

CODILINK UK LIMITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 31 DECEMBER 2020

CODILINK UK LIMITED
REGISTERED NUMBER: 06269999

BALANCE SHEET
AS AT 31 DECEMBER 2020

| | Note | 2020 £ | 2019 £ |
|---|------|------------------|------------------|
| Fixed assets | | | |
| Intangible assets | 3 | 5,786,077 | 5,183,168 |
| Tangible assets | 4 | 161,182 | 241,118 |
| Investments | 5 | 217,737 | 207,206 |
| | | <hr/> 6,164,996 | <hr/> 5,631,492 |
| Current assets | | | |
| Debtors: amounts falling due within one year | 6 | 1,586,675 | 1,594,812 |
| Cash at bank and in hand | 7 | 4,694,895 | 5,543,193 |
| | | <hr/> 6,281,570 | <hr/> 7,138,005 |
| Creditors: amounts falling due within one year | 8 | (904,362) | (1,323,791) |
| | | <hr/> 5,377,208 | <hr/> 5,814,214 |
| Net current assets | | | |
| | | <hr/> 11,542,204 | <hr/> 11,445,706 |
| Total assets less current liabilities | | | |
| Creditors: amounts falling due after more than one year | 9 | (201,328) | (201,328) |
| | | <hr/> 11,340,876 | <hr/> 11,244,378 |
| Net assets | | | |
| Capital and reserves | | | |
| Called up share capital | | 1,180 | 1,123 |
| Share premium account | | 16,381,730 | 15,352,356 |
| Profit and loss account | | (5,042,034) | (4,109,101) |
| | | <hr/> 11,340,876 | <hr/> 11,244,378 |

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

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

B H S Chesser

Director

Date: 13 August 2021

The notes on pages 2 to 9 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

1. General information

Codilink Limited is a private company, limited by shares and incorporated in England and Wales (registered number 06269999). The company's principal place of business is 15 Long Lane, London, England EC1A 9PN.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Going concern

The Directors are satisfied that the business has adequate resources to continue to operate for the foreseeable future despite any impact from the COVID-19 pandemic. Based on this review and taken together with existing financing facilities and plans the directors believe that the financial statements have been prepared appropriately on the going concern basis.

2.3 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, rebates, 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;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

Where revenue consists of a long term contract, typically of one year or more the revenue is deferred over the life of the contract and classified as deferred income. The deferred revenue is released over the expected life of the contract.

2.4 Intangible assets

During the year the development costs relating to the development of a technological system were capitalised as an intangible fixed asset and are to be amortised over their useful economic life.

2.5 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

2.5 Tangible fixed assets (continued)

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

Depreciation is provided on the following basis:

| | |
|-----------------------|---------------|
| Fixtures and fittings | - 20% on cost |
| Office equipment | - 20% on cost |
| Equipment | - 50% on cost |

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.

2.6 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.7 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.8 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. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.9 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.10 Government grants

Grants are accounted under the accruals model as permitted by FRS 102. Grants relating to expenditure on tangible fixed assets are credited to profit or loss at the same rate as the depreciation on the assets to which the grant relates. The deferred element of grants is included in creditors as deferred income.

Grants of a revenue nature are recognised in the Statement of Comprehensive Income in the same period as the related expenditure.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

2. Accounting policies (continued)

2.11 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange gains and losses are recognised in the Profit and Loss Account.

2.12 Operating leases

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

2.13 Taxation

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 balance sheet date in the countries where the Company operates and generates income.

2.14 Exceptional items

Exceptional items are transactions that fall within the ordinary activities of the Company but are presented separately due to their size or incidence.

2.15 Research and development

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight line basis over their useful economic lives.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

3. Intangible assets

| | Development expenditure £ |
|-----------------------|---------------------------------|
| Cost | |
| At 1 January 2020 | 7,471,544 |
| Additions | 1,124,250 |
| At 31 December 2020 | <u>8,595,794</u> |
| Amortisation | |
| At 1 January 2020 | 2,288,376 |
| Charge for the year | 521,341 |
| At 31 December 2020 | <u>2,809,717</u> |
| Net book value | |
| At 31 December 2020 | <u>5,786,077</u> |
| At 31 December 2019 | <u>5,183,168</u> |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

4. Tangible fixed assets

| | Fixtures and fittings £ | Office equipment £ | Equipment £ | Total £ |
|--------------------------|-------------------------------|--------------------------|----------------|------------|
| Cost or valuation | | | | |
| At 1 January 2020 | 52,406 | 115,376 | 1,211,065 | 1,378,847 |
| Additions | 2,665 | 15,012 | 109,086 | 126,763 |
| Disposals | - | - | (44,911) | (44,911) |
| At 31 December 2020 | 55,071 | 130,388 | 1,275,240 | 1,460,699 |
| Depreciation | | | | |
| At 1 January 2020 | 27,193 | 78,297 | 1,032,239 | 1,137,729 |
| Charge for the year | 8,811 | 13,827 | 139,150 | 161,788 |
| At 31 December 2020 | 36,004 | 92,124 | 1,171,389 | 1,299,517 |
| Net book value | | | | |
| At 31 December 2020 | 19,067 | 38,264 | 103,851 | 161,182 |
| At 31 December 2019 | 25,213 | 37,079 | 178,826 | 241,118 |

CODILINK UK LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

5. Fixed asset investments

| | Shares in group under-takings £ |
|--------------------------|--|
| Cost or valuation | |
| At 1 January 2020 | 207,206 |
| Additions | 10,531 |
| | <hr/> |
| At 31 December 2020 | <u>217,737</u> |

Subsidiary undertakings

The following were subsidiary undertakings of the Company:

| Name | Registered office | Principal activity | Class of shares | Holding |
|----------------|-------------------|---|--------------------|----------|
| Codilink SL | Spain | The provision of marketing and technology services | Ordinary | 100 % |
| Codilink Dooel | Macedonia | The provision of marketing and technology services | Ordinary | 100 % |
| Codilink FZE | UAE | Provision of consultancy and marketing research | Ordinary | 100 % |
| Coniq Inc | U.S.A | Provision of consultancy and marketing research | Ordinary | 100 % |

The aggregate of the share capital and reserves as at 31 December 2020 and the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

| Name | Aggregate of share capital and reserves £ | Profit/(Loss) £ |
|----------------|--|--------------------|
| Codilink SL | 296,576 | 7,787 |
| Codilink Dooel | 4,134 | (30) |
| Codilink FZE | (71,296) | (92,345) |
| Coniq Inc | 4,541 | 4,531 |

CODILINK UK LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

6. Debtors

| | 2020 £ | 2019 £ |
|------------------------------------|------------------|------------------|
| Trade debtors | 643,556 | 718,999 |
| Amounts owed by group undertakings | 104,455 | 89,421 |
| Other debtors | 109,830 | 167,701 |
| Prepayments and accrued income | 353,897 | 399,336 |
| Tax recoverable | 374,937 | 219,355 |
| | <u>1,586,675</u> | <u>1,594,812</u> |

7. Cash and cash equivalents

| | 2020 £ | 2019 £ |
|--------------------------|------------------|------------------|
| Cash at bank and in hand | 4,694,895 | 5,543,193 |
| | <u>4,694,895</u> | <u>5,543,193</u> |

8. Creditors: Amounts falling due within one year

| | 2020 £ | 2019 £ |
|---|----------------|------------------|
| Trade creditors | 374,364 | 730,336 |
| Other taxation and social security | 96,318 | 69,273 |
| Obligations under finance lease and hire purchase contracts | - | 14,925 |
| Other creditors | 45,039 | 56,700 |
| Accruals and deferred income | 388,641 | 452,556 |
| | <u>904,362</u> | <u>1,323,790</u> |

9. Creditors: Amounts falling due after more than one year

| | 2020 £ | 2019 £ |
|------------------------------|----------------|----------------|
| Other creditors | 3,328 | 3,328 |
| Accruals and deferred income | 198,000 | 198,000 |
| | <u>201,328</u> | <u>201,328</u> |

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

10. Auditor's information

The auditor's report on the financial statements for the year ended 31 December 2020 was unqualified.

The audit report was signed on 19 August 2021 by Alexander Peal BSc(Hons) FCA DChA (Senior Statutory Auditor) on behalf of James Cowper Kreston.

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.