

Company Registration Number: 07266006 (England & Wales)

# Acquity Customer Insight Limited

Annual Report and Financial Statements

for the Period from 1 May 2016 to 31 August 2017



## **Acquity Customer Insight Limited**

### **Company Information**

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<b>Directors</b>	P Rowe D Burton D Simpson A Rice
<b>Company number</b>	07266006
<b>Registered office</b>	30 Fenchurch Street London EC3M 3BD
<b>Auditor</b>	KPMG LLP Chartered Accountants 15 Canada Square London E14 5GL

## **Acquity Customer Insight Limited**

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## **Acquity Customer Insight Limited**

### **Directors' Report for the Period from 1 May 2016 to 31 August 2017**

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The Directors present their report and the financial statements for the period from 1 May 2016 to 31 August 2017.

#### **Principal activities**

The principal activity of the Company was the provision of data and analytical services. The Company ceased trading at 31 August 2017. All trade activities and net assets were transferred to another group entity, Karmarama Limited, at book value.

#### **Directors of the Company**

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

M G Runacus (resigned 29 November 2016)

M J H Brown (resigned 29 November 2016)

B A Bilboul (appointed 24 November 2016 and resigned 29 November 2016)

M D Philips (resigned 29 November 2016)

I M Scofield (resigned 21 September 2016)

J Barnes-Austin (appointed 21 September 2016 and resigned 29 November 2016)

P Rowe (appointed 29 November 2016)

A Haire (appointed 29 November 2016 and resigned 7 December 2017)

D Burton (appointed 16 June 2017)

A Rice (appointed 29 November 2016)

The following Director was appointed after the period end:

D Simpson (appointed 7 December 2017)

#### **Results and dividends**

The results for the period are set out on page 5.

No ordinary dividends were paid (2016: £nil). The Directors' are precluded from recommending payment of a final dividend.

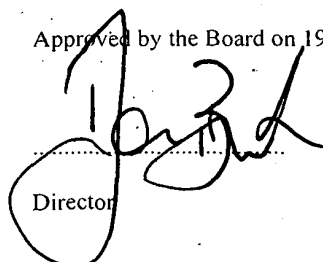
#### **Disclosure of information to the auditor**

So far as the Directors are aware, there is no relevant information of which the Company's auditor is unaware. Additionally, each Director has taken all necessary steps that they ought to have taken as a Director in order to make themselves aware of all relevant audit information and to establish that the Company's auditor is aware of that information.

#### **Reappointment of auditor**

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

Approved by the Board on 19 April 2018 and signed on its behalf by:

  
Director

## **Acquity Customer Insight Limited**

### **Statement of Directors' Responsibilities in respect of the Directors' Report and the Financial Statements for the Period from 1 May 2016 to 31 August 2017**

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The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with United Kingdom Accounting Standards and applicable law (United Kingdom Generally Accepted Accounting Practice), including FRS102 *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 estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

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.

## **Acquity Customer Insight Limited**

### **Independent Auditor's Report to the Members of Acquity Customer Insight Limited**

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We have audited the financial statements of Acquity Customer Insight Limited for the period ended 31 August 2017, set out on pages 5 to 16. 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 2, 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](http://www.frc.org.uk/auditscopeukprivate).

#### **Opinion on the 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 August 2017 and of its loss for the period 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.

#### **Emphasis of matter**

In forming our opinion on the financial statements, which is not modified, we have considered the adequacy of the disclosure made in note 2 of the financial statements which explains that the financial statements are not now prepared on the going concern basis for the reason set out in that note.

#### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in 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 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.

## **Acquity Customer Insight Limited**

### **Independent Auditor's Report to the Members of Acquity Customer Insight Limited (continued)**

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#### **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; or
- the Directors' were not entitled to take advantage of the small companies exemption from the requirement to prepare a strategic report.

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**Andrew Turner (Senior Statutory Auditor)**  
**For and on behalf of KPMG LLP, Statutory Auditor**  
*Chartered Accountants*  
15 Canada Square  
London  
E14 5GL

Date: **23/5/18**

## Acquity Customer Insight Limited

### Statement of Comprehensive Income for the Period from 1 May 2016 to 31 August 2017

	Note	2017 £	2016 £
Turnover	4	1,923,065	1,467,545
Direct costs		(676,177)	(638,399)
<b>Revenue</b>		<b>1,246,888</b>	<b>829,146</b>
<b>Administrative expenses:</b>			
Operating		(1,258,584)	(800,943)
Depreciation		(2,187)	(6,005)
Other costs		-	(16,363)
Total administrative expenses		(1,260,771)	(823,311)
<b>Operating (loss)/profit</b>	6	<b>(13,883)</b>	<b>5,835</b>
<b>(Loss)/profit before taxation</b>		<b>(13,883)</b>	<b>5,835</b>
Tax on profit	10	3,605	48,833
<b>(Loss)/profit for the financial period</b>		<b>(10,278)</b>	<b>54,668</b>
<b>Total comprehensive income for the period</b>		<b>(10,278)</b>	<b>54,668</b>
<b>EBITDA before other costs*</b>			
		(11,696)	28,203
<b>EBIT before other costs**</b>			
		(13,883)	22,198

\* EBITDA defined as earnings before interest, tax, depreciation and amortisation.

\*\* EBIT defined as earnings before interest and tax.

As described in the Directors' Report, the Company ceased trading at 31 August 2017.

The results are derived from discontinued operations.

All trade activities and net assets were transferred to another group entity, Karmarama Limited, at book value.



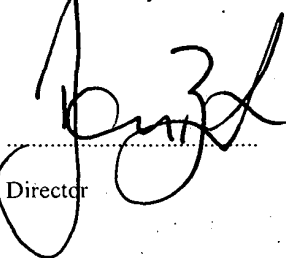
## Acquity Customer Insight Limited

Company Registration Number: 07266006

### Statement of Financial Position as at 31 August 2017

	Note	2017 £	2016 £
<b>Fixed assets</b>			
Property, plant and equipment	11	-	2,006
<b>Current assets</b>			
Property, plant and equipment held for sale	11	324	-
Debtors	12	371,624	291,485
Cash at bank and in hand		-	219,338
		<u>371,948</u>	<u>510,823</u>
<b>Creditors: Amounts falling due within one year</b>	13	<u>(1,572,365)</u>	<u>(1,702,968)</u>
Net current liabilities		<u>(1,200,417)</u>	<u>(1,192,145)</u>
<b>Net liabilities</b>		<u>(1,200,417)</u>	<u>(1,190,139)</u>
<b>Capital and reserves</b>			
Called up share capital	16	1	1
Profit and loss account	17	<u>(1,200,418)</u>	<u>(1,190,140)</u>
<b>Total equity</b>		<u>(1,200,417)</u>	<u>(1,190,139)</u>

The financial statements were approved by the Board of Directors and authorised for issue on 19 April 2018 and are signed on its behalf by:



Director

The notes on pages 8 to 16 form an integral part of these financial statements.

## Acquity Customer Insight Limited

### Statement of Changes in Equity for the Period from 1 May 2016 to 31 August 2017

	Share capital £	Profit and loss reserves £	Total £
Balance at 1 May 2016	1	(1,190,140)	(1,190,139)
Loss and total comprehensive income for the period	-	(10,278)	(10,278)
Balance at 31 August 2017	<u>1</u>	<u>(1,200,418)</u>	<u>(1,200,417)</u>

	Share capital £	Profit and loss reserves £	Total £
Balance at 1 May 2015	1	(1,244,808)	(1,244,807)
Profit and total comprehensive income for the year	-	54,668	54,668
Balance at 30 April 2016	<u>1</u>	<u>(1,190,140)</u>	<u>(1,190,139)</u>

The notes on pages 8 to 16 form an integral part of these financial statements.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017

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#### 1 Company information

Acquity Customer Insight Limited is a private company limited by share capital incorporated, domiciled and registered in England in the United Kingdom.

The address of its registered office is:

30 Fenchurch Street

London

EC3M 3BD

The Company's principal activities are disclosed in the Directors' Report.

#### 2 Accounting policies

##### Accounting convention

These financial statements were prepared in accordance with Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* ("FRS 102") as issued in August 2014. The amendments to FRS 102 issued in July 2015 have been applied.

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 £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### Summary of disclosure exemptions

The Company's ultimate parent undertaking, Accenture plc includes the Company in its consolidated financial statements. The consolidated financial statements of Accenture plc are prepared in accordance with International Financial Reporting Standards as adopted by the EU and are available to the public and may be obtained from 1 Grand Canal Square, Grand Canal Harbour, Dublin. In these financial statements, the Company is considered to be a qualifying entity (for the purposes of this FRS) and has applied the exemptions available under FRS 102 in respect of the following disclosures:

- 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 33 'Related Party Disclosures' - Compensation for key management personnel

##### Going concern

The Company's accounts show a loss after tax for the period of £10,278 (2016: £54,668 profit), net current liabilities of £1,200,741 (2016: £1,192,145) and a net liabilities position of £1,200,417 (2016: £1,190,139).

As described in the Directors' Report, the Company ceased trading at 31 August 2017. All trade activities and net assets were transferred to another group entity, Karmarama Limited, at book value. Therefore these financial statements are prepared on the break-up basis rather than the going concern basis. This has only impacted the classification (from long term to short term) of the Company's position and has no impact on the presentation of the Company's results for the year.

##### Turnover

Turnover represents amounts receivable from clients (exclusive of Value Added Tax) for services provided and comprises fees, performance related bonuses, and direct costs incurred on behalf of clients.

Direct costs comprise third party production costs for those services that the Group is arranging for its clients in its capacity as an intermediary. The Group contracts directly with suppliers and is responsible for their payment, recharging its clients for all costs incurred. Where the Group acts as an intermediary, costs incurred with external suppliers are excluded from revenue.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

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#### 2 Accounting policies (continued)

##### Turnover (continued)

Revenue comprises turnover, less amounts payable on behalf of clients to external suppliers performing part of the work being provided to the client, and represents fees, performance related bonuses and mark up on rechargeable expenses. Fees are comprised of retainer fees (recognised on a straight line basis over the term of the contract). Revenue from contracts for the provision of services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

##### Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and any impairment losses.

##### Depreciation

Depreciation is charged so as to write off the cost or valuation of assets over their estimated useful lives as follows:

Asset class	Depreciation method and rate
Fixtures, fittings and equipment	33% straight line
Computer equipment	33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

##### Impairment of fixed assets

At each reporting end date, the Company reviews the carrying amounts of fixed assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the Company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

## **Acquity Customer Insight Limited**

### **Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)**

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#### **2 Accounting policies (continued)**

##### **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 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 trade and other receivables 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 financial asset is measured at the present value of the future receipts discounted at a market rate of interest.

##### **Other financial assets**

Other financial assets, including trade investments, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in profit or loss, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

##### **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.

##### **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.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

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#### 2 Accounting policies (continued)

##### Basic financial liabilities

Basic financial liabilities, including trade and other payables, 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 payments discounted at a market rate of interest.

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

##### Derecognition of financial liabilities

Financial liabilities are derecognised when, and only when, the Company's contractual obligations are discharged, cancelled, or they expire.

##### 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.

##### Taxation

The tax expense represents the sum of the current tax expense and deferred tax expense. Current tax assets are recognised when tax paid exceeds the tax payable.

Current and deferred tax is charged or credited to the profit or loss, except when it relates to items charged or credited to other comprehensive income or equity, when the tax follows the transaction or event it relates to and is also charged or credited to other comprehensive income, or equity.

Current tax assets and current tax liabilities and deferred tax assets and deferred tax liabilities are offset, if and only if, there is a legally enforceable right to set off the amounts and the entity intends either to settle on the net basis or to realise the asset and settle the liability simultaneously.

Current tax is based on taxable profit for the year. Taxable profit differs from total comprehensive income because it excludes items of income or expense that are taxable or deductible in other periods. Current tax assets and liabilities are measured using tax rates that have been enacted or substantively enacted by the reporting period.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled based on tax rates that have been enacted or substantively enacted by the reporting date. Deferred tax is not discounted.

Deferred tax liabilities are recognised in respect of all timing differences that exist at the reporting date. Timing differences are differences between taxable profits and total comprehensive income that arise from the inclusion of income and expenses in tax assessments in different periods from their recognition in the financial statements. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered by the reversal of deferred tax liabilities or other future taxable profits.

##### Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

#### 2 Accounting policies (continued)

##### Retirement benefits

For defined contribution schemes the amount charged to profit or loss is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments.

#### 3 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.

There were no other estimates and assumptions considered to have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

#### 4 Turnover and other revenue

The total turnover of the Company for the year has been derived entirely from its principal activity which is considered to be the sole class of business, wholly undertaken in the United Kingdom.

#### 5 Other costs

	2017	2016
	£	£
Restructuring costs	-	16,363

#### 6 Operating loss

Operating (loss)/profit for the year is stated after charging

	2017	2016
	£	£
Depreciation expense	2,187	6,005

#### 7 Auditor's remuneration

	2017	2016
	£	£
<b>Fees payable to the Company's auditor and its associates:</b>		
<b>For audit services</b>		
Audit of the Company's financial statements	9,219	9,492
<b>For other services</b>		
Taxation compliance services	-	4,002

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

#### 8 Employees

The average monthly number of persons employed by the Company (including Directors) during the period was as follows:

	2017 No.	2016 No.
Client services	12	9

The aggregate payroll costs were as follows:

	2017 £	2016 £
Wages and salaries	917,202	572,647
Social security costs	54,014	31,914
Pension costs	6,027	6,893
	<u>977,243</u>	<u>611,454</u>

#### 9 Directors' remuneration

The Directors' remuneration for the period was as follows:

	2017 £	2016 £
Sums paid to third parties for Directors' services	<u>106,874</u>	<u>-</u>

The emoluments disclosed above relate to the Directors (see Directors' Report) who provided services during the period to November 2016. The emoluments disclosed represent an apportionment of total remuneration between the Company and other subsidiaries in the Group.

The Directors appointed by Accenture from November 2016 did not perform any material services for this Company and hence no emoluments have been disclosed.

#### 10 Taxation

Tax charged/(credited) in the income statement

	2017 £	2016 £
<b>Deferred taxation</b>		
Arising from origination and reversal of timing differences	(3,605)	7,741
Arising from adjustments in respect of prior periods	-	(56,574)
Total deferred taxation	<u>(3,605)</u>	<u>(48,833)</u>



## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

#### 10 Taxation (continued)

The charge for the period can be reconciled to the loss per the Statement of Comprehensive Income as follows:

	2017 £	2016 £
(Loss)/profit before tax	(13,883)	5,835
Corporation tax at blended rate of 19.69% (2016: 20%)	(2,734)	1,167
Income not taxable for tax purposes	2	(126)
Group relief	2,530	-
Deferred tax adjustments in respect of prior periods	-	(56,574)
Other timing differences	(3,403)	6,700
Total tax credit	(3,605)	(48,833)

#### 11 Tangible assets

	Fixtures, fittings and equipment £	Computer equipment £	Total £
<b>Cost</b>			
At 1 May 2016	25,000	23,468	48,468
Additions	-	505	505
At 31 August 2017	25,000	23,973	48,973
<b>Depreciation and impairment</b>			
At 1 May 2016	25,000	21,462	46,462
Depreciation charge in the period	-	2,187	2,187
At 31 August 2017	25,000	23,649	48,649
<b>Carrying amount</b>			
At 31 August 2017	-	324	324
At 30 April 2016	-	2,006	2,006

These assets are held at their recoverable amount and will be transferred to Karmarama Limited at book value.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

#### 12 Debtors

	Note	2017 £	2016 £
<b>Amounts falling due within one year</b>			
Trade debtors		46,531	70,579
Amounts due from fellow group undertakings	18	59,910	29,562
Other debtors		8,261	13,718
Prepayments and accrued income		193,022	117,331
Deferred tax assets	14	63,900	60,295
		<u>371,624</u>	<u>291,485</u>

These assets are held at their recoverable amount and will be transferred to Karmarama Limited at book value

#### 13 Creditors

	Note	2017 £	2016 £
<b>Due within one year</b>			
Bank overdraft		86,581	-
Trade creditors		23,334	148,230
Amounts due to group undertakings	18	1,368,797	1,436,610
Other taxation and social security		15,747	8,653
Other creditors		20,203	6,167
Accruals and deferred income		57,703	103,308
		<u>1,572,365</u>	<u>1,702,968</u>

#### 14 Deferred tax

Deferred tax assets and liabilities are offset where the Company has a legally enforceable right to do so. The following is the analysis of the deferred tax balances (after offset) for financial reporting purposes:

	Assets 2017 £	Assets 2016 £
<b>Balances:</b>		
Depreciation in excess of capital allowances	9,805	8,928
Tax losses	53,873	51,037
Other timing differences	222	330
	<u>63,900</u>	<u>60,295</u>
<b>Movements in the period</b>		2017 £
(Asset) at 01 May 2016		(60,295)
Charge to Statement of Comprehensive Income		(3,605)
(Asset) at 31 August 2017		<u>(63,900)</u>

These assets are held at their recoverable amount and will be transferred to Karmarama Limited at book value.

## Acquity Customer Insight Limited

### Notes to the Financial Statements for the Period from 1 May 2016 to 31 August 2017 (continued)

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#### 15 Retirement benefit schemes

##### Defined contribution schemes

The Company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Company in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £6,027 (2016 - £6,893).

#### 16 Share capital

##### Ordinary share capital

##### Issued and fully paid

1 Ordinary Shares of 100p each

31 August 2017	30 April 2016
£	£
<u>1</u>	<u>1</u>

#### 17 Reserves

##### Profit and loss reserves

Cumulative profit and loss net of distributions to owners.

#### 18 Related party transactions

The Company has taken advantage of the exemptions provided by Section 33 of FRS 102 'Related Party Disclosures' and has not disclosed transactions entered into between two or more members of a group, provided that any subsidiary undertaking which is party to the transaction is wholly owned by a member of that group.

#### 19 Parent and ultimate parent undertaking

The Company's immediate parent is Karmarama Limited, incorporated in the United Kingdom.

The ultimate parent is Accenture plc, incorporated in the Republic of Ireland.

The most senior parent entity producing publicly available financial statements is Accenture plc.