

**DEDUCTIVE LIMITED  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

Berkshire Accountants Limited

Chartered Certified Accountants & Registered Auditors

Suite 86 105 London Street  
Reading  
RG1 4QD

**DEDUCTIVE LIMITED**  
**Unaudited Financial Statements**  
**For The Year Ended 31 December 2020**

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**DEDUCTIVE LIMITED**  
**Balance Sheet**  
**As at 31 December 2020**

Registered number: 08170657

		2020		2019	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Intangible Assets	3		396,627		54,046
Tangible Assets	4		17,067		8,825
			<u>413,694</u>		<u>62,871</u>
<b>CURRENT ASSETS</b>					
Debtors	5	454,470		787,124	
Cash at bank and in hand		26,503		-	
		<u>480,973</u>		<u>787,124</u>	
<b>Creditors: Amounts Falling Due Within One Year</b>	6	(82,199 )		(282,195 )	
		<u></u>		<u></u>	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			<u>398,774</u>		<u>504,929</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>812,468</u>		<u>567,800</u>
<b>Creditors: Amounts Falling Due After More Than One Year</b>	7		(250,000 )		-
			<u></u>		<u></u>
<b>NET ASSETS</b>			<u>562,468</u>		<u>567,800</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		1,000		9
Share premium account			1,511,818		1,511,818
Profit and Loss Account			(950,350 )		(944,027 )
			<u></u>		<u></u>
<b>SHAREHOLDERS' FUNDS</b>			<u>562,468</u>		<u>567,800</u>

**DEDUCTIVE LIMITED**  
**Balance Sheet (continued)**  
**As at 31 December 2020**

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

**Directors' responsibilities:**

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.
- The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

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**Mr Michael Goddard**

Director

**24 September 2021**

The notes on pages 3 to 6 form part of these financial statements.

**DEDUCTIVE LIMITED**  
**Notes to the Financial Statements**  
**For The Year Ended 31 December 2020**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**1.2. Turnover**

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**Sale of goods**

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

**Rendering of services**

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

**1.3. Intangible Fixed Assets and Amortisation - Goodwill**

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the separable net assets. It is amortised to profit and loss account over its estimated economic life of 5 years.

**1.4. Intangible Fixed Assets and Amortisation - Other Intangible**

Other intangible assets is software. It is amortised to profit and loss account over its estimated economic life of 3 years.

**1.5. Tangible Fixed Assets and Depreciation**

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & Fittings	33% Straight Line
Computer Equipment	33% Straight Line

**1.6. Foreign Currencies**

Monetary assets and liabilities in foreign currencies are translated into sterling at the 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 differences are taken into account in arriving at the operating profit.

**2. Average Number of Employees**

Average number of employees, including directors, during the year was as follows: 4 (2019: 13)

**DEDUCTIVE LIMITED**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2020**

**3. Intangible Assets**

	<b>Goodwill</b>	<b>Other</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Cost</b>			
As at 1 January 2020	2,500	522,674	525,174
Additions	-	376,165	376,165
As at 31 December 2020	2,500	898,839	901,339
<b>Amortisation</b>			
As at 1 January 2020	2,500	468,628	471,128
Provided during the period	-	33,584	33,584
As at 31 December 2020	2,500	502,212	504,712
<b>Net Book Value</b>			
As at 31 December 2020	-	396,627	396,627
As at 1 January 2020	-	54,046	54,046

**4. Tangible Assets**

	<b>Fixtures &amp; Fittings</b>	<b>Computer Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Cost</b>			
As at 1 January 2020	-	15,074	15,074
Additions	2,500	15,862	18,362
As at 31 December 2020	2,500	30,936	33,436
<b>Depreciation</b>			
As at 1 January 2020	-	6,249	6,249
Provided during the period	833	9,287	10,120
As at 31 December 2020	833	15,536	16,369
<b>Net Book Value</b>			
As at 31 December 2020	1,667	15,400	17,067
As at 1 January 2020	-	8,825	8,825

**DEDUCTIVE LIMITED**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2020**

**5. Debtors**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	-	31,110
Prepayments and accrued income	14,490	9,122
Other debtors	402,193	710,726
VAT	37,787	36,166
	<u>454,470</u>	<u>787,124</u>

**6. Creditors: Amounts Falling Due Within One Year**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Trade creditors	13,183	22,913
Bank loans and overdrafts	-	105,959
Other taxes and social security	57,341	37,273
Unpaid share capital	(999 )	-
Accruals and deferred income	12,674	48,051
Directors' loan accounts	-	67,999
	<u>82,199</u>	<u>282,195</u>

**7. Creditors: Amounts Falling Due After More Than One Year**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Bank loans	250,000	-
	<u>250,000</u>	<u>-</u>

**8. Share Capital**

	<b>2020</b>	<b>2019</b>
Allotted, Called up and fully paid	1,000	9

**9. Related Party Transactions**

During the year company made a loan to Deductive Holding Ltd (previously called Dativa Ltd), the parent company. The balance as at 31 December 2020 is £666,459 debit balance (2019: £332,067 credit balance).

Dativa Inc, a US based entity has a balance as at 31 December 2020 of £460,015 debit balance (2019 - £270,109).

MarketCast LLC, a US based parent company has an outstanding loan as at 31 December 2020 of £740,431 (2019 - Nil). The loan was made with no fixed date for repayment and is classified as due on demand.

**DEDUCTIVE LIMITED**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2020**

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**10. General Information**

DEDUCTIVE LIMITED is a private company, limited by shares, incorporated in England & Wales, registered number 08170657 . The registered office is Suite 1, 3rd Floor, , 11-12 St. James's Square,, London,, SW1Y 4LB.



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.