Callcredit Marketing Limited

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2022
(Registered Number 02733070)

CONTENTS

STRATEGIC REPORT

The directors present their Strategic report for the year ended 31 December 2022.

The directors, in preparing this Strategic report, have complied with s414C of the Companies Act 2006.

The Business Model

Callcredit Marketing Limited (the "Company") supplies marketing data, database hosting and management, and marketing fulfilment services. The Company uses and manages data sets in order to provide customer profiling, geographical modeling and network planning. It also actively markets its information database as well as providing database development for customers. The Company is a part of the TransUnion UK Group (the "Group").

The Company is a wholly owned subsidiary of TransUnion, a global credit reference agency, headquartered in Chicago, Illinois, USA.

For the year ended 31 December 2022, the Company generated revenues of £3.2 million (2021: £3.3 million) and operating profit of £2.2 million (2021: operating profit £2.3 million).

The Company and the Group have strong synergies across their respective business models and solutions and share a commitment to using information to benefit consumers and global economies alike. By introducing globally successful products into the UK and applying TransUnion's global operating model, the Group is expected to accelerate both future revenue growth and profit margins.

Objectives and Strategies

The Group operates in market segments which offer significant growth opportunities, driven by multiple trends including new demand for credit and data analytics in industry segments outside traditional lending, increased demand for fraud prevention and identity products as the prevalence of identity theft and cybercrime rises, and changing regulatory and competitive market dynamics. Against these growth opportunities, the Group is continuing to invest to further differentiate its data assets, to develop software and analytics solutions which accentuate these data assets and help improve decision making and protect against fraud and identity theft. In parallel, the business will continue to focus on customer service, expand its "go to market" capabilities and upgrade its operational infrastructure to enable the business to scale effectively. The Group also continues to invest significantly in measures to prevent, detect and address information security risks. TransUnion's information security teams operate globally, ensuring coverage and visibility on a 24/7 basis.

The Board of directors' statement on s172(1)

Under section 172 of the UK Companies Act 2006 ('Section 172') the directors must act in a way that they consider, in good faith, would be most likely to promote the success of their company. In doing so, our directors must have regard to stakeholders and the other matters set out in Section 172. The information presented below comprises the Section 172 statement, which describes how the directors have had regard to these matters when performing their duties.

We have identified the stakeholder groups below as key to the success of the Company. In light of our objectives and strategies noted above, our directors take steps to understand the needs and priorities of each stakeholder group and do so through a variety of mediums and channels.

The Board of directors ('the Board') is comprised of the Chief Executive Officer ("CEO") for the UK, the Chief Financial Officer ("CFO") for the UK, and the General Counsel and Chief Risk Officer ("GC&CRO") for the UK. The Board meets at times as required. In addition to these board meetings, the wider UK senior management team, known as the Executive Committee ("ExCo") and which includes the UK CEO, CFO and GC&CRO meets weekly. The ExCo meetings receive feedback from various business areas, with particular feedback on specific stakeholder groups, which is then relayed to the Board. The outcome of stakeholder engagement influences the formulation and ongoing review of the long-term strategy and financial planning to ensure that our approach continues to deliver sustainable returns and promotes reputational reward.

As part of the Board of directors' ("the Board") decision-making process, the Board considers the potential impact of decisions on relevant stakeholders whilst also having regard to a number of broader factors, including the impact of the Company's operations on the community and environment, responsible business practices and the likely consequences of decisions in the long term. The summary below details the interests of each of the relevant stakeholder groups and the approaches taken to engage them.

STRATEGIC REPORT (CONTINUED)

The Board of directors' statement on s172(1) (Continued)

Customers and Consumers

For these purposes we define Customers as the business users of our financial products and services; Consumers are individual data subjects in relation to whom we hold and report data to our customers. Consistent with our mission of "Information for Good", our aim is for our customers and consumers to transact with confidence. Our products support responsible interactions between customers and consumers (their customers), environmentally and socially sustainable outcomes, and financial literacy.

Our processes ensure data is secure and only used in ways that comply with legislation and for the intended purposes. Our product development and change management processes are designed to ensure we assess the impact of our solutions on end consumers and that our solutions support our customers in their achievement of fair outcomes for all consumers.

We strive to ensure that our own direct interactions with consumers are executed via customer service standards that respond flexibly and appropriately to the needs of consumers, treat them fairly and provide support as needed to those who are vulnerable. We are proactively assessing the FCA's new Consumer Duty requirements which are due to come into force in early 2023 to ensure we take these into account appropriately both in our solutions and our interactions with consumers.

Key topics of engagement	How we engaged in 2022	Considerations and outcomes
Customers want to drive better decisions, secure friction light experiences and generate greater engagement through better offers and communications. It is important for our customers to transact with confidence, safely and reliably.	Our directors receive customer feedback regularly. We build strong lasting relationships with our customers and our teams spend considerable time with them to understand their needs and views and listen to how we can improve our offering and service for them. We hold client advisory boards to discuss key topics with our customers and understand how we can better meet their needs. We conduct an annual and in-depth customer survey. The vast majority of employees have improvement of the Net Promoter Score as one of their objectives, demonstrating our commitment to improving the customer experience.	The Board regularly discusses customer needs, preferences and concerns and considers these in the decision-making process. The Board receives regular reporting on customer outcomes and customer related strategic initiatives throughout the year. The Board closely monitors consumer metrics (such as complaints) and engages with the leadership team to understand the issues if our performance does not meet expectations. The Board also monitors its customer feedback through an in depth survey. As a result, a primary metric which the Board considers is the 'Net Promoter Score'. For 2022, the Company achieved 47 (2021: 41). The scale operates between -100 to +100. For 2023, the Company is aiming for 54. (2022: 48) The Board monitors and reviews developments concerning changes to our IT platforms which will allow us to simplify and support service delivery to our customers.

STRATEGIC REPORT (CONTINUED)

The Board of directors' statement on s172(1) (Continued)

Investors – Our ultimate parent, TransUnion

As the owner of the Company, our ultimate parent's priorities are critical to us and their support allows us to implement our strategy and to achieve our long-term plans.

Key topics of engagement	How we engaged in 2022	Considerations and outcomes
Key areas are: - Compliance with all regulations; - Compliance with internal US Group policies; - Operating in an ethical manner; - Performance against the strategic and financial plan; and - Effective leadership to ensure the Company's long-term sustainability and ultimately deliver a return on investment.	We have open, frequent dialogue with our parent company senior leadership team through one-to-one meetings, function meetings and board meetings. A matrix reporting structure is in place with our parent company. Key parent company senior leadership members are directors of the UK Group holding companies.	Progression against the strategic plan as demonstrated by business growth (revenue and operating income performance against targets).

Government and regulators

Compliance with legislation and regulations is key and as a responsible employer and business, we are committed to engaging constructively with government and regulators.

Key topics of engagement	How we engaged in 2022	Considerations and outcomes
Key areas are: - Compliance with regulation - Governance and sustainability - Management and advocacy - Business Practices	The Board oversees senior management activity to ensure appropriate and timely engagements with the regulators. The Company actively engages with all relevant regulators including in particular His Majesty's Treasury ("HMT"), the Financial Conduct Authority ("FCA") and the Information Commissioner's Office ("ICO"). **FCA Engagement** During 2022, the Company engaged with the FCA on the following topics; (i) the FCA's Credit Information Market Study; (ii) the introduction of buy now, pay later data onto credit reports; (iii) operational resilience of the Company's regulated products; and (iv) the FCA's requirement for firms to hold sufficient funds to be able to perform an orderly wind-down if so required. The Company also held discussions with the FCA to determine the application of PRIN 12 (the "consumer duty") to credit reference agency operations, was implemented on 31 July 2023. **ICO Engagement** In 2022, the Company contributed to an ICO inquiry into the use of algorithms in the welfare and social care sector. The Company also engaged with the ICO in respect of its latest guidance on International Transfers under the UK GDPR. **Government Engagement** The Company contributed to HMT's consultation in respect of proposed regulation of buy now, pay later products. The Company also engaged with DCMS in respect of proposed changes to the UK GDPR.	The Company completed all its regulatory and compliance reporting to the relevant bodies on a timely basis. The Board has kept abreast of the impact of changing regulations and political environment on the business. The Board also reviews and, where necessary, approves any material interaction with the Company's regulators including in particular the FCA and the ICO. The Board's view is taken into account in those interactions.

STRATEGIC REPORT (CONTINUED)

The Board of directors' statement on s172(1) (Continued)

Suppliers

Our Suppliers are fundamental to delivering the Company's strategy which is why we nurture our key supplier relationships and work in partnership with them to unlock value, streamline processes whilst reducing risk of failure and non-compliance to regulations which all come together to create industry leading products/solutions.

The Company has taken the decision to outsource the provision of a select number of services. We work with these outsource providers closely to ensure that the best outcomes for our customers can be achieved by fostering mutually beneficial partnerships.

Key topics of engagement	How we engaged in 2022	Considerations and outcomes
Key areas are: - Due diligence; - Business/partnership opportunities; and - Ongoing supplier relationship and performance management.	The Board oversees senior management activity to ensure the activities noted below are completed. Due diligence is performed before new suppliers are on boarded. A supplier code of conduct is in place. All suppliers are expected to self-monitor their compliance with our supplier code of conduct and to inform us of any non-compliance. The Company further requires that suppliers segmented as Strategic or Important conduct an annual self-certification. We have developed a process to identify those services which meet the FCA's definition of a 'material outsourced service' and these are reported to the regulator and monitored appropriately	The Supplier Relationship Owner monitors compliance of suppliers against the code of conduct. Risk assessments are performed over all supplier contracts. Supplier governance is reviewed at the Operational Risk Committee and escalated to the ARC as necessary. The Compliance team ensures that the Board and ARC have visibility of the performance of the material outsourced services on a regular basis.

Communities

We recognise the importance of contributing to our communities through volunteering and community involvement and as a major technology business we recognise the contribution we can make in building resilience against the global impact of climate change.

Key topics of engagement	How we engaged in 2022	Considerations and outcomes
Reducing the impact of the Company on the environment	Overseen by the Board, the Company's 'Green@TU' network resource group continues to engage employees in the wider sustainability agenda including minimising our environmental impact focusing on reducing our energy & resource use	We are certified to ISO14001, the international best practice for Environmental Management. We have kept our carbon intensity level low through increased efficiencies in our Facilities and IT systems. We have active programmes to reduce waste, increase recycling and cut carbon. The Company has procured a brown energy tariff covering our main UK building.
We strive to expand economic inclusion for all communities, providing the foundation for enhanced quality of life	We value our people & communities and work diligently to provide expanded opportunities in and outside the workplace. All employees are eligible for three paid volunteer days each year to support our communities. This has increased to three days for 2022. Our employees choose an annual charity to fundraise for any registered charity they are eligible for our charity matched funding.	Charitable donations are referenced in the Directors' Report. In 2022, as part of our WellFest, we raised funds for Yorkshire Cancer Research. Due to the restrictions on employee fundraising due to the pandemic we opened up a grant funding round for employees to apply for financial support for local charities

STRATEGIC REPORT (CONTINUED)

Principal Risks and Uncertainties

In operating its business and strategy, the Company is exposed to several inherent risks. As part of a group wide risk management framework, the Board has implemented robust procedures for the identification, assessment, management and reporting of risks. This includes periodic review of the key risks and the effectiveness of controls and processes in place to manage those risks. The principal risks faced by the Company are summarised below:

- The Company operates in a market which has historically grown strongly. The Company faces exposure to both UK and broader global economic cycles and events which may trigger adverse market conditions resulting in reduced demand for the Company's products and services, impacting financial performance. The outlook for the global and UK economies faces additional uncertainty arising from the macro-economic impact of the war in Ukraine.

- The Company operates in a competitive market and faces the risk of increasing competition from both new and established market participants. Competitors may erode the Company's position and share of the market through development of superior products and services to the Company, lower pricing and more effective go-to-market strategies.

- The Company's business model is dependent upon the integrity of data assets which are maintained on the Company's IT systems, and related analytics and software tools which deliver products and services to customers. Acting as responsible stewards of data, including accuracy and privacy of data, is essential for the provision of high-quality products and fair treatment of consumers.

- The Company operates in an environment where there is an ever-present threat of cyber-attacks, either directly or through third parties, which may result in breaches of IT security, loss or misuse of data, or otherwise compromise solutions and services provided to customers.

- The Company is dependent on its IT environment to deliver products and services to customers. The business faces the risk that this environment may not be sufficiently resilient or flexible to support changing customer requirements, changes in technology, or increasing scale and volumes driven by the expansion of the business.

- The Company aims to foster mutually beneficial strategic supplier partnerships, encouraging innovation and continuous improvement in order to enhance the ability of both parties to create value. Failure of third parties to uphold the Company's standards of performance, value and ethics has the potential to impact the provision of high-quality products and the fair treatment of consumers.

- The Company operates in an increasingly complex and regulatory environment and is therefore subject to a significant and comprehensive set of rules and regulations. Those rules and regulations (and any changes in the interpretation of them) could impact how the company operates, and, how it collects and processes personal data. The Company is regulated by the Financial Conduct Authority ("FCA") and, as a processor of personal data, is subject to the current data protection legislation. Compliance with the General Data Protection Regulation and the Data Protection Act 2019 is overseen by the Information Commissioner's Office ("ICO"). Both the FCA and the ICO have significant enforcement powers, which if exercised, could impact the Company's ability to access and process data, could require the Company to modify its products and services and could result in an increase in its operational costs and/or a reduction in its revenue.

- People at the Company are critical to its ability to meet the needs of its customers and achieve its goals as a business. Failure to attract or retain suitable employees across the business could limit the Company's ability to deliver its business plan commitments.

- Through the strength of its products and services, the Company has successfully grown several key customer relationships with the result that a small number of total customers account for a large share of overall sales and profits. Loss of these customers, either to Competitors or a significant curtailment of the trading relationships, would have a material impact on the financial performance of the business.

The Company manages the above risks through a wide range of actions including ongoing monitoring of the economic and competitive market environment, ongoing assessment and investment in IT security and infrastructure, maintenance of business continuity plans, investments in new products, people and technologies to ensure our products and services remain competitive and differentiated, and focus on customer service and delivery, to ensure that we are able to effectively meet or exceed the objectives of our customers. The effectiveness of these actions is monitored on an ongoing basis, and plans varied to meet changing requirements of the business.

STRATEGIC REPORT (CONTINUED)

Corporate and Social Responsibility

The Company is part of a wider UK Group which has made a significant investment in its corporate and social responsibility. The UK Group takes measures to reduce the carbon footprint, including promoting recycling and energy efficiency. The UK Group also has a strong interest in local and national charities as well as motivating staff to take part in charitable events and enjoying a healthy lifestyle.

The Company looks to provide rewarding and progressive careers for all its staff, with wide ranging training initiatives and promotion opportunities offered wherever possible. The levels of staff retention and satisfaction provide the most effective measure of such initiatives and are monitored on a regular basis.

Future developments and Post Balance Sheet Events

The directors are confident in the general level of activity in the forthcoming year and is expected to be in line with the levels achieved in 2022, with the external commercial environment expected to remain competitive for the remainder of 2023 and 2024. The Company has a well-balanced portfolio of clients and products which give the directors long term confidence of the Company's ability to trade profitably in the future.

There have been no significant or material events since the balance sheet date.

Going Concern Basis

The directors have a reasonable expectation that the Company has adequate resources to trade profitably for the foreseeable future and therefore continue to adopt the going concern basis of accounting in preparing the financial statements. The net liability position at the balance sheet date is driven by intercompany balances.

Callcredit Marketing Limited has received a letter of support from its principal trading sister subsidiary, TransUnion International UK Limited, which represents virtually 100% of the trading activity of the UK subgroup. As such, the letter of support states that any debts held will not be called upon.

The financial forecasts prepared by the directors, including consideration of severe but plausible downside sensitivities, show that the Company can meet its financial obligations and continue to invest in its infrastructure for at least 12 months from the date of approval of these financial statements. As such the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

In conclusion the directors of Callcredit Marketing Limited can see no reason that TransUnion International UK Limited would be unable to provide the support pledged and therefore continue to adopt the going concern basis of accounting in preparing the financial statements.

Approval

This report was approved by the board of directors on 16 August 2023 and signed on its behalf by:

On behalf of the board

DocuSigned by:

Mark Horsey

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M E Horsey
Director
17 August 2023

DIRECTORS' REPORT

The directors present their report and the audited financial statements of the company for the year ended 31 December 2022.

Directors

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

M E Horsey
S Saha
W J Flynn

W J Flynn, M E Horsey and S Saha were also directors of the Company's immediate parent undertaking, TransUnion Information Group Limited during the year.

Principle Activities

Principle activities and likely future developments of the Company are discussed within the Strategic Report on page 1.

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.

Dividends

No dividends were paid during the current or previous year. The directors do not recommend the payment of a final dividend (2021 £:nil).

Employees

The Company has no employees at 31 December 2022 (2021: nil). All associated staff are employed by TransUnion Information Group Limited and remunerated by TransUnion International UK Limited. Full details of employees and diversity can be found in the financial statements of TransUnion International UK Limited.

Policy and practice on payment of creditors

The Company's policy concerning the payment of suppliers is to agree terms of payment in advance and to make payment in accordance with agreed terms and any other legal obligations. At 31 December 2022, there was 1 day (2021: 1 day) purchases in trade creditors.

Political and charitable contributions

The Company made no political contributions (2021: £nil) during the year. The Group made donations to charities amounting to £44k (2021: £30k).

Principal Risks and Uncertainties

Principal risks and uncertainties are discussed within the Strategic report on page 5 in accordance with the provisions of s414C (11) of the Companies Act 2006.

Future developments and Post Balance Sheet Events

Future developments and post balance sheet events are discussed within the Strategic report on page 6 in accordance with the provisions of s414C (11) of the Companies Act 2006.

Going Concern

Going Concern is discussed within the Strategic report on page 6 in accordance with the provisions of s414C (11) of the Companies Act 2006.

Research and Development

The Company does not undertake any research and development activities.

DIRECTORS' REPORT (CONTINUED)

Independent Auditors

Pursuant to Section 487 of the Companies Act 2006, the independent auditors PricewaterhouseCoopers LLP, will continue as the Company's auditors and have confirmed their willingness to be appointed as Company independent auditors for the year ending 31 December 2023.

On behalf of the board

DocuSigned by:

Mark Horsey

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M E Horsey
Director
One Park Lane
Leeds
LS3 1EP

17 August 2023
Company registered number: 02733070

STATEMENT OF DIRECTORS' RESPONSIBILITIES IN RESPECT OF THE FINANCIAL STATEMENTS

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulation.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and applicable law).

Under company law, 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;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 101 have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; 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 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 also 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.

Directors' confirmations

In the case of each director in office at the date the directors' report is approved:

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware; and

they have taken all the steps that they ought to have taken as a director in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

On behalf of the board

DocuSigned by:

Mark Horsey

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M E Horsey
Director
One Park Lane
Leeds
LS3 1EP

17 August 2023

Independent auditors' report to the members of Callcredit Marketing Limited

Report on the audit of the financial statements

Opinion

In our opinion, Callcredit Marketing Limited's financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2022 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, including FRS 101 "Reduced Disclosure Framework", and applicable law); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements, included within the Annual report and financial statements (the "Annual Report"), which comprise: the Statement of financial position as at 31 December 2022; the Statement of comprehensive income and the Statement of changes in equity for the year then ended; and the notes to the financial statements, which include a description of the significant accounting policies.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

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.

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.

However, because not all future events or conditions can be predicted, this conclusion is not a guarantee as to the company's ability to continue as a going concern.

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

Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance 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 an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of 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 based on these responsibilities.

With respect to the Strategic report and the Directors' report, we also considered whether the disclosures required by the UK Companies Act 2006 have been included.

Based on our work undertaken in the course of the audit, the Companies Act 2006 requires us also to report certain opinions and matters as described below.

Independent auditors' report to the members of Callcredit Marketing Limited (continued)

Strategic report and Directors' report

In our opinion, based on the work undertaken in the course of the audit, the information given in the Strategic report and the Directors' report for the year ended 31 December 2022 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.

In light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we did not identify any material misstatements in the Strategic report and the Directors' report.

Responsibilities for the financial statements and the audit

Responsibilities of the directors for the financial statements

As explained more fully in the Statement of directors' responsibilities in respect of the financial statements, the directors are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The directors are also responsible for such internal control as they 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.

Auditors' 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 auditors' 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.

Based on our understanding of the company and industry, we identified that the principal risks of non-compliance with laws and regulations related to the general data protection regulation ('GDPR'), and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the financial statements such as UK tax legislation and the Companies Act 2006. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to posting journal entries to manipulate financial performance, management bias through judgements and assumptions in significant accounting estimates and significant one-off unusual transactions. Audit procedures performed by the engagement team included:

- discussions with management and those charged with governance, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- evaluation of management's controls designed to prevent and detect fraudulent financial reporting;
- testing accounting estimates that we deemed to present a risk of material misstatement, including assessing the data, methods and assumptions applied by management in the development of each estimate and applying unpredictability in our testing;
- identifying and testing journal entries using a risk-based targeting approach for unexpected account combinations; and
- reviewing the financial statement disclosures and testing to supporting documentation, where appropriate, to assess compliance with applicable laws and regulations.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion. A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Independent auditors' report to the members of Callcredit Marketing Limited (continued)

Use of this report

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Companies Act 2006 exception reporting

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not obtained all the information and explanations we require for our audit; or
- adequate accounting records have not been kept by the company, or returns adequate for our audit have not been received from branches not visited by us; or
- certain disclosures of directors' remuneration specified by law are not made; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

Tom Yeates (Senior Statutory Auditor)
for and on behalf of PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
Leeds

17 August 2023

Statement of Comprehensive Income
FOR THE YEAR ENDED 31 DECEMBER 2022

	Note(s)	**2022 £000**	2021 £000
Revenue	2	**3,179**	3,342
Cost of sales		**(336)**	(650)
Gross profit		**2,843**	2,692
Administrative expenses		**(623)**	(387)
Operating profit	3	**2,220**	2,305
Profit before taxation		**2,220**	2,305
Taxation	5	**-**	-
Profit after taxation		**2,220**	2,305
Other comprehensive income		**-**	-
Total comprehensive income for the year		**2,220**	2,305

The notes on pages 16 to 27 form part of these financial statements.

Statement of Financial Position
AT 31 DECEMBER 2022

	Note	2022 £000	2021 £000
Non-current assets			
Property, plant and equipment	*6*	**-**	-
Intangible assets	*7*	**485**	882
		485	882
Current assets			
Trade and other receivables	*9*	**816**	802
Cash and cash equivalents	*10*	**8,090**	5,564
		8,906	6,366
Total assets		**9,391**	7,248
Current liabilities			
Trade and other payables	*11*	**22,284**	22,361
		22,284	22,361
Total liabilities		**22,284**	22,361
Equity			
Called up share capital	*12*	**-**	-
Share premium		**871**	871
Accumulated losses		**(13,764)**	(15,984)
Total equity		**(12,893)**	(15,113)
Total equity and liabilities		**9,391**	7,248

The financial statements on pages 13 to 27 were approved by the Board of Directors on 16 August 2023 and signed on its behalf by:

DocuSigned by:

Mark Horsey

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M E Horsey
Director
17 August 2023
Company registered number: 02733070

The notes on pages 16 to 27 form part of these financial statements.

Statement of Changes in Equity

	Called up share capital £000	Share premium £000	Accumulated losses £000	Total equity £000
Balance at 1 January 2021	**-**	**871**	**(18,289)**	**(17,418)**
Total comprehensive income for the year				
Profit for the financial year	-	-	2,305	2,305
Total comprehensive income for the year	-	-	2,305	2,305
Balance at 31 December 2021	**-**	**871**	**(15,984)**	**(15,113)**

	Called up share capital £000	Share premium £000	Accumulated losses £000	Total equity £000
Balance at 1 January 2022	**-**	**871**	**(15,984)**	**(15,113)**
Total comprehensive income for the year				
Profit for the financial year	-	-	2,220	2,220
Total comprehensive income for the year	-	-	2,220	2,220
Balance at 31 December 2022	**-**	**871**	**(13,764)**	**(12,893)**

The notes on pages 16 to 27 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1 Accounting policies

Callcredit Marketing Limited (the "Company") is a private company incorporated, limited by shares and domiciled in the United Kingdom under the Companies Act 2006 and is registered in England and Wales. The registered number is 02733070 and the registered address is One, Park Lane, West Yorkshire, Leeds, LS3 1EP.

The financial statements of the Company have been prepared in accordance with Financial Reporting Standard 101, 'Reduced Disclosure Framework' (FRS 101). The financial statements have been prepared under the historical cost convention and in accordance with the Companies Act 2006.

The Company's financial statements are presented in Sterling, (which is the Company's functional currency) and all values are rounded to the nearest thousand pounds (£000) except where otherwise indicated.

The results of the Company are included in the consolidated financial statements of TransUnion which are available from https://investors.transunion.com/financials.

On the basis that it is a qualifying entity the company have taken advantage of the following disclosure exemptions under FRS101 Reduced Disclosure Framework:

(a) the requirements of paragraphs 45(b) and 46-52 of IFRS2 Share based payment because the share-based payment arrangement concerns the instruments of another group entity
(b) the requirements of IAS 7 Statement of Cash Flows
(c) the requirements in IAS 24 Related Party Disclosures to disclose related party transaction entered into between two or more members of a group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member
(d) comparative period reconciliations for share capital, tangible and intangible fixed assets
(e) the effect of new but not effective IFRS standards
(f) fair value measurement and financial instrument disclosures
(g) IFRS 2 share-based payments available exemptions

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

1.1 Going concern

The directors have a reasonable expectation that the Company has adequate resources to trade profitably for the foreseeable future and therefore continue to adopt the going concern basis of accounting in preparing the financial statements. The net liability position at the balance sheet date is driven by intercompany balances.

Callcredit Marketing Limited has received a letter of support from its principal trading sister subsidiary, TransUnion International UK Limited, which represents virtually 100% of the trading activity of the UK subgroup. The letter of support states that any debts held will not be called upon by any group member Companies.

The financial forecasts prepared by the directors, including consideration of severe but plausible downside sensitivities, show that the Company can meet its financial obligations and continue to invest in its infrastructure for at least 12 months from the date of approval of these financial statements. As such the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

In conclusion the directors of Callcredit Marketing Limited can see no reason that TransUnion International UK Limited would be unable to provide the support pledged and therefore continue to adopt the going concern basis of accounting in preparing the financial statements.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

1 Accounting policies (continued)

1.2 Foreign currency

Transactions in foreign currencies are translated to the Company's functional currency (sterling) at the foreign exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are retranslated to the functional currency at the foreign exchange rate ruling at that date. Foreign exchange differences arising on translation are recognised in the income statement. Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are retranslated to the functional currency at foreign exchange rates ruling at the dates the fair value was determined.

1.3 Non-derivative financial instruments

Non-derivative financial instruments comprise investments in equity, trade and other receivables, cash and cash equivalents, interest-bearing borrowing, and trade and other payables.

Trade and other receivables

Trade and other receivables are recognised initially at fair value plus any directly attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses.

The Company applies the IFRS 9 simplified approach to measuring expected credit losses (ECL) which uses a lifetime expected loss allowance for all trade receivables and contract assets, and recognises a loss allowance based on the lifetime ECLs at the end of each reporting period. To measure the expected credit losses, trade receivables and contract assets have been grouped based on shared credit risk characteristics and the days past due. The contract assets relate to unbilled work in progress and have substantially the same risk characteristics as the trade receivables for the same types of contracts. The Company has therefore concluded that the expected loss rates for trade receivables are a reasonable approximation of the loss rates for the contract assets. ECLs are determined using a provision matrix that is based on historical credit loss experience and adjusted for forward-looking factors specific to the debtors and prevailing economic environment.

Trade and other payables

Trade and other payables are recognised initially at fair value less any directly attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and are measured at amortised cost.

1.4 Property, plant and equipment

Property, plant and equipment are stated in the statement of financial position at historic cost less accumulated depreciation and any recognised impairment loss. Historical cost includes expenditure that is directly attributable to the acquisition of the items. Any gain or loss on disposal of an item of property, plant and equipment is recognised in profit or loss.

Subsequent expenditure is capitalised only if it is probable that the future economic benefits associated with the expenditure will flow to the entity.

Depreciation is recognised so as to write off the cost of property, plant and equipment less their residual values over their useful lives, as set out below, on a straight-line basis unless stated otherwise. Property, plant and equipment purchases are depreciated on a monthly basis from the date the asset is available for utilisation. Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

1 Accounting policies (continued)

1.4 Property, plant and equipment (continued)

The estimated useful lives of property, plant and equipment for current periods are as follows:

Office equipment	3 - 5 years
IT servers	3 - 5 years
IT equipment	3 - 5 years
Leasehold improvements	Remaining term of the lease

Depreciation methods, useful lives and residual values are reviewed at each balance sheet date.

1.5 Intangible assets

Intangible assets include deferred development costs, internally created databases and purchased data assets that meet the definition of an intangible asset as defined in IAS 38 'Intangible Assets'.

Deferred development costs

Deferred development expenditure comprises the product development costs of commercially exploitable systems to the extent that they are recoverable.

Development costs are capitalised in accordance with IAS 38 when staff are working on products and projects where the following can be demonstrated:

- technical feasibility of completing the intangible asset so that it will be available for use or sale
- intention to complete the intangible asset and use or sell it
- ability to use or sell the intangible asset
- how the intangible asset will generate future economic benefits
- availability of adequate technical, financial and other resources to complete the development and to use or sell the intangible asset
- ability to measure reliably the expenditure attributable to the intangible asset during its development

Internally created databases

Internally created databases comprise the data purchase and capture costs of internally developed databases, for use by customers to determine the credit worthiness of individuals. The costs are capitalised as development costs in accordance with IAS38.

Purchased data assets

Purchased data assets comprise data sets purchased externally for resale on a licensed basis and incorporation into the Group's products which fulfil the IAS38 definition of intangible assets.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

1 Accounting policies (continued)

1.5 Intangible assets (continued)

Amortisation

Amortisation is charged to the income statement on a straight-line basis over the estimated useful lives of intangible assets. Other intangible assets are amortised from the date they are available for use. The estimated useful lives are as follows:

Databases and Purchased data assets	Straight line over 3 - 10 years
Deferred development costs	Straight line over 3 – 10 years from the date the asset is available for use
Software	Straight line over 3 years

1.6 Impairment

Other financial assets

Other than trade receivables subject to the ECL approach as described above, a financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is an indication of impairment. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. Interest on the impaired asset continues to be recognised through the unwinding of the discount. When a subsequent event causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through profit or loss.

Non-financial assets

The carrying amounts of the Company's non-financial assets, other than deferred tax assets, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. For intangible assets that are not yet available for use, the recoverable amount is estimated at the end of the financial year, unless there is a triggering event, in which case it's evaluated at the point the triggering event is identified.

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

1 Accounting policies (continued)

1.6 Impairment (continued)

For the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or groups of assets (the "cash-generating unit").

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

1.7 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.

1.8 Provisions

A provision is recognised in the balance sheet when the Company has a present legal or constructive obligation as a result of a past event, that can be reliably measured and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects the time value of money.

1.9 Revenue

Annual Customer Data Contracts

Some of the Company's revenues are derived from annual contracts, where the customer commits to a minimum fee which is non-recourse. Under these contracts, customers typically consume batch services at an agreed fee per record up to the contracted minimum, and once the minimum has been exceeded the customer will be charged excess fees.

Under IFRS 15, the revenue is recognised based on the timing of when the customer uses the services (being when the records are provided to the customer). The impact of this is revenue recognition is deferred due to the majority of customers being invoiced annually in advance for these services.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

1 Accounting policies (continued)

1.9 Revenue (continued)

Transactional revenues

The Company also generates transactional revenues from pay as you go contracts, lead generation contracts and the provision of one-off services. Revenue which was transactional is invoiced and recognised in the month the performance obligation to the customer was met.

All revenue reported in the Statement of Comprehensive Income arises from contracts with customers. Revenue is recognised exclusive of Value Added Tax ("VAT").

The Company operates a policy of standard payment terms of 30 days from the date of invoicing, which is applied in the majority of customer contracts. Customer contracts do not contain any significant financing components, nor do they contain any significant obligations for returns, refunds or warranties.

1.10 Expenses

Finance income and expenses

Finance expenses comprise interest payable.

Finance income comprises interest receivable on funds invested and net foreign exchange gains.

Interest income and interest payable is recognised in profit or loss as it accrues, using the effective interest method. Foreign currency gains and losses are reported on a net basis.

1.11 Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the income statement except to the extent that it relates to items recognised directly in equity, in which case it is recognised in equity.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted or substantively enacted at the reporting date, and any adjustment to tax payable in respect of previous years. Current tax assets and liabilities are offset only if certain criteria are met.

Deferred tax is provided on temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The following temporary differences are not provided for: the initial recognition of goodwill; the initial recognition of assets or liabilities that affect neither accounting nor taxable profit other than in a business combination, and differences relating to investments in subsidiaries to the extent that the Group is able to control the timing of the reversal of the temporary differences and it is probable that they will not reverse in the foreseeable future. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the reporting date.

A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available against which the temporary difference can be utilised. Deferred tax assets are reviewed at each reporting date and are reduced to the extent that it is no longer probable that the related tax benefit will be realized; such reductions are reversed when the probability of future taxable profits improves.

Deferred tax assets and liabilities are offset only if certain criteria are met.

1.12 Use of judgements and estimates

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the Company's accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to estimates are recognised prospectively. Management does not deem there to be any significant judgements or assumptions and estimation uncertainties requiring disclosure.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

2 Revenue
Analysis of revenue by geography:

	2022 £000	2021 £000
United Kingdom	**2,981**	3,175
Rest of the world	**198**	167
	3,179	3,342

3 Operating profit
Operating profit is stated after charging:

	2022 £000	2021 £000
Depreciation of property, plant and equipment	**-**	15
Amortisation of intangible assets	**397**	471
Auditors' remuneration – audit of the financial statements*	**-**	-

*No fees were payable to the company's auditors for non-audit or assurance related services in the year (2021: £nil). The costs for the company's statutory audit were borne by another group company and not recharged.

The Company does not have any employees and therefore incurs no costs related to employees. All staff are employed by TransUnion Information Group Limited and remunerated by TransUnion International UK Limited.

4 Directors' remuneration

	2022 £000	2021 £000
Remuneration	**1,617**	1,211
Company contributions to money purchase pension scheme	**96**	73
Share based compensation	**812**	647

The aggregate of remuneration of the highest paid director was £732k (2021: £531k), and company pension contributions of £26k (2021: £24k) were made to a money purchase scheme on their behalf. Amounts receivable under long term incentive schemes of the highest paid director were £594k (2021: £588k). No directors (2021: £nil) exercised options in 2022.

The Directors' remuneration above is the full remuneration paid by TransUnion Information Group Limited for various UK based directors. The work of these Directors' covers various subsidiaries within the UK sub-Group and the company considers it is impractical to allocate the full remuneration to each individual company in the UK sub-Group. There are a number of statutory directors who are overseas residents and who provide services to TransUnion entities worldwide including the UK. These directors are remunerated by the ultimate parent company and no recharge (2021: £nil) is made for their services. The company considers that the time spent on UK companies by these individuals as a proportion of their total duties is negligible and as such no apportionment (2021: no apportionment) of their worldwide remuneration needs to be disclosed in these financial statements.

Key management are considered to be the same as directors for the Company.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

5 Tax on profit

Recognised in the Statement of comprehensive income

The current and deferred tax charges for the year are £nil (2021: £nil).

The current tax charge for the year is lower than (2021: lower than) the standard rate of corporation tax in the UK of 19% (2021: 19.00%). The differences are explained below:

	2022 £000	2021 £000
Profit before taxation	**2,220**	2,305
Tax using the UK corporation tax rate of 19.00% (2021: 19.00%)	**422**	438
Non-deductible expenses	**-**	-
Movement in deferred tax asset not recognised	**(39)**	**(438)**
Group relief claimed	**(383)**	-
Total tax expense	**-**	-

In the Spring Budget 2021, the UK Government announced that from 1 April 2023 the corporation tax rate would increase to 25% (rather than remaining at 19%, as previously enacted). This new law was substantively enacted on 24 May 2021. Deferred taxes at the balance sheet date have been measured using these enacted tax rates and reflected in these financial statements

6 Property, plant and equipment

	Office equipment £000	**Leasehold improvements £000**	**IT servers £000**	**IT equipment £000**	**Total £000**
Cost					
Balance at 1 January 2022	578	595	2	2,328	3,503
Balance at 31 December 2022	**578**	**595**	**2**	**2,328**	**3,503**
Depreciation and impairment					
Balance at 1 January 2022	**578**	**595**	**2**	**2,328**	**3,503**
Balance at 31 December 2022	**578**	**595**	**2**	**2,328**	**3,503**
Net book value					
At 31 December 2021	-	-	-	-	-
At 31 December 2022	**-**	**-**	**-**	**-**	**-**

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

7 Intangible assets

	Software £000	Databases and purchased data assets £000	Deferred development expenditure £000	Total £000
Cost				
Balance at 1 January 2022	467	3,593	6,208	10,268
Balance at 31 December 2022	**467**	**3,593**	**6,208**	**10,268**
Amortisation and impairment				
Balance at 1 January 2022	467	3,593	5,326	9,386
Amortisation for the year	-	-	397	397
Balance at 31 December 2022	**467**	**3,593**	**5,723**	**9,783**
Net book value				
At 31 December 2021	-	-	882	882
At 31 December 2022	**-**	**-**	**485**	**485**

Intangible asset amortisation is recorded in administrative expense in the income statement.

8 Deferred tax assets and (liabilities)

The company has a deferred tax asset of £236k (2021: £338k) in respect of tax losses and fixed asset temporary differences that are carried forward indefinitely for use against future suitable profits. A deferred tax asset has not been recognised at 31 December 2022 as the recognition criteria have not been met (2021: not recognised).

9 Trade and other receivables

	2022 £000	2021 £000
Trade receivables	**268**	455
Amounts due from parent company	**-**	-
Amounts due from fellow group undertakings	**9**	8
Prepayments and accrued income	**539**	339
	816	802

Amounts due from parent company and from fellow group undertakings are unsecured, interest free and are repayable on demand.

Trade receivables are stated after provision for impairment of £38k (2021: £79k).

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

10 Cash and cash equivalents

	2022 £000	2021 £000
Cash at bank	**8,090**	5,564
Cash and cash equivalents	**8,090**	5,564

11 Trade and other payables

	2022 £000	2021 £000
Amounts due to parent company	**21,577**	21,577
Amounts due to fellow group undertakings	**364**	573
Accruals	**62**	67
Deferred income	**272**	117
VAT	**9**	27
	22,284	22,361

Amounts due to parent company and to fellow group undertakings are unsecured, interest free and are repayable on demand. They are presented at current value and are not discounted.

12 Called up share capital

	2022 £	2021 £
Allotted, called up and fully paid		
19,267 Ordinary shares of £0.01 each	**193**	193
	193	193

The holders of ordinary shares are entitled to receive dividends as declared from time to time and are entitled to one vote per share at meetings of the Company.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

13 Financial instruments

13 (a) Fair values of financial instruments

The Company's financial instruments include trade and other receivables, trade and other payables, cash and cash equivalents. The fair values for each class of financial assets and financial liabilities together are not materially different from their carrying amount.

Trade and other receivables, trade and other payables, and cash

The fair value of trade and other receivables, and trade and other payables are assessed based upon discounted cash flows at prevailing interest rates. Cash and cash equivalents approximate to their book values.

Derivative financial instruments

The Company has no derivative financial instruments.

13 (b) Credit risk

Financial risk management

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations and arises principally from the Company's receivables and contract assets from customers, and investment securities.

Trade Receivables and contract assets: Management has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis. Credit evaluations are performed on all customers requiring credit over a certain amount. At the reporting date the directors believe that there were no significant concentrations of credit risk based on the size, age and nature of trade receivable balances as well as the historical recovery rates with these companies. The maximum exposure to credit risk is represented by the carrying amount of each financial asset in the statement of financial position.

It is mitigated by rigorous credit control, including the regular review of credit limits utilising data from credit agencies and the Company's own financial and marketing intelligence.

The Company is, therefore, confident that those debts (both not yet due and past due) and contract assets for which there is no provision, will be recovered in the forthcoming year.

An impairment analysis is performed at each reporting date using a provision matrix to measure expected credit losses. The provision rates are based on average days past due for all customers. The calculation reflects the probability and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions. Generally, trade receivables are written-off where indicators convey that there is no reasonable expectation of recovery. The maximum exposure to credit risk is represented by the carrying amount of each financial asset.

13(c) Liquidity risk

Financial risk management

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due.

Liquidity is managed on a Group basis and the Group finances its operations through a mixture of cash from retained profits and bank borrowings. The Group ensures that there are sufficient funds to meet the expected funding requirements of the Group's operations and investment opportunities, through financial planning and budgetary procedures and ongoing monitoring and management of its liquidity position.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

13 Financial instruments (continued)

13(d) Market risk

Financial risk management

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices will affect the Company's income or the value of its holdings of financial instruments

Interest expense reflects the cost of the Company's borrowings. Interest income arises from investment of cash and short-term deposits held by the company. Interest rate risk is managed by monitoring market rates to ensure that optimal returns are achieved and the Company has taken out an interest rate cap to hedge against a significant increase in interest rates.

The Company predominantly operates within the UK and therefore the risks to movement in foreign exchange rates are not significant. Exchange rate is managed through the use of foreign currency bank accounts where foreign payments and receipts are transacted creating a natural hedge.

13(e) Capital management

The Company's objectives when managing capital (includes transactions with owners), equity and borrowings, is to safeguard the Company as a going concern and provide returns for the shareholders and other stakeholders by maintaining an optimal capital structure. The Company's overall strategy remains unchanged from the prior year.

14 Commitments

Capital commitments

There are no capital commitments at the end of the financial year (2020: £nil) for which provision has been made.

15 Related parties

At the balance sheet date, TransUnion is the ultimate parent company incorporated in the United States of America. The allowable exemption under FRS101 not to disclose related party transactions between wholly owned members of the same group has been taken.

16 Ultimate parent company and parent company of larger group

At the balance sheet date, the Company was a subsidiary undertaking of TransUnion, which was the ultimate parent company, incorporated in the United States of America.

The immediate parent company is TransUnion Information Group Limited.

The smallest and the largest group in which the results of the Company are consolidated is that headed by TransUnion, incorporated in the United States of America. The registered office of the parent undertaking is 555 West Adams, Chicago, Illinois. The consolidated financial statements are available to the public and may be obtained from https://investors.transunion.com/financials.