

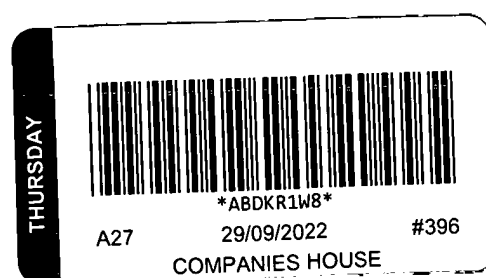
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Registered number: 01752310

NIELSEN SPORTS UK AND IRELAND LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021



NIELSEN SPORTS UK AND IRELAND LIMITED

COMPANY INFORMATION

Directors

A Page
T Brennan
S Nolan

Registered office

Endeavour House 5th Floor
189 Shaftesbury Avenue
London
WC2H 8JR

Registered number

01752310

Independent auditor

Lovewell Blake LLP
Bankside 300
Peachman Way
Broadland Business Park
Norwich
Norfolk
NR7 0LB

NIELSEN SPORTS UK AND IRELAND LIMITED

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DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

The Directors present their report together with the audited financial statements of Nielsen Sports UK and Ireland Limited for the period ending 31 December 2021.

PRINCIPAL ACTIVITY

The principal activity of the company during the year continued to be the provision of marketing surveys and statistics for the sports industry.

DIVIDENDS

The Directors do not recommend the payment of a dividend. No dividends have been declared or paid post period end up to the point of the signing of the financial statements.

POLITICAL DONATIONS AND POLITICAL EXPENDITURE

No political donations were made and no political expenditure was incurred in the period.

DISCLOSURE OF INFORMATION TO AUDITOR

Each of the persons who is a director at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the Company's auditor is unaware;
- they have taken all steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

DIRECTORS

The Directors of the Company who served throughout the financial period and up to the date of signing of the financial statements were as follows:

A Page	(appointed 25 February 2021)
T Brennan	(appointed 25 February 2021)
S Nolan	(appointed 25 February 2021)
A Richards	(resigned 25 February 2021)

No Director had any interest in the share capital of the Company.

NIELSEN SPORTS UK AND IRELAND LIMITED

DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

QUALIFYING DIRECTORS' THIRD-PARTY INDEMNITY

The company has granted an indemnity to one or more of its directors against liability in respect of proceedings brought by third parties, subject to the conditions set out in the Companies Act 2006. Such qualifying third party indemnity provisions remains in force as at the date of approving the Directors report.

GOING CONCERN

Funding for the company is currently provided via the Nielsen Holdings Plc group overdraft facility. A signed letter of support confirms that Nielsen Holdings Plc will continue to provide financial support to the company for a period of at least one year from the signing of the financial statements for the year ended 31 December 2021. As a consequence, the directors believe that the company is well placed to manage its business risks successfully despite the current uncertain economic outlook. Accordingly, it remains appropriate to prepare the financial statements on a going concern basis.

INDEPENDENT AUDITORS

The auditors, Lovewell Blake LLP, have indicated their willingness to continue in office and a resolution concerning their re-appointment will be proposed at the next Board Meeting.

SMALL COMPANIES NOTE

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of Companies Act 2006

The Directors' report was approved by the Board of Directors and is signed on its behalf by

Adam Page

A Page

Director

Date: 28th Septmeber 2022

STATEMENT OF DIRECTORS' RESPONSIBILITIES

DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing 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 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 company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- 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. The directors 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.

NIELSEN SPORTS UK AND IRELAND LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF NIELSEN SPORTS UK AND IRELAND LIMITED

Opinion

We have audited the financial statements of Nielsen Sports UK and Ireland Limited (the 'company') for the year ended 31 December 2021 which comprise the Income Statement, Statement of Financial Position, Statement of Changes in Equity and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom generally accepted accounting practice)

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2021, and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

NIELSEN SPORTS UK AND IRELAND LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF NIELSEN SPORTS UK AND IRELAND LIMITED

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit, or
- * the directors were not entitled to prepare the financial statements in accordance with small companies regime and take advantage of the small companies' exemptions in preparing the director's report and from the requirements to prepare a strategic report.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF NIELSEN SPORTS UK AND IRELAND LIMITED

Responsibilities of directors

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The extent to which the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the principal laws and regulations applicable to the company through discussions with management and our wider knowledge and experience;
- identified laws and regulations were considered in our planning of the audit and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate material risks of fraud and non-compliance with laws and regulations.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF NIELSEN SPORTS UK AND IRELAND LIMITED

The extent to which the audit was considered capable of detecting irregularities including fraud (continued)

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify material unusual transactions; and
- assessed whether judgements and assumptions made in determining accounting estimates were indicative of potential bias.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing material financial statement disclosures to underlying supporting documentation; and
- enquiring of management and directors as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the company's member in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's member those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's member for our audit work, for this report, or for the opinions we have formed.

Lovewell Blake LLP

Stephen Eagling BSc ACA (Senior Statutory Auditor)

For and on behalf of

Lovewell Blake LLP

Chartered accountants & statutory auditor

Bankside 300

Peachman Way

Broadland Business Park

Norwich

NR7 0LB

28 September 2022

NIELSEN SPORTS UK AND IRELAND LIMITED

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 £	2020 £
Turnover	4	8,478,758	7,556,689
Cost of sales		(3,164,080)	(3,949,100)
Gross profit		<u>5,314,678</u>	<u>3,607,589</u>
Administrative expenses		(5,537,364)	(5,408,415)
Other operating income		-	147,000
Operating loss	5	<u>(222,686)</u>	<u>(1,653,826)</u>
Interest receivable		-	-
Interest payable and similar expenses	9	(2,072)	(2,598)
Loss before tax		<u>(224,758)</u>	<u>(1,656,424)</u>
Tax on loss	10	(14,723)	18,667
Loss for the financial year		<u><u>(239,481)</u></u>	<u><u>(1,637,757)</u></u>

All amounts relate to continuing activities.

There is no other comprehensive income other than the loss above and therefore no statement of comprehensive income has been included.

NIELSEN SPORTS UK AND IRELAND LIMITED

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2021

Registered Number: 01752310

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	11	<u>18,617</u>	<u>41,541</u>
		18,617	41,541
Current assets			
Debtors: amounts falling due within one year	12	<u>3,439,298</u>	<u>3,395,905</u>
		3,439,298	3,395,905
Current liabilities			
Creditors: amounts falling due within one year	13	<u>(6,545,712)</u>	<u>(6,285,762)</u>
Net current liabilities		<u>(3,106,414)</u>	<u>(2,889,857)</u>
Total assets less current liabilities		(3,087,797)	(2,848,316)
Net liabilities		<u>(3,087,797)</u>	<u>(2,848,316)</u>
Capital and reserves			
Called up share capital	14	5,000	5,000
Share premium account	15	195,682	195,682
Retained Earnings	15	(3,288,479)	(3,048,998)
Total equity		<u>(3,087,797)</u>	<u>(2,848,316)</u>

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

Adam Page

A Page

Date: 28th September 2022

The subsequent notes form part of these financial statements.

NIELSEN SPORTS UK AND IRELAND LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2021

	Called up share capital £	Share premium £	Profit and loss account £	Total equity £
At 1 January 2021	5,000	195,682	(3,048,998)	(2,848,316)
Loss for the year	-	-	(239,481)	(239,481)
Total comprehensive income for the year	-	-	(239,481)	(239,481)
At 31 Decemeber 2021	5,000	195,682	(3,288,479)	(3,087,797)

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2020

	Called up share capital £	Share premium £	Profit and loss account £	Total equity £
At 1 January 2020	5,000	195,682	(1,411,241)	(1,210,559)
Loss for the year	-	-	(1,637,757)	(1,637,757)
Total comprehensive income for the year	-	-	(1,637,757)	(1,637,757)
At 31 Decemeber 2020	5,000	195,682	(3,048,998)	(2,848,316)

The subsequent notes form part of these financial statements.

NIelsen SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. General information

Nielsen Sports UK and Ireland Limited ('the company') is a private company limited by shares incorporated in England and Wales. Its registered number is 01752310. The address of its registered office is Endeavour House 5th Floor 189 Shaftesbury Avenue, London, WC2H 8JR

The principal activity of the company during the year continued to be the provision of marketing surveys and statistics for the sports industry.

2. Accounting Policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical costs convention and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in conformity with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed in note 3.

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"

- the requirements of Section 7 Statement of Cash Flows;
- the requirements of Section 3 Financial Statement Presentation paragraph 3.17(d);
- the requirements of Section 33 Related Party Disclosures paragraph 33.7.

This information is included in the consolidated financial statements of Nielsen Holdings Plc at 31 December 2021 and these financial statements may be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ

2.2 Going concern

Funding for the company is currently provided via the Nielsen Holdings Plc group overdraft facility. A signed letter of support confirms that Nielsen Holdings Plc will continue to provide financial support to the company for a period of at least one year from the signing of the financial statements for the year ended 31 December 2021. As a consequence, the directors believe that the company is well placed to manage its business risks successfully despite the current uncertain economic outlook. Accordingly, it remains appropriate to prepare the financial statements on a going concern basis.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.3 Functional and presentational currency

The company's functional and presentational currency is Pound Sterling.

2.4 Turnover

Turnover is recognised to the extent that it is probable that the economic benefits will flow to the company and the turnover can be reliably measured. Turnover 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 turnover is recognised:

Rendering of services

Turnover 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 turnover 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.

2.5 Trade and barter arrangements

Trade and barter revenue is recognised when all of the criteria for revenue recognition are met as per accounting policy 2.4.

Trade and barter expense is recognized based on when the company receives the service, which does not necessarily align with the pattern of revenue recognition. The companies Trade and barter contracts typically include receipt of continuous data or service over a given period, thus expense is typically recognised straight-line over the data or service period.

2.6 Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.7 Foreign currency translation

Transactions denominated in foreign currencies are recorded at the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are translated at the year end exchange rates. Any gain or loss arising from a change in exchange rates subsequent to the date of the transaction is included as an exchange gain or loss in the income statement.

2.8 Interest receivable

Interest receivable is recognised in the profit and loss account using the effective interest method.

2.9 Interest payable and similar charges

Interest payable is charged to the profit and loss account over the term of the debt using the effective interest 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 instrument.

2.10 Pensions

The company operates a defined contribution pension scheme in respect of some of its employees. The assets of the scheme are held separately from those of the company in an independently administrated fund. The amount charged against profits represents the contributions payable to the scheme in respect of the accounting period.

2.11 Operating Leases

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease, even if the payments are not made on such a basis. Lease incentives are recognised over the shorter of the lease term and the period to the next rent review.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.12 Tangible 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.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

- Leasehold Improvements - over the lease term
- Fixtures & fittings - 3 years
- Computer equipment - 3 years

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 Income Statement.

2.13 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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 reporting 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 Statement of financial position 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 reporting date.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.14 Financial Instruments

(i) Financial assets

The company's financial assets comprise trade debtors, amounts owed by group undertakings and other debtors which are shown in note 12 and in the balance sheet. These financial assets are recognised at transaction price and subsequently measured at amortised cost using the effective interest method.

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They are included in current assets except for maturities greater than twelve months after the end of the reporting period. These are classified as non current assets.

(ii) Financial liabilities

The company's financial liabilities comprise trade creditors, amounts owed to group undertakings, finance leases other creditors and accruals, which are shown in note 13 and in the balance sheet. Management determines the classification of its financial liabilities at initial recognition.

The company's financial liabilities are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

(iii) Offsetting

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally 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.

2.15 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.

2.16 Cash and cash equivalents

Cash and cash equivalents includes cash on hand, call deposits held with financial institutions and other short term highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and are subject to insignificant risk of changes in value.

2.17 Share Capital

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from the proceeds.

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

3. Critical accounting judgements and estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

(i) Revenue recognition

Management estimates the stage of completion of sales agreements, with reference to resources employed as a proportion of total expected costs. These estimates are based on staff time sheets and often, the passage of time as an approximation thereof.

(ii) Impairment of trade debtors

The company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment of trade and other debtors, management considers factors including the current credit rating of the debtor, the aging profile of debtors and historical experience. See note 12 for the net carrying amount of the debtors.

(iii) Taxes

Determining income tax provisions involves judgements on the tax treatment of certain transactions. Deferred tax is recognised on tax losses not yet used on temporary differences where it is probable that there will be taxable income against which these can be offset.

4. Turnover

An analysis of turnover by geographical market is set out below:

	2021	2020
	£	£
United Kingdom	5,522,484	5,071,912
Europe	2,357,718	1,899,901
Rest of the world	598,556	584,876
	<u>8,478,758</u>	<u>7,556,689</u>

5. Operating loss

The operating loss is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of tangible fixed assets	11,877	12,914
Expenditure in relation to leases	422,103	410,372
Defined contribution pension cost	148,911	150,824
Foreign exchange differences	<u>52,972</u>	<u>13,794</u>

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

	2021	2020
	£	£
6. Auditor remuneration		
Fees payable to the company's auditor and its associates for the audit of the company's annual accounts	<u>19,820</u>	<u>18,700</u>

7. Employees

Staff costs, including directors' remuneration, were as follows:

	2021	2020
	£	£
Wages and salaries	3,122,914	3,394,962
Social security costs	347,448	374,190
Costs of defined contribution scheme	148,911	150,824
	<u>3,619,273</u>	<u>3,919,976</u>

The average monthly number of employees, including directors, of the company were as follows:

	2021	2020
	No.	No.
	<u>52</u>	<u>60</u>

8. Directors remuneration

During the year, the directors received no remuneration for services to the company (2020: nil).

During the current and prior year, there were no benefits accruing to the directors under money purchase pension schemes.

9. Interest payable and similar expenses

	2021	2020
	£	£
Bank interest payable	2,072	2,598
	<u>2,072</u>	<u>2,598</u>

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

10. Taxation

	2021 £	2020 £
Corporation tax		
Current tax on loss for the year	-	-
Foreign tax suffered	14,723	-
Adjustment in respect of prior period	-	(18,667)
Total current tax	<u>14,723</u>	<u>(18,667)</u>
Deferred tax		
Origination and reversal of timing differences	-	-
Total deferred tax	<u>-</u>	<u>-</u>
Taxation on loss on ordinary activities	<u>14,723</u>	<u>(18,667)</u>

Factors affecting tax charge for the year

The tax assessed for the year is higher than (2020 - higher than) the average of the standard rate of corporation tax in the UK of 19% (2020 - 19%). The differences are explained below:

	2021 £	2020 £
Loss on ordinary activities before tax	<u>(224,758)</u>	<u>(1,656,424)</u>
Loss on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2020 - 19%)	(42,704)	(314,721)
Effects of:		
Expenses not deductible for tax purposes	3,485	740
Income not taxable	(115)	-
Group relief surrender	36,137	-
Deferred tax not recognised/not provided	3,197	313,981
Adjustment to tax charge in respect of previous period	-	(18,667)
Foreign withholding tax	14,723	-
Total tax charge / (credit) for the year	<u>14,723</u>	<u>(18,667)</u>

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

11. Tangible fixed assets

	Leasehold improvements	Fixtures, fittings & equipment	Computer Equipment	Total
	£	£	£	£
Cost				
At 1 January 2021	76,648	16,806	78,011	171,465
Transfers	-	(5,340)	5,340	-
Disposals	(76,648)	(11,466)	-	(88,114)
At 31 December 2021	-	-	83,351	83,351
Depreciation				
At 1 January 2021	64,888	11,466	53,570	129,924
Charge for the year	712	-	11,164	11,876
Disposals	(65,600)	(11,466)	-	(77,066)
At 31 December 2021	-	-	64,734	64,734
Net book value				
At 31 December 2021	-	-	18,617	18,617
At 31 December 2020	11,760	5,340	24,441	41,541

12. Debtors

	2021	2020
	£	£
Trade debtors	1,328,351	1,362,431
Amounts owed by group undertakings	677,897	384,486
Other debtors	15,454	19,641
Prepayments and accrued income	1,417,596	1,629,347
	<u>3,439,298</u>	<u>3,395,905</u>

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

13. Creditors: Amounts falling due within one year

	2021	2020
	£	£
Bank overdraft	3,583,853	3,630,491
Trade creditors	98,762	255,742
Amounts owed to group undertakings	691,528	577,636
Other taxation and social security	344,868	307,602
Accruals and deferred income	1,826,701	1,514,291
	<u>6,545,712</u>	<u>6,285,762</u>

14. Share capital

	2021	2020
	£	£
Shares classified as equity		
Alloted, called up and fully paid		
5,000 Ordinary shares of £1 each	<u>5,000</u>	<u>5,000</u>

15. Reserves

Share premium account

The share premium reserve shows the amount subscribed for share capital in excess of the nominal value.

Profit & loss account

Profit and loss account reserve shows the cumulative net gains and losses recognised in the income statement.

For detailed movements on each of the above reserves, refer to the Statement of Changes in Equity

16. Pension commitments

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £148,911 (2020: £150,824). Contributions totalling £NIL (2020: £nil) were payable to the fund at the balance sheet date.

NIELSEN SPORTS UK AND IRELAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

17. Commitments under operating leases

At 31 December 2021 the company had future minimum lease payments under non-cancellable operating leases as follows:

	2021	2020
	£	£
Not later than 1 year	88,463	366,918
Later than 1 year not later than 5 years	-	88,463
	<u>88,463</u>	<u>455,381</u>

18. Related party transactions

The company is exempt from disclosing related party transactions with companies that are wholly owned within the Nielsen Holdings Plc group.

Balances due from/(payable to) related parties that are not wholly owned by Nielsen Holdings Plc group are disclosed below.

	2021	2020
	£	£
Nielsen Sports India Private Limited (99.99994% Ownership).	(376,555)	(48,608)

19. Controlling party

The company's immediate parent undertaking is Nielsen Media Germany GmbH, a company incorporated in Germany.

The ultimate parent company and controlling party is Nielsen Holdings Plc, a company incorporated in England. This company's financial statements are available from Companies House, Crown Way, Cardiff, CF14 3UZ. It is also the parent undertaking of the smallest and largest group of undertakings for which group accounts are drawn up of which the company is a member.