(488,004)</b> |                | (84,102)       |
|  |      |                  | <u>27,747</u>    |                | <u>431,649</u> |

**BALANCE SHEET (CONTINUED)**  
**AS AT 31 DECEMBER 2017**

---

The Directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

.....  
**Kieron Karue**  
Director

Date: 21 September 2018

The notes on pages 3 to 12 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017**

---

**1. General information**

Everything DM Limited, previously known as MarketingFile Limited, is a private limited company incorporated in England and Wales.

The registered office is Equipoise House, Grove Place, Bedford, MK40 3LE.

The principal place of business is 8 Arlington Court, Whittle Way, Arlington Business Park, Stevenage SG1 2FS.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

**2.2 Revenue**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

**Rendering of services**

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

**2.3 Operating leases: the Company as lessee**

Rentals paid under operating leases are charged to the Statement of Income and Retained Earnings on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

The Company has taken advantage of the optional exemption available on transition to FRS 102 which allows lease incentives on leases entered into before the date of transition to the standard 01 January 2016 to continue to be charged over the period to the first market rent review rather than the term of the lease.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017**

---

**2. Accounting policies (continued)**

**2.4 Research and development**

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight line basis over their useful economic lives, which range from 3 to 6 years.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

**2.5 Interest income**

Interest income is recognised in the Statement of Income and Retained Earnings using the effective interest method.

**2.6 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Income and Retained Earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017**

---

**2. Accounting policies (continued)**

**2.7 Taxation**

Tax is recognised in the Statement of Income and Retained Earnings, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance Sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**2.8 Intangible assets**

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

**2.9 Tangible fixed assets**

Tangible fixed assets under the cost model are 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 management.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

---

2. Accounting policies (continued)

2.9 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, on a reducing balance basis.

Depreciation is provided on the following basis:

|                     |   |               |
|---------------------|---|---------------|
| Fixtures & fittings | - | 25% per annum |
| Computer equipment  | - | 25% per annum |
| Internet software   | - | 33% per annum |

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

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Income and Retained Earnings.

2.10 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

Investments in unlisted Company shares, whose market value can be reliably determined, are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in the Statement of Income and Retained Earnings for the period. Where market value cannot be reliably determined, such investments are stated at historic cost less impairment.

Investments in listed company shares are remeasured to market value at each Balance Sheet date. Gains and losses on remeasurement are recognised in profit or loss for the period.

2.11 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.12 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.13 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.14 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

---

2. Accounting policies (continued)

2.14 Financial instruments (continued)

third parties, loans to related parties and investments in non-puttable ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or financed at a rate of interest that is not a market rate or in the case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Income and Retained Earnings.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 17 (2016 - 24).



NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

---

4. Intangible assets

|                            | Develop't<br>costs<br>£ |
|----------------------------|-------------------------|
| <b>Cost</b>                |                         |
| At 1 January 2017          | 178,854                 |
| At 31 December 2017        | <u>178,854</u>          |
| <b>Amortisation</b>        |                         |
| At 1 January 2017          | 150,000                 |
| Charge for the year        | 28,854                  |
| At 31 December 2017        | <u>178,854</u>          |
| <b>Net book value</b>      |                         |
| At 31 December 2017        | <u>-</u>                |
| <b>At 31 December 2016</b> | <u>28,854</u>           |

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

5. Tangible fixed assets

|                                     | Fixtures and<br>fittings<br>£ | Computer<br>equipment<br>£ | Other fixed<br>assets<br>£ | Total<br>£     |
|-------------------------------------|-------------------------------|----------------------------|----------------------------|----------------|
| <b>Cost or valuation</b>            |                               |                            |                            |                |
| At 1 January 2017                   | 76,356                        | 179,747                    | 120,870                    | 376,973        |
| Additions                           | 2,621                         | 2,438                      | -                          | 5,059          |
| Disposals                           | -                             | (4,328)                    | -                          | (4,328)        |
| At 31 December 2017                 | <u>78,977</u>                 | <u>177,857</u>             | <u>120,870</u>             | <u>377,704</u> |
| <b>Depreciation</b>                 |                               |                            |                            |                |
| At 1 January 2017                   | 56,315                        | 147,434                    | 120,870                    | 324,619        |
| Charge for the year on owned assets | 5,679                         | 8,511                      | -                          | 14,190         |
| Disposals                           | -                             | (3,621)                    | -                          | (3,621)        |
| At 31 December 2017                 | <u>61,994</u>                 | <u>152,324</u>             | <u>120,870</u>             | <u>335,188</u> |
| <b>Net book value</b>               |                               |                            |                            |                |
| At 31 December 2017                 | <u>16,983</u>                 | <u>25,533</u>              | <u>-</u>                   | <u>42,516</u>  |
| <b>At 31 December 2016</b>          | <u>20,041</u>                 | <u>32,313</u>              | <u>-</u>                   | <u>52,354</u>  |

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

6. Fixed asset investments

|                          | Investments in<br>subsidiary<br>companies<br>£ |
|--------------------------|--|
| <b>Cost or valuation</b> |  |
| At 1 January 2017        | 5  |
| Additions                | 1  |
| At 31 December 2017      | <u>6</u>                                       |
| <b>Net book value</b>    |  |
| At 31 December 2017      | <u>6</u>                                       |
| At 31 December 2016      | <u>5</u>                                       |

**Subsidiary undertakings**

The following were subsidiary undertakings of the Company:

| Name                           | Country of<br>incorporation | Class of<br>shares | Holding | Principal<br>activity |  |
|--------------------------------|-----------------------------|--------------------|---------|-----------------------|--|
| MarketingFile.com Limited      | England                     | Ordinary           | 100 %   | Dormant               |  |
| Print and Post Limited         | England                     | Ordinary           | 100 %   | Dormant               |  |
| MarketingFile Services Limited | England                     | Ordinary           | 100 %   | Dormant               |  |
| Touchpoint Limited             | England                     | Ordinary           | 100 %   | Dormant               |  |
| Touchpoint Marketing Limited   | England                     | Ordinary           | 100 %   | Dormant               |  |
| Everything DM Services Limited | England                     | Ordinary           | 100 %   | Dormant               |  |

7. Debtors

|                                | 2017<br>£      | 2016<br>£      |
|--------------------------------|----------------|----------------|
| Trade debtors                  | 206,399        | 194,511        |
| Other debtors                  | 34,875         | 53,362         |
| Prepayments and accrued income | 31,476         | 35,713         |
| S455 tax recoverable           | 10,400         | 10,236         |
|                                | <u>283,150</u> | <u>293,822</u> |

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

8. Cash and cash equivalents

|                          | 2017<br>£    | 2016<br>£      |
|--------------------------|--------------|----------------|
| Cash at bank and in hand | <u>5,087</u> | <u>381,681</u> |

9. Creditors: Amounts falling due within one year

|                                    | 2017<br>£      | 2016<br>£      |
|------------------------------------|----------------|----------------|
| Trade creditors                    | 101,053        | 153,281        |
| Amounts owed to group undertakings | 19,824         | 19,824         |
| Corporation tax                    | 164            | 3,519          |
| Other taxation and social security | 32,459         | 27,655         |
| Other creditors                    | 80,487         | 99,977         |
| S455 tax payable                   | -              | 10,236         |
| Accruals and deferred income       | 69,025         | 10,575         |
|                                    | <u>303,012</u> | <u>325,067</u> |

|   | 2017<br>£     | 2016<br>£     |
|---|---------------|---------------|
| <b>Other taxation and social security</b> |               |               |
| PAYE/NI                                   | 12,584        | -             |
| VAT                                       | 19,875        | 27,655        |
|   | <u>32,459</u> | <u>27,655</u> |

10. Commitments under operating leases

At 31 December 2017 the Company had future minimum lease payments under non-cancellable operating leases as follows:

|  | 2017<br>£      | 2016<br>£    |
|--|----------------|--------------|
| Not later than 1 year                        | 45,416         | 8,707        |
| Later than 1 year and not later than 5 years | 56,771         | -            |
|  | <u>102,187</u> | <u>8,707</u> |

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017

---

**11. Related party transactions**

Directors' remuneration of £248,085 (2016: £197,445) was paid during the year.

Kieron Karue had a director's loan account with the Company and at 31 December 2017 owed the Company £16,010 (2016: £16,956). Interest of £456 has been charged on this overdrawn balance in the current year (2016: £172).

Paul Lo also had a director's loan account with the Company and at 31 December 2017 owed the Company £17,328 (2016: £16,823). Interest of £505 has been charged on this overdrawn balance in the current year (2016: £nil).

At 31 December 2017 there was a balance of £19,824 (2016: £19,824) owed to MarketingFile Group Limited, the parent company.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.