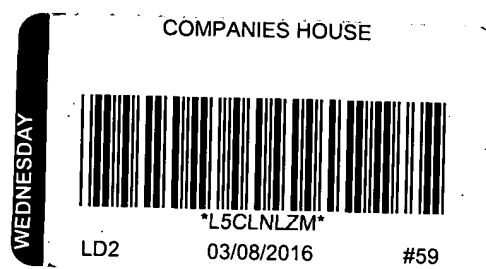


DATA MANAGEMENT SERVICES GROUP LIMITED

(Registered number 03011070)

ANNUAL REPORT AND FINANCIAL STATEMENTS

8 MONTHS ENDED 31 DECEMBER 2015



**DATA MANAGEMENT SERVICES GROUP LIMITED
ANNUAL REPORT AND FINANCIAL STATEMENTS
8 MONTHS ENDED 31 DECEMBER 2015**

CONTENTS	Page(s)
STRATEGIC REPORT	1
DIRECTORS' REPORT	2
STATEMENT OF DIRECTORS' RESPONSIBILITIES	3
STATEMENT OF FINANCIAL POSITION	4
STATEMENT OF CHANGES IN EQUITY	5
NOTES TO THE FINANCIAL STATEMENTS	6-7

DATA MANAGEMENT SERVICES GROUP LIMITED
STRATEGIC REPORT
8 MONTHS ENDED 31 DECEMBER 2015

The Directors present their strategic report on Data Management Services Group Limited ("the Company") for the 8 months ended 31 December 2015.

REVIEW OF THE BUSINESS

The Company did not trade during the current or prior period.

The Company is a wholly owned subsidiary of The Register Group Limited, a company incorporated in England and Wales, which itself is ultimately owned by Ebiquity plc, a company incorporated in England and Wales.

The Company has not traded during the current or preceding financial period and accordingly no income statement has been prepared.

The Statement of Financial Position remained at total net assets of £100 (30 April 2015: £100) since the Company has not traded in the period.

KEY PERFORMANCE INDICATORS ("KPIs")

The Directors' of Ebiquity plc manage the Group's operations on a divisional basis. For this reason, the Company's Directors believe that analysis using KPIs for the Company is not necessary or appropriate for an understanding of the development, performance or position of the Company. The development, performance and position of the central division of Ebiquity plc, which includes the Company, is discussed on pages 14 to 23 of the Group's Annual Report and Accounts which does not form part of this report. KPIs for the Group are discussed on pages 17, 19, 21 and 23 of the same report.

DISCLOSURES OF PRINCIPAL RISKS AND UNCERTAINTIES

From the perspective of the Company, the principal risks and uncertainties are integrated with the principal risks of the Group and are not managed separately. Accordingly, the principal risks and uncertainties of Ebiquity plc, which includes those of this company, are discussed on pages 17, 19, 21 and 23 of the Group's Annual Report and Accounts which does not form part of this report.

Approved by the Board of Directors and signed on its behalf by



A W Beach
Director
27 July 2016

DATA MANAGEMENT SERVICES GROUP LIMITED
DIRECTORS' REPORT
8 MONTHS ENDED 31 DECEMBER 2015

The Directors present their report together with the financial statements of Data Management Services Group Limited for the 8 months ended 31 December 2015.

FUTURE DEVELOPMENTS

The Company will continue to undertake similar business activities in the future.

DIVIDENDS

The Directors do not recommend the payment of a dividend (12 months ended 30 April 2015: £nil).

FINANCIAL RISK MANAGEMENT

From the perspective of the Company, the financial risks (that include but are not limited to credit risk, interest rate risk, currency risk and liquidity risk) are integrated with the financial risks of the Group and are not managed separately. Accordingly, the financial risks of Ebiquity plc, which includes those of the Company, are discussed on pages 97-103 of the Group's Annual Report and Accounts which does not form part of this report.

POST STATEMENT OF FINANCIAL POSITION EVENTS

There are no post Statement of Financial Position events.

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 W Beach
M E Greenlees (resigned 30 April 2016)
N V Manning

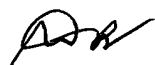
DIRECTORS' INDEMNITY

The Company purchased and maintained throughout the period and up to the date of approval of this report, Directors' and officers' liability insurance in respect of its Directors and Officers.

GOING CONCERN

The Directors are responsible for considering whether it is appropriate to prepare financial statements on a going concern basis. After making appropriate enquiries the Directors concluded that the Company has adequate resources to continue in operation for the foreseeable future. For this reason the Company continues to adopt the going concern basis in preparing the financial statements.

The financial statements on pages 4 to 7 were approved by the Board of Directors on 27 July 2016 and are signed on its behalf by



A W Beach
Director
27 July 2016

DATA MANAGEMENT SERVICES GROUP LIMITED
STATEMENT OF DIRECTORS' RESPONSIBILITIES
8 MONTHS ENDED 31 DECEMBER 2015

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 period. Under that law the directors have prepared the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 The Financial Reporting Standard Applicable in the UK and Republic of Ireland (FRS 102).

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 these 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;
- state whether applicable United Kingdom Accounting Standards, including FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements;
- notify its shareholders in writing about the use of disclosure exemptions, if any, of FRS 102 used in the preparation of the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

DATA MANAGEMENT SERVICES GROUP LIMITED
STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2015

Company number: 03011070

		<u>31 December</u> <u>2015</u> £	<u>30 April</u> <u>2015</u> £
	Notes		
CURRENT ASSETS	2		
Debtors		<u>100</u>	<u>100</u>
CAPITAL AND RESERVES			
Share capital	3	100	100
Profit and loss account	4	<u>-</u>	<u>-</u>
EQUITY SHAREHOLDERS' FUNDS		<u>100</u>	<u>100</u>

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

There is no material difference between the profit on ordinary activities before taxation and the profit for the financial period stated above and their historical costs equivalents.

For the 8 months ended 31 December 2015 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Director's responsibilities;

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements on pages 4 to 7 were approved by the Board of Directors on 27 July 2016 and are signed on its behalf by.



A W Beach
Director
27 July 2016

DATA MANAGEMENT SERVICES GROUP LIMITED
STATEMENT OF CHANGES IN EQUITY
8 MONTHS ENDED 31 DECEMBER 2015

	Notes	Called up share capital £	Profit and loss account £	Total shareholders' funds £
At 1 May 2014		100	-	100
Result for the financial year		-	-	-
Total comprehensive result for the year		-	-	-
At 30 April 2015		100	-	100
Result for the financial period		-	-	-
Total comprehensive result for the period		-	-	-
At 31 December 2015	3, 4	100	-	100

DATA MANAGEMENT SERVICES GROUP LIMITED
NOTES TO THE FINANCIAL STATEMENTS
8 MONTHS ENDED 31 DECEMBER 2015

1 ACCOUNTING POLICIES

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

2 DEBTORS

	<u>31</u> <u>December</u> <u>2015</u> £	<u>30 April</u> <u>2015</u> £
Amounts falling due within one year:		
Amounts due by group undertakings	<u>100</u>	<u>100</u>

3 SHARE CAPITAL

	<u>31</u> <u>December</u> <u>2015</u> £	<u>30 April</u> <u>2015</u> £
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

4 RESERVES

Profit and loss account

The profit and loss account shows the cumulative net gains and losses recognised in the income statement.

For detailed movements on the profit and loss account, refer to the statement of changes in equity.

5 RELATED PARTY TRANSACTIONS

The Company has taken advantage of the exemption allowed by FRS 8, "Related party transactions", not to disclose any related party transactions with entities that are included in the consolidated financial statements of Ebiquity plc.

There were no other related party transactions in either period.

6 PARENT UNDERTAKINGS AND ULTIMATE HOLDING COMPANY

The immediate parent company is The Register Group Limited which is incorporated in England and Wales.

The Company's ultimate parent undertaking and controlling party is Ebiquity plc which is the parent undertaking of the smallest and largest group to consolidate these financial statements. Copies of the consolidated financial statements of Ebiquity plc may be obtained from the Company Secretary at CityPoint, One Ropemaker Street, London, EC2Y 9AW.

DATA MANAGEMENT SERVICES GROUP LIMITED
NOTES TO THE FINANCIAL STATEMENTS (*continued*)
8 MONTHS ENDED 31 DECEMBER 2015

7 TRANSITION TO FRS 102

For all periods up to and including the 12 months ended 30 April 2015, the Company prepared its financial statements in accordance with United Kingdom Generally Accepted Accounting Practice. These financial statements, for the period ended 31 December 2015, are the first the Company has prepared in accordance with FRS 102.

In preparing these financial statements, the Company has applied the exemption in FRS 102 para 35.10 (m) and has elected to retain its accounting policies for reported assets, liabilities and equity at the date of transition to FRS 102 until there is any change to those balances or the Company undertakes any new transactions. The Company has therefore not restated its opening Statement of Financial Position at the date of transition nor the current Statement of Financial Position.