Registered number: 03178478

TWENTYSIX LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022



COMPANY INFORMATION

Directors Peter Reid

Daniel Yardley Ryan Scott Robert Jobbins

Registered number

03178478

Registered office

34 Bow Street London WC2E 7AU

Independent auditor

Grant Thornton UK LLP

Chartered Accountants & Statutory Auditor

17th Floor

103 Colmore Row Birmingham West Midlands B3 3AG

Bankers

HSBC UK Bank plc 1 Centenary Square

Birmingham B1 1HQ

Solicitors

Browne Jacobson LLP

Mobray House Castle Meadow Road

Nottingham NG2 1BJ

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STRATEGIC REPORT FOR THE YEAR ENDED 28 FEBRUARY 2022

Introduction

The directors present their strategic report for the year ended 28 February 2022.

Business review

The results for the year and financial position of the company are as shown in the following statutory accounts. The company measures performance by year on year gross profit growth and EBITDAM, being earnings before interest, tax, depreciation, amortisation and management charges as a measure of performance. Management charges have been disclosed in note 6.

During the year, gross profit on continuing operations increased by 22.5% / £1,763k (2021: decreased by 25.7%) The business returned to growth as its clients recovered from the impact of Covid-19. Several strategic senior hires have enabled the company to provide increased consultancy and digital strategy services to clients, placing their needs at the centre of everything we do. Being able to provide this digital strategy in a full service digital function has proved invaluable to our clients coming out of the Covid-19 pandemic and lead to significant client wins in digital transformation and web development in the late part of the financial year has placed the company in a strong position going into the new year.

Principal risks and uncertainties

The directors consider that the principal risks and uncertainties facing the company are:

Failure to respond to changes in the market or failure to establish marketing and service initiatives which maintain the competitiveness of our services.

The company continues to review its offer and focus on the quality of our products and services to enable us to respond to changes in the market and needs of our clients.

The company remains exposed to uncertain economic conditions

The company is currently uncertain about the impact of UK inflation and tax changes, which is causing rises in salary and other costs, especially energy. We do not know how this will affect the UK economy and the spending patterns of our clients. This could adversely impact the business in the short term but could also benefit the company via increased client digital transformation projects.

The company has reviewed its strategy and put in place the foundations for future growth. We consider the company well positioned for future growth and to exploit more favourable trading conditions if and when they arise.

The company is reliant on its people and critical to its success is the recruitment and retention of skilled sales personnel

Management review the teams in the company regularly to ensure those high performers are rewarded and retained within the business. The company strive for an actively engaged team which will consequently leave us well placed to deliver the company's strategic objectives.

The company operates globally and enters into contracts and transactions denominated in currencies other than sterling exposing the company to foreign currency movements.

The company monitors the impact of foreign currency movements and looks to mitigate this where possible.

STRATEGIC REPORT (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2022

Financial risk management

The company is part of a group financing arrangement, operated by its ultimate parent undertaking, Ensco 1314 Limited. The group liabilities comprise external term debt, as well as bank revolving credit and overdraft facilities. The company has various other financial instruments such as trade debtors and trade creditors, which arise directly from its operations. The company does not enter into derivative transactions.

It is, and has been throughout the period under review, the company's policy that no trading in financial instruments shall be undertaken. The main risks arising from the company's financial instruments are interest rate risk, liquidity risk, credit risk and foreign currency risk. The board reviews and agrees policies for managing each of these risks and they are summarised below.

Interest rate risk

The company's exposure to market risk for changes in interest rates relates primarily to the group's external term debt and bank revolving credit and overdraft facilities. The company exposure to interest rate fluctuations on its borrowings is managed by the use of floating facilities and intercompany guarantees.

Liquidity risk

The company operates within the Ensco 1314 Limited group's financing arrangements. The group achieves a balance between continuity of funding and flexibility through use of overdrafts and long term loans.

Credit risk

The company trades with only recognised, creditworthy third parties. It is company policy that all customers who wish to trade on credit terms are subject to credit vetting procedures. In addition, receivable balances are monitored on an ongoing basis with the result that the company's exposure to bad debts is not significant.

Foreign currency risk

As a result of sales to customers outside the United Kingdom, the company's results can be affected by movements in exchange rates. The company does not seek to hedge the exposure.

This report was approved by the board and signed on its behalf.

Daniel Yardley

Director

Date: 7 October 2022

DIRECTORS' REPORT FOR THE YEAR ENDED 28 FEBRUARY 2022

The directors present their report and the financial statements for the year ended 28 February 2022.

Directors' responsibilities statement

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

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. 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;
- 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 to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Principal activity

The company's principal activity during the year was that of digital marketing.

Results and dividends

The profit for the year, after taxation, amounted to £1,109k (2021 - £865k).

The directors declared dividends in the year totalling £Nil (2021: £Nil).

Matters included in the Strategic report

The business review, future developments and principal risks and uncertainties have been included in the Strategic report.

DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2022

Directors

The directors who served during the year and up to the date of this report were:

Peter Reid Daniel Yardley Ryan Scott Robert Jobbins

Going concern

The company is a subsidiary of MSQ Partners Limited and its ultimate parent company is Ensco 1314 Limited.

The directors believe that it is appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The directors of Ensco and the MSQ Partners Group of companies continue to prepare a detailed set of financial forecasts to assess the ability of the Group to meet its obligations going forwards. The directors have stress-tested the financial forecasts for reasonably possible alternative scenarios, including the uncertainty of the impact current macroeconomic challenges.

These show that the Group has sufficient cash reserves, along with headroom in financial facilities and covenants to support its activities based on both forecasted trading levels (against which the business is currently trading favourably) and in the event of a further significant and extended economic downturn in all markets. The funding is also held for a period of at least 12 months from the date of signing of the financial statements, implicit within this is that the Group has sufficient resources to pay all debts as they fall due for the next 12 months. As such, these financial statements have been prepared on a going concern basis.

Future developments

The company expects to continue trading under the principal activity of the business.

Qualifying third party indemnity provisions

The company has provided qualifying third party indemnity provisions in respect of the directors who were in force during the period and at the date of the report.

Matters covered in the Strategic report

The business review, financial risk management, objectives and policies have been included in the Strategic report.

Disclosure of information to auditor

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any
 relevant audit information and to establish that the company's auditor is aware of that information.

DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2022

Auditor

The auditor, Grant Thornton UK LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board and signed on its behalf.

Daniel Yardley

Director

Date: 7 October 2022



Opinion

We have audited the financial statements of Twentysix Limited (the 'company') for the year ended 28 February 2022, which comprise the Statement of comprehensive income, the Statement of financial position, the 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 Financial Reporting Standard 101 'Reduced Disclosure Framework' (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 28 February 2022 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- 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

We are responsible for concluding on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify the auditor's opinion. Our conclusions are based on the audit evidence obtained up to the date of our report. However, future events or conditions may cause the company to cease to continue as a going concern.

In our evaluation of the directors' conclusions, we considered the inherent risks associated with the company's business model including effects arising from macro-economic uncertainties such as Brexit and Covid-19, we assessed and challenged the reasonableness of estimates made by the directors and the related disclosures and analysed how those risks might affect the company's financial resources or ability to continue operations over the going concern period.

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.

The responsibilities of the directors with respect to going concern are described in the 'Responsibilities of directors for the financial statements' section of this report.

Other information

The directors are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Auditor's report thereon. 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 Strategic report and the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic report and the Directors' report have been prepared in accordance with applicable legal requirements.



Matter on which we are required to report under the Companies Act 2006

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

Matters on which we are required to report by exception

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.

Responsibilities of directors for the financial statements

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.

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.



Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

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. Owing to the inherent limitations of an audit, there is an unavoidable risk that material misstatements in the financial statements may not be detected, even though the audit is properly planned and performed in accordance with the ISAs (UK).

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks that are applicable to the Company and determined that the most significant are those that relate to the reporting frameworks (FRS 102 and Companies Act 2006);
- We communicated relevant laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit;
- We understood how the Company is compying with legal and regulatory frameworks by enquiring of management and corroborating such enquiries through our review of board minutes and certain other audit procedures;
- These audit procedures were designed to provide reasonable assurance that the financial statements were free from fraud or error. The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error and detecting irregularities that result from fraud is inherently more difficult than detecting those that result from error, as fraud may involve collusion, deliberate concealment, forgery or intentional misrepresentations. Also, the further removed non-compliance with laws and regulations is from events and transactions reflected in the financial statements, the less likely we would become aware of it;
- The engagement partner has assessed the appropriateness of the collective competences and capabilities of the engagement team including consideration of the engagement teams:
 - Understanding of, and practical experience with audit engagements of a similar nature and complexity through appropriate training and participation;
 - Knowledge of the industry in which the client operates; and
 - Understanding of the legal and regulatory requirements specific to the entity including:
 - The provisions of the applicable legislation;
 - The regulators rules and related guidance, including guidance issued by relevant authorities that interprets those rules;
 - The applicable statutory provisions.



- In assessing the potential risks of material misstatement, we obtained an understanding of:
 - The entity's operations, including the nature of its revenue sources and services and of its objectives and strategies to understand the classess of transactions, account balances, expected financial statement disclosures and business irsks that may result in risks of material misstatement; and
 - The entity's control environment, including the policies and procedures implemented to comply with the entity's relevant regulatory requirements, including the adequacy of procedures for authorisation of transactions, internal review procedures over the entity's compliance with regulatory requirements and procedures to ensure that possible breaches of requirements are appropriately investigated and reported.

Use of our report

This report is made solely to the company's members, as a body, 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 members 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Grant Thornton UK LLP

Matthew Buckingham BSc ACA Senior Statutory Auditor for and on behalf of Grant Thornton UK LLP Statutory Auditor, Chartered Accountants Birmingham

7 October 2022

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 28 FEBRUARY 2022

	Note	2022 £000	2021 £000
Turnover	4	21,472	14,466
Cost of sales		(11,877)	(6,634)
Gross profit	-	9,595	7,832
Administrative expenses		(8,501)	(7,813)
Exceptional administrative expenses		-	(167)
Other operating income	5	81	1,057
Operating profit	6	1,175	909
Interest payable and similar expenses	10	(44)	(53)
Profit before tax	-	1,131	856
Tax on profit	11	(22)	9
Profit and total comprehensive income for the financial year	<u>-</u>	1,109	865

The notes on pages 14 to 32 form part of these financial statements.

TWENTYSIX LIMITED REGISTERED NUMBER:03178478

STATEMENT OF FINANCIAL POSITION AS AT 28 FEBRUARY 2022

	Note		£000		2021 £000
Fixed assets					
Intangible assets	12		52		52
Property, plant and equipment	13		352		386
Right of use assets	13		751		972
			1,155		1,410
Current assets					
Work in progress	14	122		136	
Debtors	15	9,577	•	5,858	
Cash at bank and in hand	16	1,053		2,397	
	-	10,752		8,391	
Creditors: amounts falling due within one year	17	(6,976)		(5,764)	
Net current assets	-		3,776		2,627
Total assets less current liabilities			4,931	<u></u>	4,037
Creditors: amounts falling due after more than one year	18		(705)		(920)
		_	4,226		3,117
Net assets		· -	4,226	_	3,117
Capital and reserves					
Share premium account	23		15		15
Profit and loss account	23		4,211		3,102
		_	4,226	_	3,117

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 7 October 2022.

Daniel Yardley

Director

The notes on pages 14 to 32 form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 28 FEBRUARY 2022

Called up share capital £000	£000	£000	Total equity £000 3,117
-	13	3,102	3,117
•	-	1,109	1,109
	-	1,109	1,109
	-	-	
<u> </u>	15	4,211	4,226
	share capital £000	Called up share capital account £000 £000 - 15	Called up share capital premium account loss account los

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 28 FEBRUARY 2021

	Called up share capital £000	Share premium account £000	Profit and loss account £000	Total equity £000
At 1 March 2020	-	15	2,237	2,252
Comprehensive income for the year Profit for the year	•	-	865	865
Total comprehensive income for the year		-	865	865
Total transactions with owners	-	•	-	-
At 28 February 2021	-	15	3,102	3,117

The notes on pages 14 to 32 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

1. Company information

Twentysix Limited is a private limited company and is incorporated in the UK. Its registered office is at 34 Bow Street, London WC2E 7AU. The company's principal activity during the year was that of digital marketing. The financial statements cover the year ended 28 February 2022.

2. Accounting policies

2.1 Basis of preparation of financial statements

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

2.2 Financial Reporting Standard 101 - reduced disclosure exemptions

The company has taken advantage of the following disclosure exemptions under FRS 101:

- the requirements of paragraph 33(c) of IFRS 5 Non Current Assets Held For Sale and Discontinued Operations
- the requirements of IFRS 7 Financial Instruments: Disclosures
- the requirements of the second sentence of paragraph 110 and paragraphs 113(a), 114, 115, 118, 119(a) to (c), 120 to 127 and 129 of IFRS 15 Revenue from Contracts with Customers
- the requirements of paragraph 52, the second sentence of paragraph 89, and paragraphs 90, 91 and 93 of IFRS 16 Leases. The requirements of paragraph 58 of IFRS 16, provided that the disclosure of details in indebtedness relating to amounts payable after 5 years required by company law is presented separately for lease liabilities and other liabilities, and in total
- the requirement in paragraph 38 of IAS 1 'Presentation of Financial Statements' to present comparative information in respect of:
 - paragraph 79(a)(iv) of IAS 1;
 - paragraph 73(e) of IAS 16 Property, Plant and Equipment;
 - paragraph 118(e) of IAS 38 Intangible Assets;
- the requirements of paragraphs 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements
- the requirements of IAS 7 Statement of Cash Flows
- the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors
- the requirements of paragraph 17 and 18A of IAS 24 Related Party Disclosures
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions
 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

The information is included in the consolidated financial statements of Ensco 1314 Limited as at 28 February 2022 and these financial statements may be obtained from Companies House.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. Accounting policies (continued)

2.3 Going concern

The company is a subsidiary of MSQ Partners Limited and its ultimate parent company is Ensco 1314 Limited.

The directors believe that it is appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The directors of Ensco and the MSQ Partners Group of companies continue to prepare a detailed set of financial forecasts to assess the ability of the Group to meet its obligations going forwards. The directors have stress-tested the financial forecasts for reasonably possible alternative scenarios, including the uncertainty of the impact current macroeconomic challenges.

These show that the Group has sufficient cash reserves, along with headroom in financial facilities and covenants to support its activities based on both forecasted trading levels (against which the business is currently trading favourably) and in the event of a further significant and extended economic downturn in all markets. The funding is also held for a period of at least 12 months from the date of signing of the financial statements, implicit within this is that the Group has sufficient resources to pay all debts as they fall due for the next 12 months. As such, these financial statements have been prepared on a going concern basis.

2.4 Revenue

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

Rendering of services

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

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- 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.

Revenue is recognised for services provided to clients during the year relating to advertising, public relations, design, marketing and related services.

Revenue is recognised in proportion to the stage of completion of the contract at the reporting date. The stage of completion is assessed by measuring the fair value of the work performed during the year as a percentage of the total fair value of the work required to complete the project.

Retainer revenue is recognised evenly across the time period to which it relates. Media commission is recognised when the related job has been successfully completed. Costs which will be directly oncharged to the client at no margin are recognised in Work in Progress and measured at the lower of cost and recoverable amount.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. Accounting policies (continued)

2.5 Leases

The company as a lessee

The company assesses whether a contract is or contains a lease, at inception of a contract. The company recognises a right-of-use asset and a corresponding lease liability with respect to all lease agreements in which it is the lessee, except for short-term leases (defined as leases with a lease term of 12 months or less) and leases of low value assets. For these leases, the company recognises the lease payments as an operating expense on a straight-line basis over the term of the lease unless another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed.

The lease liability is initially measured at the present value of the lease payments that are not paid at the commencement date, discounted by using the rate implicit in the lease. If this rate cannot be readily determined, the company uses its incremental borrowing rate.

Lease payments included in the measurement of the lease liability comprise:

• fixed lease payments (including in-substance fixed payments), less any lease incentives;

The lease liability is included in 'Creditors' on the Statement of financial position.

The lease liability is subsequently measured by increasing the carrying amount to reflect interest on the lease liability (using the effective interest method) and by reducing the carrying amount to reflect the lease payments made.

The company did not make any such adjustments during the periods presented.

The right-of-use assets comprise the initial measurement of the corresponding lease liability, lease payments made at or before the commencement day and any initial direct costs. They are subsequently measured at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated over the shorter period of lease term and useful life of the underlying asset. If a lease transfers ownership of the underlying asset or the cost of the right-of-use asset reflects that the company expects to exercise a purchase option, the related right-of-use asset is depreciated over the useful life of the underlying asset. The depreciation starts at the commencement date of the lease.

The right-of-use assets are included in the 'Tangible Fixed Assets' in the Statement of financial position.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. Accounting policies (continued)

2.6 Intangible assets

Goodwill represents the excess of the cost of a business combination over the total acquisition date fair value of the identifiable assets, liabilities and contingent liabilities acquired.

Cost comprises the fair value of assets given, liabilities assumed and equity instruments issued.

When a business combination agreement provides for an adjustment to the cost of the combination which is contingent on future events, the company includes the estimated amount of that adjustment in the cost of the combination at the acquisition date if the adjustment is probable and can be measured reliably. However, if the potential adjustment is not recognised at the acquisition date but subsequently becomes probable and can be measured reliably, the additional consideration shall be treated as an adjustment to the cost of the combination. Changes in the estimated value of contingent consideration arising on business combinations completed as a consequence result in a change in the carrying value of the related goodwill.

Goodwill is capitalised as an intangible asset and is not amortised. Instead it is reviewed annually for impairment with any impairment in carrying value being charged to the Statement of comprehensive income. The Companies Act 2006 requires acquired goodwill to be reduced by provisions for depreciation calculated to write off the amount systematically over a period chosen by the directors, not exceeding its useful economic life. It has been deemed, however, the non-amortisation of goodwill is a departure, for the overriding purpose of giving a true and fair view. The effect of this departure has not been quantified because it is impracticable and, in the opinion of the directors, would be misleading.

2.7 Property, plant and equipment

Property, plant and equipment is held under the cost model and is 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.

The estimated useful lives range as follows:

Right of use asset

- Period of the lease

Leasehold improvements

- Period of the lease

Fixtures and fittings

- 10% to 33% per annum

Computer equipment

- Over 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 profit or loss.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. Accounting policies (continued)

2.8 Work in progress

Work in progress comprises costs incurred on behalf of clients not invoiced at the year end, and is stated at the lower of cost and net realisable value.

2.9 Debtors

Short term debtors are classified as financial assets at amortised cost. Short term debtors are measured at transaction price, less any impairment. These 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. Discounting is omitted where the effect of discounting is immaterial.

2.10 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

2.11 Financial instruments

The company recognises financial instruments when it becomes a party to the contractual arrangements of the instrument. Financial instruments are de-recognised when they are discharged or when the contractual terms expire. The company's accounting policies in respect of financial instruments transactions are explained below:

Financial assets

The company classifies all of its financial assets as financial assets at amortised cost.

Financial assets at amortised cost

Financial assets at amortised cost are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers (e.g. trade receivables), but also incorporate other types of contractual monetary asset.

They are initially recognised at fair value plus transaction costs that are directly attributable to their acquisition or issue, and are subsequently carried at amortised cost using the effective interest rate method, less provision for impairment.

Financial liabilities

The company classifies all of its financial liabilities as liabilities at amortised cost.

Financial liabilities at amortised cost including bank borrowings are initially recognised at fair value net of any transaction costs directly attributable to the issue of the instrument. Such interest bearing liabilities are subsequently measured at amortised cost using the effective interest rate method, which ensures that any interest expense over the period to repayment is at a constant rate on the balance of the liability carried into the Statement of financial position.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. We Accounting policies (continued)

2.12 Creditors

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Section Consent

Creditors are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

2.13 Government grants

Other income includes amounts receivable under the Coronavirus Job Retention Scheme ("CJRS") to reimburse the Company for the wages of certain employees who were furloughed during the period but who remained on the Company's payroll. As this scheme involves a transfer of resources from government to the entity, it meets the definition of a government grant.

The scheme is designed to compensate for staff costs and therefore amounts received are recognised in the consolidated statement of comprehensive income over the same period as the costs to which they relate.

2.14 Foreign currency translation

Functional and presentation currency

The company's functional and presentational currency is GBP.

Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign currency exchange gains and losses are recognised in administrative expenses.

2.15 Finance costs

Finance costs are charged to the Statement of comprehensive income 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 capital instrument.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

2. Accounting policies (continued)

2.16 Pensions

Defined contribution pension plan

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

The contributions are recognised as an expense in the Statement of comprehensive income when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of financial position. The assets of the plan are held separately from the company in independently administered funds.

2.17 Exceptional items

Costs outside of ordinary trading are recognised as exceptional costs and relate to restructuring costs. These are presented separately due to their size or incidence.

2.18 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss 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 reporting 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 28 FEBRUARY 2022

3. Judgements in applying accounting policies and key sources of estimation uncertainty

Preparation of financial statements requires management to make significant judgements and estimates. The areas where these judgements and estimates have been made include;

Revenue recognition

At each reporting period, the company has a number of advertising, marketing and design projects in progress. Management review each project to determine the project's stage of completion and estimate the revenue that should be recognised. Management base this estimate on the best project information available.

Trade debtors

Trade debtors consist of amounts due from customers. An allowance for expected credit losses is maintained for estimated losses resulting from the viability of the company's customers to make required payment. The allowance is based on the company's regular assessment of the credit worthiness and financial conditions of customers.

Intercompany balances

As a member of a large group the company undertakes a large volume of transactions with associated companies. Management perceive all intercompany balances to be recoverable.

Deferred tax asset

In determining the deferred tax asset to be recognised, management carefully review the recoverability of these assets on a prudent basis and reach a judgement based on the best available information. Management assess whether there are likely to be sufficient available taxable profits for which deferred tax assets can be utilised.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

4.	Turnover		
	The whole of the turnover is attributable to the company's principal activity.		
	Analysis of turnover by country of destination:		
		2022 £000	2021 £000
	United Kingdom	19,840	13,456
	Rest of Europe	1,229	721
	Rest of the world	403	289
		21,472	14,466
5.	Other operating income		
		2022 £000	2021 £000
	Other operating income	62	-
	Furlough income	19	309
	R&D tax credit	-	748
		81 =	1,057
6.	Operating profit		
	The operating profit is stated after charging:		
		2022 £000	2021 £000
	Depreciation of property, plant and equipment	129	151
	Depreciation of right of use assets	221	221
	Exchange differences	3	. 12
	Management charges	133	78
		=	

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

7. Auditor's remuneration

The company paid the following amounts to its auditors in respect of the audit of the financial statements and for other services provided to the company:

		<i>t</i> .	2022 £000	2021 £000
Fees for the audit of the company	χ;		29	28

8. Employees

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

	2022 £000	2021 £000
Wages and salaries	5,473	5,086
Social security costs	600	600
Cost of defined contribution scheme	133	78
•	6,206	5,764

The average monthly number of employees, including the directors, during the year was as follows:

	2022 No.	2021 No.
Multimedia professionals	103	111
Administration	15	9
	118	120

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

9.	Directors' remuneration		
		2022 £000	2021 £000
	Directors' emoluments	280	326
	Company contributions to defined contribution pension schemes	15	10
		295	336
	During the year retirement benefits were accruing to 2 directors (202 contribution pension schemes.	1 - 3) in respect	of defined
	The highest paid director received remuneration of £190k (2021 - £233k).		
	The value of the company's contributions paid to a defined contribution pen highest paid director amounted to £12k $(2021 - £6k)$.	sion scheme in res	spect of the
10.	Interest payable and similar expenses		
		0000	
		2022 £000	2021 £000
	Interest on lease liabilities	2022 £000 44	2021 £000 53
	,	£000	£000
11.	Interest on lease liabilities Taxation	£000	£000
11.	,	£000	£000
11.	,	£000 44 ===============================	£000 53
11.	Taxation	£000 44 ===============================	£000 53
11.	Taxation Total current tax Deferred tax	£000 44 ===============================	£000 53 2021 £000
11.	Taxation Total current tax	£000 44 ===============================	£000 53
11.	Taxation Total current tax Deferred tax Origination and reversal of temporary differences	£000 44 2022 £000	£000 53 2021 £000

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

11. Taxation (continued)

Factors affecting tax charge for the year

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

2022

2024

	2022 £000	2021 £000
Profit on ordinary activities before tax	1,131 	857
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2021: 19%) Effects of:	215	163
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	5	5
Fixed asset differences	(2)	2
Non taxable income	-	(142)
Deferred tax not recognised	. 7	(14)
Group relief claimed	(203)	(21)
Adjust deferred tax to average rate of 19.00%	-	(2)
Total tax charge/(credit) for the year	22	(9)

Factors that may affect future tax charges

In the UK Budget on 3 March 2021, the Chancellor of the Exchequer announced an increase in the UK corporation tax rate from 19% to 25%, which is due to be effective from 1 April 2023. The deferred tax balances have been remeasured to reflect this change at year end.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

12. Intangible assets

	Goodwill £000
Cost	
At 1 March 2021	52
At 28 February 2022	52
Net book value	
At 28 February 2022	52
At 28 February 2021	52

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

13. Tangible fixed assets

14.

Work in progress

	Right of use assets £000	Leasehold improvemen F ts £000	ixtures and fittings £000	Computer equipment £000	Total £000
Cost					
At 1 March 2021	1,414	341	160	485	2,400
Additions	•	-	5	90	95
Disposals	-	(16)	(12)	(163)	(191)
At 28 February 2022	1,414	325	153	412	2,304
Depreciation					
At 1 March 2021	442	134	80	386	1,042
Charge for the year	221	41	27	61	350
Disposals	•	(16)	(12)	(163)	(191)
At 28 February 2022	663	159	95	284	1,201
Net book value					
At 28 February 2022	751	166	58	128	1,103
At 28 February 2021	972	207	80	99	1,358
Work in progress					
				2022	2021
				£000	£000

The full work in progress balance comprises third-party costs incurred on behalf of clients not yet invoiced at period end. Management assessed that the full amount was recoverable.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

15. Debtors

	2022 £000	2021 £000
Trade debtors	5,370	3,059
Amounts owed by group undertakings	4,101	2,604
Other debtors	5	2
Prepayments and accrued income	100	170
Deferred taxation	1	23
	9,577	5,858

Amounts owed by group companies are repayable on demand and non interest bearing.

A review of the trade and other receivables balances was done to evaluate whether there is an indication of expected future credit exposures. The historical rates of credit losses were looked at in the context of the current and future factors affecting customers' credit worthiness. The current assessment is that the expected credit losses on trade and other debtors is immaterial, but the Company continue to monitor its exposure and further disclosures will be provided in future periods if the assessed expected credit losses are considered significant.

16. Cash and cash equivalents

		2022 £000	2021 £000
	Cash at bank and in hand	1,053 ====================================	2,397
17.	Creditors: Amounts falling due within one year		
		2022	2021

	£000	£000
Trade creditors	2,240	1,847
Amounts owed to group undertakings	100	7
Other taxation and social security	867	1,182
Lease liabilities	215	. 210
Other creditors	8	11
Accruals and deferred income	3,546	2,507
	6,976	5,764

Amounts owed to group undertakings are repayable on demand and are non-interest bearing.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

18.	Creditors: Amounts falling due after more than one y	vear		
			2022 £000	2021 £000
	Lease liabilities	=	705	920
19.	Lease obligations			
		Land and buildings £000	Motor vehicles £000	Total £000
	Right of use assets			
	Balance at 1 March 2021	968	4	972
	Depreciation of right-of-use assets	(217)	(4)	(221)
	Balance at 28 February 2022	751	·	751
	Lease liabilities	Land and buildings £000	Motor vehicles £000	Total £000
	Balance at 1 March 2021	1,128	2	1,130
	Additions	1,120	-	1,130
	Interest expenses relating to lease liabilities	44	-	44
	Disposals	-	-	_
	Repayment of lease liabilities (including interest)	(252)	(2)	(254)
	Balance at 28 February 2022	920	-	920

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

19. Lease obligations (continued)

		Future minimum lease payments £000	Interest £000	resent value of minimum lease payments £000
	Less than one year	250	(35)	215
	Between one and five years	750	(45)	705
	After five years	-	-	-
	Lease liability at 28 February 2022	1,000	(80)	920
	Short-term lease liability	·		215
	Long-term lease liability			705
20.	Financial instruments			
			2022	2021
	Financial assets		£000	£000
	Financial assets measured at fair value through profit or loss		1,053	2,397
	Financial assets that are debt instruments measured at amortis	sed cost	9,499	5,671
		_	10,552	8,068
	Financial liabilities			
	Financial liabilities measured at amortised cost		(3,177)	(2,094)
		_		

Cash and cash equivalents comprise cash in hand and deposits that are readily convertible to known amounts of cash with insignificant risk of change of value.

Financial assets measured at amortised cost comprise trade debtors, amounts owed by group undertakings, other debtors and accrued income.

Financial liabilities measured at amortised cost comprise trade creditors, amounts owed to group companies, other creditors and accruals.

Deferred taxation

21.

TWENTYSIX LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

	2022	
	£000	
At beginning of year	23	
Charged to profit or loss	(22)	
At end of year	1	
The deferred tax asset is made up as follows:		
	2022	
	£000	

Accelerated capital allowances	-	23
Fixed asset temporary differences	17	-
Short term temporary differences	(16)	-
	1	23

22. Share capital

	2022 £	2021 £
Allotted, called up and fully paid		
100 (2021 - 100) Ordinary shares of £1 each	100	100

23. Reserves

Share premium account

Share premium consists of the consideration paid on the issue of shares in excess of the shares nominal value. Any transaction costs associated with the issue of shares are deducted from the share premium.

Profit and loss account

Profit and loss reserve consists of all current and prior period retained earnings.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2022

24. Contingent liabilities

During the year, the ultimate parent company, Ensco 1314 Limited, entered into an additional £3.5m (2021: £4.5m) facility with HSBC, which expires on 31 August 2026. The company and certain other group companies had entered into cross-guarantee and indemnity arrangements with HSBC. There was a fixed and floating charge over the assets of the company in relation to these group banking arrangements.

There were no other contingent liabilities at 28 February 2022 or 28 February 2021.

25. Capital commitments

The company had no capital commitments at 28 February 2022 or 28 February 2021.

26. 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 represents contributions payable by the company to the fund amounted to £133k (2021: £76k). Amounts of £26k were payable to the fund at the year end (2021: £29k).

27. Related party transactions

The company has taken advantage of the exemption available under paragraph 8 (k) of FRS 101 from disclosing transactions with wholly owned members of the group on the grounds that it is a wholly owned subsidiary and its results are consolidated within Ensco 1314 Limited and financial statements are publicly available.

28. Controlling party

The immediate parent undertaking is MSQ Partners Limited.

The ultimate parent undertaking is Ensco 1314 Limited, whose registered address is 34 Bow Street, London, WC2E 7AU. Ensco 1314 Limited's share capital is primarily held by management within the Group and LDC (Managers) Ltd. Management maintain a majority equity stake with LDC (Managers) Ltd acquiring a significant minority equity stake. As a result, the directors do not consider there to be an individual controlling party.

The largest and smallest group of undertakings for which consolidated accounts have been drawn up is that headed by Ensco 1314 Limited. Copies of the group accounts can be obtained from Companies House.