

# **Populus Data Solutions Limited**

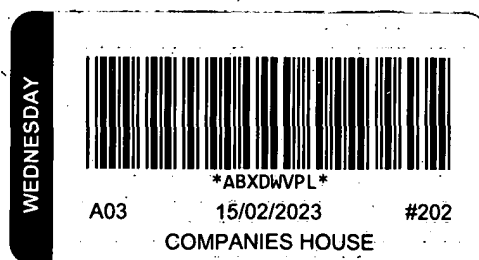
**Directors' Report and Unaudited**

**Financial Statements**

**Year Ended**

**31 March 2022**

**Company Number 07355305**



# **Populus Data Solutions Limited**

## **Company Information**

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<b>Directors</b>	M Simmonds C Atkins
<b>Registered number</b>	07355305
<b>Registered office</b>	Northburgh House 10 Northburgh Street London EC1V 0AT
<b>Accountants</b>	BDO LLP 55 Baker Street London W1U 7EU

# **Populus Data Solutions Limited**

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# **Populus Data Solutions Limited**

## **Directors' Report for the year ended 31 March 2022**

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The directors present their report and the financial statements for the year ended 31 March 2022.

### **Principal activity**

The company has ceased trading and the directors intend to voluntarily dissolve the company in due course. As a result, these financial statements have been prepared on a basis other than that of a going concern.

### **Directors' responsibilities statement**

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 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 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 for the company's financial statements and then apply them consistently;
- make judgements and accounting 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;
- 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.

### **Going concern**

In the prior year, the assets and liabilities of the company were hived up into Yonder Consulting Group Limited. Therefore, the company has ceased to actively trade and the directors intend to voluntarily dissolve the company in due course. As a result, these financial statements have been prepared on a basis other than that of a going concern. There were no adjustments required as a result of preparing the financial statements on a basis other than going concern.

### **Directors**

The directors who served during the year were:

M Simmonds  
C Atkins

# Populus Data Solutions Limited

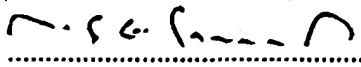
Directors' Report (continued)  
for the year ended 31 March 2022

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## Small companies note

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

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



M Simmonds  
Director

Date: 31 January 2023

# Populus Data Solutions Limited

## **Chartered Accountants' Report to the Board of Directors on the preparation of the Unaudited Financial Statements of Populus Data Solutions Limited for the year ended 31 March 2022**

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In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Populus Data Solutions Limited for the year ended 31 March 2022 which comprise the Statement of Comprehensive Income, Statement of Financial Position, Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <https://www.icaew.com/regulation/a-z>

It is your duty to ensure that Populus Data Solutions Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and result of Populus Data Solutions Limited. You consider that Populus Data Solutions Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Populus Data Solutions Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

### **Use of our report**

This report is made solely to the board of directors of Populus Data Solutions Limited, as a body, in accordance with the terms of our engagement letter dated 29 November 2022. Our work has been undertaken solely to prepare for your approval the accounts of Populus Data Solutions Limited and state those matters that we have agreed to state to the board of directors of Populus Data Solutions Limited, as a body, in this report in accordance with ICAEW Technical Release TECH07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Populus Data Solutions Limited and its board of directors as a body for our work or for this report.

*BDO LLP*

**BDO LLP**  
*Chartered Accountants*  
London  
United Kingdom

Date: 08/02/2023

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

# Populus Data Solutions Limited

## Statement of Comprehensive Income for the year ended 31 March 2022

	2022 £000	2021 £000
Turnover	-	3,893
Cost of sales	-	(1,920)
<b>Gross profit</b>	-	1,973
Administrative expenses	-	(1,587)
<b>Operating profit</b>	-	386
Taxation	-	(74)
<b>Profit for the financial year</b>	-	312

There was no other comprehensive income for 2022 (2021 - £Nil)

The notes on pages 7 to 10 form part of these financial statements.

# Populus Data Solutions Limited

Registered number: 07355305

## Statement of Financial Position as at 31 March 2022

	Note	2022 £000	2021 £000
Debtors: amounts falling due within one year		-	-
<b>Net assets</b>		-	-
 Called up share capital	5	-	-
<b>Capital and reserves</b>		-	-

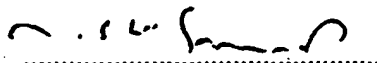
For the year ended 31 March 2022 the company was entitled to exemption from audit under section 480 of the Companies Act 2006.

Members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

  
.....  
**M Simmonds**  
Director

Date: 31 JANUARY 2023

The notes on pages 7 to 10 form part of these financial statements.



# Populus Data Solutions Limited

## Statement of Changes in Equity for the year ended 31 March 2022

	Called up share capital £000	Profit and loss account £000	Total equity £000
<b>At 1 April 2020</b>	-	3,088	3,088
<b>Comprehensive income for the year</b>			
Profit for the year	-	312	312
<b>Contributions by and distributions to equity holders</b>			
Dividends	-	(3,400)	(3,400)
<b>At 1 April 2021</b>	-	-	-
<b>Comprehensive result for the year</b>			
Result for the year	-	-	-
<b>At 31 March 2022</b>	-	-	-

The notes on pages 7 to 10 form part of these financial statements.

# **Populus Data Solutions Limited**

## **Notes to the Financial Statements for the year ended 31 March 2022**

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### **1. General information**

Populus Data Solutions Limited is a private company limited by shares, registered in England and Wales. The registered office address is Northburgh House, 10 Northburgh Street, London, EC1V 0AT.

The company has ceased trading and the directors intend to voluntarily dissolve the company in due course. As a result, these financial statements have been prepared on a basis other than that of a going concern.

These financial statements are presented in Pound Sterling (GBP) and are presented to the nearest thousand. They comprise the financial statements of the company for the year ended 31 March 2022.

The company has determined that Pound Sterling is its functional currency, as this is the currency of the economic environment in which the company predominantly operates.

### **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.

#### **2.2 Going concern**

In the prior year, the assets and liabilities of the company were hived up into Yonder Consulting Group Limited. Therefore, the company has ceased to actively trade and the directors intend to voluntarily dissolve the company in due course. As a result, these financial statements have been prepared on a basis other than that of a going concern. There were no adjustments required as a result of preparing the financial statements on a basis other than going concern.

#### **2.3 Turnover**

Turnover represents amounts invoiced for the provision of brand consultancy services, net of VAT and trade discounts.

Fee income represents revenue earned under a wide variety of contracts to provide professional services. Revenue is recognised as earned when, and to the extent that, the company obtains the right to consideration in exchange for its performance under these contracts. It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including expenses and disbursements but excluding value added tax.

Revenue is generally recognised as contract activity progresses so that for incomplete contracts it reflects the partial performance of the contractual obligations. For such contracts the amount of revenue reflects the accrual of the right to consideration by reference to the value of work performed. Revenue not billed to clients is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

Fee income that is contingent on events outside the control of the firm is recognised when the contingent event occurs.

# **Populus Data Solutions Limited**

## **Notes to the Financial Statements for the year ended 31 March 2022**

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

#### **2.4 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.

#### **2.5 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 profit or loss when they fall due. Amounts not paid are shown as a liability in the Statement of Financial Position. The assets of the plan are held separately from the company in independently administered funds.

#### **2.6 Debtors**

Loans receivable from group undertakings are measured at historical cost and subsequently measured at amortised cost less any impairment.

# Populus Data Solutions Limited

## Notes to the Financial Statements for the year ended 31 March 2022

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

In preparing the financial statements, management is required to make estimates and assumptions which affect reported income, expenses, assets, liabilities and disclosure of contingent assets and liabilities. Use of available information and application of judgement are inherent in the formation of estimates, together with past experience and expectations of future events that are believed to be reasonable under the circumstances. Actual results in the future could differ from such estimates.

#### *Recoverability of amounts owed by group undertakings*

Provision for impairment of the carrying value of amounts owed by group undertakings and related parties is made based on management's estimate of the prospect of recovering the amounts due, which includes considering the solvency of the counterparty and its future outlook, based on budgets and forecasts prepared by management

### 4. Dividends

	2022 £000	2021 £000
Dividend in specie	-	3,400

In the prior year Populus Data Solutions Limited waived the debt due from Yonder Consulting Limited, which was treated as a dividend in specie.

### 5. Share capital

	2022 £000	2021 £000
Allotted, called up and fully paid 100 Ordinary shares of £1 each	-	-

### 6. Pension commitments

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £Nil (2021 - £54,000). There were no contributions outstanding as at the year end (2021 - £Nil).

### 7. Other financial commitments

On 31 July 2017 a debenture was granted over all the assets of the group of companies headed by Yonder Consulting Group Limited in favour of HSBC plc. Yonder Consulting Group Limited is the ultimate controlling party of BrandCap Group Limited. At year end the amount due to HSBC by the wider Yonder Consulting Group Limited was £450K (2021 - £850K).

# **Populus Data Solutions Limited**

## **Notes to the Financial Statements for the year ended 31 March 2022**

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### **8. Related party transactions**

The company has taken exemption under FRS 102 section 1AC.35 from disclosing transactions with group companies, on the grounds that each company party to the transactions is wholly owned within the group.

### **9. Controlling party**

The immediate controlling party is Yonder Consulting Limited, a company incorporated in the United Kingdom.

The ultimate parent undertaking is Yonder Consulting Group Limited, a company incorporated in the United Kingdom which is the largest and smallest group of which the company is a member and group financial statements are prepared. Copies of the financial statements of Yonder Consulting Group Limited can be obtained from Companies House.

In the opinion of the directors, there is no single ultimate controlling party.