

# **Tullo Marshall Warren Limited**

**Annual Report and Financial Statements  
for the year ended 31 March 2022**

Registered number 01332638

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# **Tullo Marshall Warren Limited**

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# **Tullo Marshall Warren Limited**

## **Directors and advisers**

### **Registered office**

First Floor, Orion House  
5 Upper St. Martin's Lane  
London  
WC2H 9EA

### **Directors**

T Hassett  
E Guest

### **Bankers**

Barclays Bank plc  
180 Oxford Street  
London  
W1D 1EA

# **Tullo Marshall Warren Limited**

## **Strategic report for the year ended 31 March 2022**

### **Principal activities, trading review and future developments**

The principal activity of the company continued to be the provision of marketing communication services.

During FY22, the trade and assets of First Base Communications Limited, Creston Connections Limited, and DirectionGroup Limited were transferred into Tullo Marshall Warren Limited as part of a group entity rationalisation project.

The directors of the ultimate parent company, Unlimited Marketing Group Limited, conduct a trading review and assess future developments on a divisional basis, rather than at an individual business unit level. For this reason, the company's directors believe that a discussion of the group's trading would not be appropriate for an understanding of the development, performance or position of the company's business.

A trading review and assessment of future developments of the pillars of Unlimited Marketing Group Limited, which includes the company, is discussed on pages 3 to 6 of the group's annual report which does not form part of this report.

### **Principal risks and uncertainties**

The directors of Unlimited Marketing Group Limited manage the group's risks at a group level, rather than at an individual business unit level. For this reason, the company's directors believe that a discussion of the group's risks would not be appropriate for an understanding of the development, performance or position of the company's business.

The principal risks and uncertainties of Unlimited Marketing Group Limited, which include those of the company, are discussed on pages 3 to 6 of the group's annual report which does not form part of this report.

### **Key performance indicators ("KPIs")**

The directors of Unlimited Marketing Group Limited manage the group's operations on a divisional basis. For this reason, the company's directors believe that analysis using key performance indicators for the company is not necessary or appropriate for an understanding of the development, performance or position of the company's business.

The development, performance and position of the pillars of Unlimited Marketing Group Limited, which includes the company, is discussed on pages 3 to 6 of the group's annual report which does not form part of this report.

On behalf of the board



Director: Edward Guest  
Date: 18 October 2022

# **Tullo Marshall Warren Limited**

## **Directors' report for the year ended 31 March 2022**

The directors present their annual report together with the unaudited financial statements of the company for the year ended 31 March 2022

### **Principal activities**

The principal activities of the company are stated in the Strategic Report.

### **Results and dividends**

The results for Tullo Marshall Warren Limited ('the company') show a loss for the financial year of £2,088,851 (2021: £927,976 loss).

The directors have not proposed any dividends for the year (2021: nil).

### **Ultimate parent undertaking**

The directors consider that the ultimate parent undertaking incorporated in the UK of the company is Unlimited Marketing Group Ltd.

### **Directors**

The directors of the company who were in office during the year and up to the date of signing the financial statements were:

T Hassett

E Guest

### **Donations**

During the year the company donated £nil (2021: £nil) to UK charitable causes.

### **Company registration number**

The company registration number is 01332638.

### **Directors' indemnities**

As permitted by the Articles of Association, the Directors have the benefit of an Indemnity which is a qualifying third-party Indemnity provision as defined by section 234 of the Companies Act 2006. The indemnity was in force throughout the last financial year and is currently in force. The Company also purchased and maintained throughout the financial year Directors' and Officers' liability insurance in respect of itself and its Directors.

### **Strategic report**

In accordance with 414C(11) of the Companies Act, included in the Strategic Report is the review of the business and principal risks and uncertainties. This information would have otherwise been required by Schedule 7 of the Large and Medium sized Companies and groups (Accounts and Reports) Regulations 2008 to be contained in the Directors' Report.

### **Post balance sheet events**

On 1 April 2022, the trade and assets of The Unlimited Group Holdings Ltd were transferred into Tullo Marshall Warren Limited as part of a group entity rationalisation project.

# Tullo Marshall Warren Limited

## Directors' report for the year ended 31 March 2022 (continued)

### Financial risk management

The directors' financial risk management objective is to maximise financial assets and minimise financial liabilities whilst not engaging in speculation. The financial risks faced by the company include:

- Interest rates earned on cash and short-term investments;
- Foreign currency fluctuations; and
- Credit risk

*The directors manage each of the above mentioned financial risks as follows:*

- Continually review short-term investments to ensure maximum rates of return are being achieved;
- Only short-term investments are entered into;
- Actively review and approve the terms of the parties to significant commercial contracts where payment is not anticipated in advance;
- Hold cash and short-term investments in the currencies of anticipated expenditure; and
- Look to negotiate flexible exchange rate mechanisms in client contracts where fees are invoiced in foreign currencies.

### Statement of directors' responsibilities

The directors are responsible for preparing the strategic report, the directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the group and company financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and company and of the profit or loss of the group for that period.

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the board



Director: Edward Guest

Date: 18 October 2022

# Tullo Marshall Warren Limited

## Income Statement

for the year ended 31 March 2022

	Note	2022 £	2021 £
Turnover	3	16,789,220	14,487,390
Cost of sales		(4,125,920)	(4,769,753)
<b>Net revenue</b>		<b>12,663,300</b>	9,717,637
Other income	4	-	84,480
Operating Costs		(14,553,151)	(10,949,825)
<b>Operating loss</b>	5	<b>(1,889,851)</b>	(1,147,708)
Net financing expense		(36)	-
<b>Loss before taxation</b>		<b>(1,889,887)</b>	(1,147,708)
Taxation	7	(198,964)	219,732
<b>Loss for the year</b>		<b>(2,088,851)</b>	(927,976)

All activities of the Company are derived from continuing operations in both the current and prior years.

No separate statement of comprehensive income has been presented as all such gains and losses have been dealt with in the income statement above.

The accompanying notes on pages 10 to 20 form an integral part of these financial statements.

# Tullo Marshall Warren Limited

## Balance Sheet

as at 31 March 2022

		31 March 2022	31 March 2021
	Note	£	£
<b>Non-current assets</b>			
Intangible assets	8	48,247	-
Property, plant and equipment	9	12,751	51,531
Trade and other receivables	10	11,290,283	4,638,970
Deferred tax asset	12	141,226	321,225
		<b>11,492,507</b>	<b>5,011,726</b>
<b>Current assets</b>			
Work in progress		659,574	267,016
Trade and other receivables	10	6,842,424	4,162,457
Cash and cash equivalents		639,655	768,888
		<b>8,141,653</b>	<b>5,198,361</b>
<b>Current liabilities</b>			
Trade and other payables	11	(10,981,345)	(7,219,669)
Corporation tax payable		(9,957)	(1)
		<b>(10,991,302)</b>	<b>(7,219,670)</b>
Net current liability		<b>(2,849,649)</b>	<b>(2,021,309)</b>
Total assets less current liabilities		<b>8,642,858</b>	<b>2,990,417</b>
<b>Non-current liabilities</b>			
Trade and other payables	11	(7,738,317)	-
Provisions for other liabilities and charges	13	(2,974)	-
		<b>(7,741,291)</b>	<b>-</b>
<b>Net assets</b>		<b>901,567</b>	<b>2,990,417</b>
<b>Equity</b>			
Called-up share capital	14	13,374	13,374
Share Premium		649,200	649,200
Retained earnings		238,993	2,327,843
<b>Total equity</b>		<b>901,567</b>	<b>2,990,417</b>

The notes on pages 10 to 20 form and integral part of these financial statements. The Directors consider that all results derive from continuing activities.

### Audit Exemption Statement

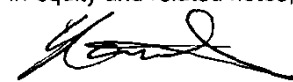
For the year ending 31 March 2022, the company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

### Directors' responsibilities

- the members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476;
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The accompanying notes on pages 10 to 20 form an integral part of these financial statements.

The financial statements, which comprise the income statement, the balance sheet, the statement of changes in equity and related notes, were approved by the Board on 18 October 2022 and were signed by:



Edward Guest

Registered number: 01332638



# Tullo Marshall Warren Limited

## Statement of changes in equity

for the period ended 31 March 2022

	Called-up share capital	Share premium	Retained earnings	Total Equity
	£	£	£	£
At 1 April 2021	13,374	649,200	2,327,843	2,990,417
Loss for the year	-	-	(2,088,851)	(2,088,851)
Other	-	-	1	1
<b>Total comprehensive loss for the financial year</b>	<b>-</b>	<b>-</b>	<b>(2,088,850)</b>	<b>(2,088,850)</b>
<b>At 31 March 2022</b>	<b>13,374</b>	<b>649,200</b>	<b>238,993</b>	<b>901,567</b>

## Statement of changes in equity

for the period ended 31 March 2021

	Called-up share capital	Share premium	Retained earnings	Total Equity
	£	£	£	£
At 1 April 2020	13,374	649,200	3,255,817	3,918,391
Loss for the year	-	-	(927,976)	(927,976)
Other	-	-	2	2
<b>Total comprehensive loss for the financial year</b>	<b>-</b>	<b>-</b>	<b>(927,974)</b>	<b>(927,974)</b>
<b>At 31 March 2021</b>	<b>13,374</b>	<b>649,200</b>	<b>2,327,843</b>	<b>2,990,417</b>

All equity is attributable to owners of the parent.

The notes on pages 10 to 20 form an integral part of these financial statements. The directors consider that all results derive from continuing activities.

# Tullo Marshall Warren Limited

## Notes to the financial statements

### 1 Accounting policies

#### 1.1 Basis of preparation

Tullo Marshall Warren Limited (the "Company") is a private company incorporated, domiciled and registered in England in the UK. The registered number is 01332638 and the registered address is Orion House, 5 Upper St. Martin's Lane, London, England, WC2H 9EA.

The financial statements have been prepared and approved by the directors in accordance with FRS 102 the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland.

The Company's ultimate parent undertaking, Unlimited Marketing Group Ltd includes the Company in its consolidated financial statements. The consolidated financial statements of Unlimited Marketing Group Ltd are prepared in accordance with FRS 102 and are available to the public and may be obtained from Orion House, London, WC2H 9EA.

As the consolidated financial statements of Unlimited Marketing Group Ltd include equivalent disclosures, the Company has elected to take the following subsidiary exemptions available under FRS 102:

- a Cash Flow Statement and related notes;
- compensation of key management personnel; and
- disclosures in respect of financial instruments disclosures.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

Judgements made by the directors, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are discussed in note 2.

#### 1.2 Going concern

The Directors have, at the time of approving the financial statements, a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.

The Directors manage liquidity at a group level, allocating resources as required to each legal entity within the group. *The Directors therefore assess going concern at a group level in order to understand going concern for each legal entity.* This assessment is detailed on pages 19 to 20 of the group's annual report which does not form part of this report.

#### 1.3 Turnover and other income

Turnover represents amounts received or receivable from clients for the rendering of services and is stated after deduction of trade discounts and excluding value-added tax or similar sales taxes outside the UK. Turnover includes recognition of the company's fees and commission, plus third-party cost of services billed to clients in which the company acts as principal.

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 1 Accounting policies (continued)

#### 1.3 Turnover and other income (continued)

Turnover from marketing services is recognised by reference to the stage of completion of the contract determined by the value of the services provided at the balance sheet date as a proportion of the total value of the engagement. This value is largely derived from the time value spent on an engagement and a proportion of the total expected time value to complete the engagement. Where the amount of turnover is contingent on future events, this is only recognised where the amount of turnover can be measured reliably, and it is probable that the economic benefits will be received. When this cannot be estimated reliably, turnover is only recognised to the value of the expenses that it is considered probably will be recovered, with a "catch up" element of turnover recognised based on stage of completion once a reliable estimate can be made. Marketing services provided to the client which at the balance sheet date have not been billed have been recognised as turnover and are included in debtors as accrued income.

Further details on revenue recognition in terms of the nature of contractual agreements are as follows:

##### *Project fees for services*

Where project fees relate to bespoke assignments carried out under contractual or demonstrable terms which entitle the company to payment for its performance to date in the event of contract termination, then fees are recognised over the period of the relevant assignments. The level of services performed is based off the total costs incurred to date as a percentage of total budgeted costs. This percentage of completion is corroborated with progress against agreed project milestones to ensure the level of work undertaken is in line with actual service delivery.

##### *Retainers*

Retainer fees relate to arrangements whereby there is an obligation to perform services to the customer on an ongoing basis over the life of the contract. The level of services performed is based on the total costs incurred to date as a proportion of the total cost committed under the retainer.

##### *Third-party cost of services in which the company acts as principal*

Cost of sales comprise fees paid to external suppliers when they are engaged to perform part or all of a specific project and are charged directly to clients but where the company retains quality control oversight, such as production or research costs. The company acts as principal when it controls the specified good or service prior to transfer. When the company acts as principal the revenue recorded is the gross amount billed. Out-of-pocket costs such as travel are also recognised at the gross amount billed with a corresponding amount recorded in cost of sales.

##### *Third-party cost of services in which the company acts as agent*

Certain other arrangements with our clients are such that our responsibility is to arrange for a third party to provide a specified good or service to the client. In these cases, we are acting as an agent and we do not control the relevant good or service before it is transferred to the client. When the company is acting as an agent, the revenue is recorded at the net amount received.

Net revenue comprises turnover less third-party cost of sales.

#### 1.4 Provisions for other liabilities and charges

Provisions are recognised where there is a present obligation, arising from a past event, that has a probable future economic outflow that can be estimated reliably. The amount of each provision recognised is based on management's best estimate.

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 1 Accounting policies (continued)

#### 1.5 Intangible assets

##### *Software development and licenses*

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 to 'administrative expenses' on a straight line basis over their expected useful economic lives, which range from 3 to 6 years. Amortisation begins when the intangible asset is available for use, i.e. when it is in the location and condition necessary for it to be usable in the manner intended by management.

The expected useful economic life of development costs are estimated based on business plans which set out the development plan and time to market for the associated project.

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.

Where group companies' websites are expected to generate future revenues in excess of the costs of developing those websites and all other capitalisation criteria are met, expenditure on the functionality of the website is capitalised and treated as an intangible fixed asset and amortised over their expected useful lives. Expenditure incurred on maintaining websites and expenditure incurred on developing websites used only for advertising and promotional purposes are written off as incurred. Development costs that are capitalised in accordance with the requirements of FRS 102 are not treated, for dividend purposes, as a realised loss.

#### 1.6 Property, plant and equipment

All property, plant and equipment is stated at historical cost (or fair value on acquisition where appropriate) less accumulated depreciation and impairment losses. Historical cost includes expenditure that is directly attributable to the acquisition of the items. Depreciation is provided on all property, plant and equipment at rates calculated to write off the cost, less the estimated residual value of each asset, evenly over its expected useful economic life, as follows:

Property, plant and equipment	Period of depreciation
Leasehold improvements	Period of the lease on a straight-line basis
Fixtures, fittings and equipment	Three to ten years

Residual values and lives are reviewed, and adjusted if appropriate, at each balance sheet date.

#### 1.7 Current taxation

The tax expense for the period comprises current and deferred tax. Tax is recognised in profit or loss.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generate taxable income.

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 1 Accounting policies (continued)

#### 1.7 Current taxation (continued)

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

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be 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 income tax is determined based on the rates expected to apply at the date of reversal, using tax rates and laws that have been enacted or substantively enacted by the reporting date.

#### 1.8 Leases

All leases are treated as operating leases. Their annual rentals are charged to profit or loss on a straightline basis over the term of the lease.

Where the Group has a legal obligation, a dilapidations provision is created on inception of a lease. These provisions are a best estimate of the cost required to return leased properties to their original condition upon termination of the lease. Where the obligation arises from 'wear and tear', the provision is accrued and expensed in profit or loss as the 'wear and tear' occurs.

#### 1.9 Employee benefits

##### *Defined contribution plans*

A defined contribution plan is a post-employment benefit plan under which the company pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an expense in the income statement in the periods during which services are rendered by employees.

#### 1.10 Financial instruments

Financial assets and financial liabilities are recognised on the company's balance sheet when the company becomes a party to the contractual provisions of the instrument. 'Fair value' is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date in the principal or, in its absence, the most advantageous market to which the company has access at that date.

#### 1.11 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

#### 1.12 Furlough of employees

During the prior year the company took advantage of the Government furlough scheme to help support the business through the Covid-19 pandemic. Furlough receipts were treated as government grants and recognised in other income.

# **Tullo Marshall Warren Limited**

## **Notes to the financial statements (continued)**

### **1 Accounting policies (continued)**

#### **1.13 Finance costs**

Finance costs are charged to profit or loss over the term of the debt using the effective interest rate method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

#### **1.14 Holiday pay accrual**

A liability is recognised to the extent of any unused holiday pay entitlement which has accrued at the balance sheet date and carried forward to future periods. This is measured at the undiscounted salary cost of the future holiday entitlement so accrued at the balance sheet date.

#### **1.15 Trade receivables and work in progress**

Trade receivables are stated net of provisions for bad and doubtful debts. Bad debt provisions are assessed by management and provided for where the likelihood of failure to recover the debt is probable.

Work in progress includes outlays incurred on behalf of clients, including production costs, and other third-party costs that have not yet been billed.

#### **1.16 Foreign currencies**

Transactions in currencies other than the functional currency of the company are recorded at the exchange rate prevailing on the date of the transaction. At each balance sheet date, monetary assets and liabilities denominated in foreign currencies are retranslated at the exchange rate prevailing on the balance sheet date.

Exchange differences arising on the settlement of monetary assets and liabilities and those arising on retranslation are included within operating costs in the period in which the difference arose.

### **2 Judgements in applying accounting policies and key sources of estimation uncertainty**

The company makes a number of accounting estimates and judgements and the resulting estimates may, by definition, vary from the related actual results. The Directors have considered the critical accounting estimates and judgements used in the financial statements and have concluded that the main areas are as follows:

#### *Revenue recognition and percentage of completion*

In determining the level of services performed management must determine the percentage of completion, which is an estimate due to the inherent uncertainty in forecasting total budgeted hours. Management also exercises judgement around the accuracy of percentage of completion estimates through detailed discussions with those individuals directly involved in the relevant projects.

#### *Evaluation of third-party costs as principal or agent*

The company enters into contracts with customers which includes arrangements where it purchases services or goods from third parties on behalf of the client. In these instances, the company considers the substance of the overall contract in order to assess whether such arrangements constitute the company acting as either Agent or as Principal. The key judgement the company make when assessing whether they are acting as an Agent in a contractual relationship relates to whether they control either the good or the service prior to transfer to the customer. This assessment includes consideration of the following indicators of control:

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 2 Judgements in applying accounting policies and key sources of estimation uncertainty (continued)

- Is the company responsible for fulfilling the promise to provide the goods or services in an acceptable format or to a satisfactory quality to meet the customer requirements?
- Does the company direct the activity of the other party performing the services?
- Does the company provide a service of integrating or combining the third-party goods or services with other goods or services?

#### *Provision for impairment of trade receivables*

A provision for impairment of trade receivables is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables. Significant financial difficulties of the debtor, probability that the debtor will enter bankruptcy or financial reorganisation, and default or delinquency in payments are considered indicators that the trade receivable is impaired. Management would exercise judgement over the evidence obtained as to the amount that should be provided for.

### 3 Turnover

	2022 £	2021 £
UK	14,797,890	13,140,581
Europe	1,015,078	1,183,955
Rest of the World (including US)	976,252	162,855
	<b>16,789,220</b>	<b>14,487,390</b>

### 4 Other Income

	2022 £	2021 £
Government grants	-	84,480
	<b>-</b>	<b>84,480</b>

The company has received grants totalling nil (2021: £84,480) under the Government's furlough scheme which has been created for the purpose of support businesses during the pandemic.

The grants are recognized as other income when the grant becomes receivable. Such grants are recognised on an accruals basis in line with when the expense would have been incurred.

### 5 Operating loss

This is arrived at after charging / (crediting)

	2022 £	2021 £
Depreciation of fixed assets	55,453	80,507
Exchange differences	(4,565)	14,783
Operating lease expense	160,443	-
Defined contribution pension cost	215,795	171,229

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 6 Staff numbers and costs

Monthly average number of persons (including executive directors) employed by the company:

	2022 Number	2021 Number
Directors	-	-
Administration	5	5
Marketing services	147	104
	<b>152</b>	<b>109</b>

Staff costs comprise of:

	2022 £	2021 £
Wages and salaries	7,122,861	5,735,981
Social security costs	842,222	609,634
Contributions to defined contribution pension plans	215,795	171,229
Freelancers	1,538,515	708,792
	<b>9,719,393</b>	<b>7,225,636</b>

### 7 Taxation

	2022 £	2021 £
Deferred tax:		
Origination and reversal of temporary differences	198,964	(219,732)
Tax charge / (credit) for the year	<b>198,964</b>	<b>(219,732)</b>

The tax rate for the year is different from the standard rate of corporation tax in the UK. The differences are explained below:

	2022 £	2021 £
<b>Loss before taxation</b>	<b>(1,889,887)</b>	<b>(1,147,708)</b>
Loss before taxation multiplied by standard rate of corporation tax in the UK of 19% (2021: 19%)	<b>(359,079)</b>	<b>(218,065)</b>
<b>Effects of:</b>		
Income not taxable for tax purposes	(1,113)	-
Expenses not deductible for tax purposes	-	3,104
Other permanent differences	-	919
Impairment of deferred tax asset in respect of tax losses brought forward	-	187,887
Group relief surrendered	765,486	-
Deferred tax not recognised	(187,886)	(193,577)
Adjustments in respect of prior periods (deferred tax)	18,580	-
Remeasurement of deferred tax for changes in tax rates	(33,802)	-
Other tax adjustments, reliefs and transfers	(3,222)	-
Tax charge / (credit)	<b>198,964</b>	<b>(219,732)</b>

### Factors affecting future tax charges

The main rate of UK corporation tax is 19% and is expected to remain at 19% until 2023 when, as confirmed in the October 2021 budget, it will increase to 25%



# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 8 Intangible assets

	Software, development and licences	Total
	£	£
<b>Cost</b>		
At 31 March 2021	-	-
Transferred from property, plant and equipment (see note 9)	196,652	196,652
<b>At 31 March 2022</b>	<b>196,652</b>	<b>196,652</b>
<b>Accumulated amortisation</b>		
At 31 March 2021	-	-
Transferred from property, plant and equipment (see note 9)	(148,405)	(148,405)
<b>At 31 March 2022</b>	<b>(148,405)</b>	<b>(148,405)</b>
<b>Net book amount</b>		
At 31 March 2021	-	-
<b>At 31 March 2022</b>	<b>48,247</b>	<b>48,247</b>

Amortisation charges have been charged through operating costs in the Income Statement.

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 9 Property, plant and equipment

	IT Software	IT Hardware	Fixtures, fittings and equipment	Total
	£	£	£	£
<b>Cost</b>				
At 31 March 2021	133,678	738,352	304,966	1,176,996
Direction Group Unlimited Ltd Migrated Balance	-	357,896	410,400	768,296
First Base Unlimited Ltd Migrated Balance	-	7,239	130	7,369
Additions	62,974	529	-	63,503
Transferred to intangible assets (see note 8)	(196,652)	-	-	(196,652)
<b>At 31 March 2022</b>	<b>-</b>	<b>1,104,016</b>	<b>715,496</b>	<b>1,819,512</b>
<b>Accumulated depreciation</b>				
At 31 March 2021	(130,698)	(700,366)	(294,400)	(1,125,464)
Direction Group Unlimited Ltd Migrated Balance	-	(357,810)	(410,400)	(768,210)
First Base Unlimited Ltd Migrated Balance	-	(6,007)	(32)	(6,039)
Charge for the year	(17,707)	(33,400)	(4,346)	(55,453)
Transferred to intangible assets (see note 8)	148,405	-	-	148,405
<b>At 31 March 2022</b>	<b>-</b>	<b>(1,097,583)</b>	<b>(709,178)</b>	<b>(1,806,761)</b>
<b>Net book amount</b>				
At 31 March 2021	2,980	37,986	10,565	51,531
<b>At 31 March 2022</b>	<b>-</b>	<b>6,433</b>	<b>6,318</b>	<b>12,751</b>

Depreciation charges have been charged through operating costs in the Income Statement.

### 10 Trade and other receivables

	2022	2021
	£	£
<b>Current assets</b>		
Trade receivables	2,942,404	2,109,070
Amounts owed by fellow group subsidiaries	681,412	989,045
Other receivables	87,554	10,262
Prepayments	251,225	105,304
Accrued income	2,879,829	948,776
	<b>6,842,424</b>	<b>4,162,457</b>
<b>Non-current assets</b>		
Amounts owed by fellow group subsidiaries	11,290,283	4,638,970
	<b>11,290,283</b>	<b>4,638,970</b>

The trade and other receivables do not contain any impaired assets. The Directors consider that the carrying amounts of trade and other receivables approximate to their fair value.

The carrying amounts of the trade and other receivables are denominated in Sterling.

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 11 Trade and other payables

	2022	2021
	£	£
<b>Current liabilities</b>		
Trade payables	122,509	131,985
Social security and other taxes	664,848	803,739
Accruals	5,043,001	3,686,110
Deferred revenue	3,310,830	798,412
Amounts owed to fellow group subsidiaries	1,768,417	1,749,640
Other payables	71,740	49,783
	<b>10,981,345</b>	<b>7,219,669</b>
	2022	2021
	£	£
<b>Non-current liabilities</b>		
Amounts owed to fellow group subsidiaries	7,738,317	-
	<b>7,738,317</b>	<b>-</b>

Trade and other payables principally comprise amounts outstanding for trade purchases and ongoing costs. The Directors consider that the carrying amount of trade and other payables approximates to their fair value.

The carrying amounts of the trade and other payables are denominated in Sterling.

### 12 Deferred taxation

The deferred taxation asset of £141,226 (2021: £321,225) recognised in the financial statements is set out below:

	2022	2021
	£	£
Fixed asset timing differences	101,521	94,370
Short term timing differences	39,705	19,769
Losses and other deductions	-	207,086
<b>At 31 March</b>	<b>141,226</b>	<b>321,225</b>

The movement in the year is analysed as follows:

	2022	2021
	£	£
Opening balance	321,225	101,493
Income statement	(198,964)	219,732
Direction Group Unlimited Ltd Migrated Balance	18,580	-
Creson Connections Limited Migrated Balance	385	-
<b>At 31 March</b>	<b>141,226</b>	<b>321,225</b>

### 13 Provision for other liabilities and charges

	£
Dilapidation provisions	-
At 1 April 2021	-
Direction Group Unlimited Ltd Migrated Balance	2,974
<b>At 31 March 2022</b>	<b>2,974</b>

# Tullo Marshall Warren Limited

## Notes to the financial statements (continued)

### 14 Called-up share capital

	2022 £	2021 £
Authorised:		
1,337,405 (2021: 1,337,400) ordinary shares of 1p each.	13,374	13,374
Called-up and fully paid:		
1,337,405 (2021: 1,337,400) ordinary shares of 1p each.	13,374	13,374

### 15 Commitments under operating leases

	2022 Land and buildings £	2021 Land and buildings £
Not later than one year	58,333	-
	58,333	-

### 16 Related parties

The Company has taken advantage of the exemption available in Section 33.1A of FRS 102 and has not disclosed transactions with the ultimate parent company or any wholly owned subsidiary undertaking of the group.

### 17 Ultimate controlling party

The Company is a subsidiary undertaking of Unlimited Marketing Group Ltd which is the ultimate parent company incorporated in the United Kingdom. The ultimate controlling party is RedWhiteBlue Champion Limited (incorporated in the Cayman Islands). The immediate parent undertaking is Digital Unlimited Group Ltd, First Floor, Orion House, 5 Upper St. Martin's Lane, London, WC2H 9EA.

The largest group in which the results of the Company are consolidated is that headed by Unlimited Marketing Group Ltd, and the smallest group in which the results of the Company are consolidated is that headed by Digital Unlimited Group Ltd.

The consolidated financial statements of these groups may be obtained from the company's registered address at First Floor, Orion House, 5 Upper St. Martin's Lane, London, WC2H 9EA.

### 18 Post balance sheet events

On 1 April 2022, the trade and assets of The Unlimited Group Holdings Ltd were transferred into Tullo Marshall Warren Limited as part of a group entity rationalisation project.