HEALTH LOTTERY ELM LIMITED ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

WEDNESDAY



LD3 12/07/20

#6

COMPANY INFORMATION

Directors

Secretary

Mr M S Ellice Mr R Sanderson

Dr P Ashford

Mr R Martin

Mr D Rancombe

Mr R Sanderson

(Appointed 8 July 2016) (Appointed 8 July 2016)

Company number

07127308

Registered office

The Northern & Shell Building Number 10 Lower Thames Street

London

United Kingdom EC3R 6EN

Auditor

KPMG LLP

15 Canada Square

London

United Kingdom

E14 5GL

Bankers

Barclays Bank

27 Soho Square

London

United Kingdom W1D 3QR

CONTENTS

	Page
Strategic report	1
Directors' report	2 - 3
Directors' responsibilities statement	4
Independent auditor's report	5 - 6
Statement of comprehensive income	7
Balance sheet	8
Statement of changes in equity	9
Notes to the financial statements	10 - 17

STRATEGIC REPORT

FOR THE YEAR ENDED 31 DECEMBER 2016

The directors present the strategic report for the year ended 31 December 2016.

Business review and future developments

The principal activity of the company continued to be that of the provision of lottery management services.

The directors consider the underlying performance of the company to be satisfactory given that the business remains within what is considered to be a start-up phase of operations, since the launch of The Health Lottery. It is the intention of the company to continue trading in its principal activity for the foreseeable future.

The company's net liabilities were £95.3 million as at 31 December 2016 (2015: £70.4 million).

Principal risks and uncertainties

The company's operations expose it to a variety of financial risks that include liquidity, interest rate and lottery market risks. The company has mechanisms in place that seek to limit the impact of the adverse effects of these risks on the financial performance of the company.

Liquidity risk

The company manages its cash and borrowing requirements in order to maximise interest income and minimise interest expense, whilst ensuring the company has sufficient liquid resources to meet the operating needs of the business.

Interest rate risk

The company has interest bearing assets and liabilities. The interest bearing assets are cash balances and amounts owed by group undertakings, subject to floating interest rates. The interest bearing liabilities are amounts owed to group undertakings, subject to floating interest rates. The directors keep these measures under constant review.

Lottery Market risk

The company actively looks to maintain and improve product quality and customer offerings, which together with established strong customer relationships combine to mitigate lottery market risk.

Geopolitical risk

The June 2016 referendum result for the UK to leave the European Union has raised some short-term economic uncertainties, although they have had apparently no demonstrable impact on the company. In the medium and long term we believe that a free, independent United Kingdom will grow its economy at a faster rate than if the country remained shackled to a sclerotic European Union and that the benefit of this would flow down to the company and its operations.

Key performance indicators

The company uses a range of key performance indicators (KPI's) to monitor performance and progress towards strategic objectives. The principal KPI's include: lottery draw ticket sales, profitability, year on year variance analysis and cash flows.

On behalf of the board

Mr R Sanderson

Director

Date: 20 June 2017

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2016

The directors present their annual report and financial statements for the year ended 31 December 2016.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

Mr M S Ellice

Mr R Sanderson

Mr S Myerson

(Resigned 8 July 2016)

Dr P Ashford

Mr R Martin

(Appointed 8 July 2016)

Mr D Rancombe

(Appointed 8 July 2016)

Results and dividends

The results for the year are set out on page 7.

The company recorded a loss before taxation of £27.3 million (2015: £36.5 million).

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

Political donations

The company made no political donations or incurred any political expenditure during the year (2015: £nil).

Employee involvement

During the year, the company maintained its practice of keeping employees informed about current activities and progress of the business using various methods, including formal briefings and emails. Consultation with employees or their representatives has continued at all levels, with the aim of ensuring their views are taken into account where decisions are likely to affect their interests. This practice is reviewed regularly.

Disabled persons

Applications for employment by disabled persons are always fully considered, bearing in mind the aptitudes of the applicant concerned. In the event of members of staff becoming disabled, every effort is made to ensure that their employment within the company continues and that the appropriate training is arranged. It is the policy of the company that the training, career development and promotion of disabled persons should, as far as possible, be identical to that of other employees.

Auditor

The auditor, KPMG LLP, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.

Going concern

The company has net current liabilities and net liabilities. A letter of support has been received from the ultimate parent company, Northern & Shell Media Group Limited, stating that this company will provide financial support as necessary to enable the company to meet its obligations as and when they fall due. Accordingly, the directors are satisfied that it is appropriate to prepare the financial statements on a going concern basis.

DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

On behalf of the board

Mr R Sanderson

Director

Date: 20 June 2017

DIRECTORS' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2016

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 they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accounting Practice), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

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 enable them to ensure that the financial statements comply with the Companies Act 2006. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF HEALTH LOTTERY ELM LIMITED

We have audited the financial statements of Health Lottery ELM Limited for the year ended 31 December 2016 set out on pages 7 to 17. The financial reporting framework that has been applied in their preparation is applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

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.

Respective responsibilities of directors and auditor

As explained more fully in the Directors' Responsibilities Statement set out on page 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit, and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2016 and of its loss for the year then ended;
- have been properly prepared in accordance with UK Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, the information given in the Strategic Report and the Directors' Report for the financial year is consistent with the financial statements.

Based solely on the work required to be undertaken in the course of the audit of the financial statements and from reading the Strategic Report and the Directors' Report:

- · we have not identified material misstatements in that report; and
- in our opinion, that report has been prepared in accordance with the Companies Act 2006.

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE MEMBERS OF HEALTH LOTTERY ELM LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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.

Adrian Wilcox (Senior Statutory Auditor) for and on behalf of KPMG LLP

Chartered Accountants Statutory Auditor

15 Canada Square London United Kingdom E14 5GL

Date: 22 June 2017

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2016

		2016	2015
	Notes	£000	£000
Turnover	3	22,879	23,945
Administrative expenses		(47,874)	(58,831)
Operating loss	·	(24,995)	(34,886)
Interest receivable and similar income	7	743	940
Interest payable and similar expenses	8	(3,013)	(2,506)
Loss before taxation		(27,265)	(36,452)
Taxation	9	2,388	4,715
Loss for the financial year		(24,877)	(31,737)
Other comprehensive income		-	-
Total comprehensive income for the year		 (24,877)	(31,737)
		===	==

The Statement of Comprehensive Income has been prepared on the basis that all operations are continuing operations.

The notes on pages 10 to 17 form an integral part of these financial statements.

BALANCE SHEET AS AT 31 DECEMBER 2016

		201	· 16	201	5
•	Notes	£000	£000	£000	£000
Current assets					٠,
Debtors	10	56,199		32,828	
Creditors: amounts falling due within one year	11	(151,451)		(103,203)	
Net current liabilities			(95,252)		(70,375)
Net liabilities			(95,252)		(70,375)
Capital and reserves			•		
Called up share capital	12		58,441	•	58,441
Profit and loss reserves			(153,693)		(128,816)
Total equity			(95,252)		(70,375)

The notes on pages 10 to 17 form an integral part of these financial statements.

The financial statements were approved by the board of directors and authorised for issue on 20 June 2017 and are signed on its behalf by:

Mr R Sanderson

Director

Company Registration No. 07127308

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2016

		Share capital	Profit and loss reserves	Total
	Notes	£000		
Balance at 1 January 2015		58,441	(97,079)	(38,638)
Year ended 31 December 2015:				
Total comprehensive income for the year		-	(31,737)	(31,737)
Balance at 31 December 2015		58,441	(128,816)	(70,375)
Year ended 31 December 2016:	•			
Total comprehensive income for the year	•	-	(24,877)	(24,877)
Balance at 31 December 2016	:	58,441	(153,693)	(95,252)
•				====

The notes on pages 10 to 17 form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

Company information

Health Lottery ELM Limited is a company limited by shares incorporated in England and Wales. The registered office is The Northern & Shell Building, Number 10 Lower Thames Street, London, United Kingdom, EC3R 6EN.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £000 (unless stated otherwise).

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 4 'Statement of Financial Position' Reconciliation of the opening and closing number of shares:
- Section 7 'Statement of Cash Flows' Presentation of a statement of cash flow and related notes and disclosures:
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues' –
 Carrying amounts, interest income/expense and net gains/losses for each category of financial
 instrument; basis of determining fair values; details of collateral, loan defaults or breaches, details
 of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive
 income:
- Section 33 'Related Party Disclosures' Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of Northern & Shell Media Group Limited. These consolidated financial statements are available from its registered office, The Northern & Shell Building, Number 10 Lower Thames Street, London, EC3R 6EN.

The company has taken advantage of the exemption provided in section 33.1A of Financial Reporting Standard 102 from the requirement to disclose transactions with other wholly owned group members of Northern & Shell Media Group Limited.

1.2 Going concern

The company has net current liabilities and net liabilities. A letter of support has been received from the ultimate parent company, Northern & Shell Media Group Limited, stating that this company will provide financial support as necessary to enable the company to meet its obligations as and when they fall due. Accordingly, the directors are satisfied that it is appropriate to prepare the financial statements on a going concern basis.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Turnover is recognised when the lottery draw to which the service relates has taken place.

1.4 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.5 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Impairment of financial assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1.6 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

1.7 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date, and any adjustment to tax payable/receivable in respect of previous years.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the standard enacted rate of corporation tax in the UK of 17% (2015: 18%). Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity.

1.8 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Turnover

An analysis of the company's turnover is as follows:

	2016 £000	2015 £000
Lottery management activities	22,879	23,945
	=== =	====
Turnover analysed by geographical market		
•	2016	' 2015
·	£000	£000
United Kingdom	22,879	23,945
	===	===

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

4 Auditor's remuneration

Fees paid to the company's auditors and its associates for services other than the statutory audit of the company are not disclosed in Health Lottery ELM Limited's accounts since the consolidated accounts of Health Lottery ELM Limited's ultimate parent undertaking, Northern & Shell Media Group Limited, are required to disclose other services on a consolidated basis.

Auditor's remuneration of £15,000 in respect of the audit of these financial statements for the year ended 31 December 2016 (2015: £15,000) is borne by The Health Lottery Limited, the immediate parent undertaking, and recharged to the company.

5 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

	2016	2015
	Number	Number
Sales	2	2
Administration (including directors)	23	22
		
	25	24
	===	
Their aggregate remuneration comprised:	•	·
	2016	2015
	£000	£000
Wages and salaries	864	848
Social security costs	97	95
Pension costs	18	23
•		
• •	979	966
•	===	==

Employee costs are borne by The Health Lottery Limited, the immediate parent undertaking, and recharged to the company.

6 Directors' remuneration

There were no directors' emoluments in the year (2015: £nil).

7 Interest receivable and similar income

interest receivable and similar income	2016	2015
	£000	£000
Interest receivable from group undertakings	743	940
	===	==

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

8	Interest payable and similar expenses		
		2016	2015
		£000	£000
	Interest payable to group undertakings	3,013	2,506
		· ====	====
9	Taxation		
		2016	2015
		£000	£000
	Current tax		
	Adjustments in respect of prior periods	826	(1,420)
	Group tax relief	(3,214)	(3,295)
	Total current tax	(2,388)	(4,715)
	Total tax credit	(2,388)	(4,715)
		===	===

A reduction in the UK corporation tax rate from 21% to 20% (effective from 1 April 2015) was substantively enacted on 2 July 2013. Further reductions to 19% (effective from 1 April 2017) and to 18% (effective 1 April 2020) were substantively enacted on 26 October 2015, and an additional reduction to 17% (effective 1 April 2020) was substantively enacted on 6 September 2016. This will reduce the company's future current tax charge accordingly

The actual credit for the year can be reconciled to the expected credit for the year based on the profit or loss and the standard rate of tax as follows:

	2016 £000	2015 £000
Loss before taxation	(27,265)	(36,452)
		====
Expected tax credit based on the standard rate of corporation tax in the UK		
of 20.00% (2015: 20.25%)	(5,453)	(7,381)
Tax effect of expenses that are not deductible in determining taxable profit	2	10
Adjustments in respect of prior years	826	(1,420)
Deferred tax asset not recognised	2,237	4,076
Taxation for the year	(2,388)	(4,715)
•	====	===

The company has tax losses of £40.0 million (2015: £43.4 million) available to carry forward against future profits. Whilst the company expects to be able to benefit from tax losses carried forward, no deferred tax asset has been recognised as future benefit is not certain and losses may be surrendered to other group companies.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

10	Debtors		
		2016	2015
	Amounts falling due within one year:	£000	£000
	Amounts due from group undertakings	42,721	20,048
	Amounts due from group undertakings with respect to group relief	12,068	9,680
	Taxation and social security	, <u>-</u>	1,807
	Other debtors	1,015	780
	Prepayments and accrued income	395	513
	·	56,199	32,828
11	Craditors; amounts falling due within one year		
	on demand. Amounts due from group undertakings with respect to group re	eller are non-interest	bearing.
11	Creditors: amounts falling due within one year	0040	0045
		2016 £000	2015 £000
		2000	2000
	Amounts due to group undertakings	149,077	98,925
	Accruals and deferred income	2,374	4,278
		151,451	103,203
			====
	Amounts due to group undertakings carry interest at 2% above base rate, demand.	are unsecured and re	epayable on
12	Share capital		
		2016	2015
		£000	£000
	Ordinary share capital		
	Issued and fully paid	•	
	58,440,688 Ordinary of £1 each	58,441	58,441

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2016

13 Financial commitments, guarantees and contingent liabilities

The company is part of the Northern & Shell Media Group Limited group. At 31 December 2016, certain claims in the normal course of business were pending against the Group and certain tax computations were still subject to agreement with the relevant taxation authorities. Although there is uncertainty regarding the final outcome of these matters, the directors believe, based on professional advice received, that adequate provision has been made in the financial statements for anticipated liabilities and the probable ultimate resolution of such matters will not have a material effect on the financial statements of the company.

In 2015, the company entered into contracts for the provision of advertising and production services. Under the terms of the contracts, the company is committed to a minimum annual media spend of £21.8 million and a minimum annual production spend of £5.4 million to £7.3 million for the periods ending 31 December 2018 and 30 September 2018 respectively.

14 Controlling party

The immediate parent undertaking is The Health Lottery Limited and the ultimate parent undertaking is Northern & Shell Media Group Limited, both companies are incorporated in England and Wales.

The ultimate controlling party is Richard Desmond, the Chairman of Northern & Shell Media Group Limited.

The largest and smallest groups into which these accounts are consolidated are Northern & Shell Media Group Limited and The Health Lottery Limited, respectively. Northern & Shell Media Group Limited and The Health Lottery Limited are registered in England. Copies of the consolidated financial statements of Northern & Shell Media Group Limited and The Health lottery Limited can be obtained from: The Northern & Shell Building, Number 10 Lower Thames Street, London, EC3R 6EN, United Kingdom.