

INSIGHTMARKET LIMITED

**Company Registration Number:
03855990 (England and Wales)**

Unaudited statutory accounts for the year ended 31 December 2020

Period of accounts

Start date: 1 January 2020

End date: 31 December 2020

INSIGHTMARKET LIMITED

Contents of the Financial Statements for the Period Ended 31 December 2020

Directors report

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Balance sheet notes

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Directors' report period ended 31 December 2020

The directors present their report with the financial statements of the company for the period ended 31 December 2020

Principal activities of the company

Currently a non-trading entity within Flutter Entertainment Group (Comprising Flutter Entertainment Plc and its subsidiaries) (the 'Group'). The Directors do not expect this to change for the foreseeable future.

Political and charitable donations

The Company made no political contributions during the year ended 31 December 2021 (2019:nil)

Directors

The director shown below has held office during the whole of the period from
1 January 2020 to 31 December 2020

Kevin Smith

The director shown below has held office during the period of
1 January 2020 to 30 October 2020

Philip Scott

The director shown below has held office during the period of
30 October 2020 to 31 December 2020

Recep Ozcan

Secretary Jonathan Seeley

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006

This report was approved by the board of directors on
30 September 2021

And signed on behalf of the board by:

Name: Kevin Smith

Status: Director

INSIGHTMARKET LIMITED

Balance sheet

As at 31 December 2020

	<i>Notes</i>	<i>2020</i>	<i>2019</i>
		<i>£</i>	<i>£</i>
Current assets			
Debtors:	3	7,912,353	7,912,353
Total current assets:		<u>7,912,353</u>	<u>7,912,353</u>
Creditors: amounts falling due within one year:	4	(1,718,344)	(1,718,344)
Net current assets (liabilities):		<u>6,194,009</u>	<u>6,194,009</u>
Total assets less current liabilities:		<u>6,194,009</u>	<u>6,194,009</u>
Total net assets (liabilities):		<u>6,194,009</u>	<u>6,194,009</u>
Capital and reserves			
Called up share capital:		500,000	500,000
Other reserves:		19,000,000	19,000,000
Profit and loss account:		(13,305,991)	(13,305,991)
Total Shareholders' funds:		<u>6,194,009</u>	<u>6,194,009</u>

The notes form part of these financial statements

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Balance sheet statements

For the year ending 31 December 2020 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The directors have chosen not to file a copy of the company's profit and loss account.

**This report was approved by the board of directors on 30 September 2021
and signed on behalf of the board by:**

Name: Kevin Smith
Status: Director

The notes form part of these financial statements

INSIGHTMARKET LIMITED

Notes to the Financial Statements

for the Period Ended 31 December 2020

1. Accounting policies

Basis of measurement and preparation

These financial statements have been prepared in accordance with the provisions of Financial Reporting Standard 101

Other accounting policies

Foreign CurrenciesNon-derivative Financial Instruments

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Notes to the Financial Statements for the Period Ended 31 December 2020

2. Employees

	<i>2020</i>	<i>2019</i>
Average number of employees during the period	0	0

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Notes to the Financial Statements for the Period Ended 31 December 2020

3. Debtors

	<i>2020</i>	<i>2019</i>
	£	£
Other debtors	7,912,353	7,912,353
Total	<u>7,912,353</u>	<u>7,912,353</u>

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Notes to the Financial Statements

for the Period Ended 31 December 2020

4. Creditors: amounts falling due within one year note

	<i>2020</i>	<i>2019</i>
	£	£
Taxation and social security	13,620	13,620
Other creditors	1,704,724	1,704,724
Total	<u>1,718,344</u>	<u>1,718,344</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.