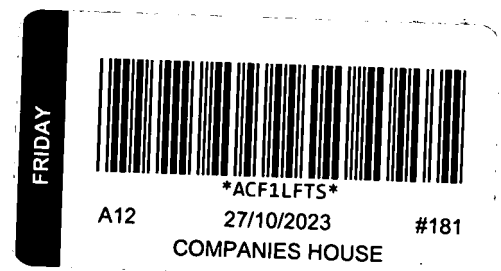


Crypto Coin Comparison Ltd

Annual Report and Revised Financial Statements

For the year ended 31 December 2022



Company Registration No. 08846965 (England and Wales)

Crypto Coin Comparison Ltd

Company Information

Directors	C E Hayter V A Cealicu A J Preston H L Skeete S A Schoenfeld
Company number	08846965
Registered office	6th Floor 9 Appold Street London EC2A 2AP
Auditor	Moore Kingston Smith LLP 6th Floor 9 Appold Street London EC2A 2AP

Crypto Coin Comparison Ltd

Contents

	Page
Directors' report	1 - 2
Directors' responsibilities statement	3
Independent auditor's report	4 - 7
Group statement of comprehensive income	8
Group balance sheet	9
Company balance sheet	10
Notes to the financial statements	13 - 26

Crypto Coin Comparison Ltd

Directors' Report

For the year ended 31 December 2022

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

Principal activities

The principal activity of the company and group is the collection and display of digital asset, exchange and trade data. The group was also engaged in the writing and publishing of research comparing commercially available products connected with the digital asset sector. The group generates advertising revenue from visitors to its website, www.cryptocompare.com, and runs conferences and webinars on topics relevant to the digital asset industry.

During the year the group has committed resources and energy to grow the data revenue of the company, continuing its pivot from a predominately advertising company. The Data-as-a-service subscriptions launched in November 2018 has grown 50.3% (2021 - 131.6%) in the year to provide fast growing recurring revenue.

Results and dividends

The results for the year are set out on page 9.

The group reported revenues for the year totalling £4,454,077 (2021 - £3,163,601) resulting from website advertising and media of £755,926 (2021 - £1,330,098), conference revenue of £970,930 (2021 - £69,309) and data subscriptions of £2,727,221 (2021 - £1,833,503). The gross profit of £4,215,885 (2021 - £2,988,845) has been calculated after deduction of advertising commissions, customer support costs and transaction fees.

The operating loss of £2,709,327 (2021 - £1,099,623) reflects the investment and development of robust, higher quality systems for the provision of digital asset data to customers. During the year, the group increased the capitalised internal development to £1,509,377 (2021 - £1,058,741) which represents the internal investment in a new orderbook service. At the year end this has not been launched.

Going concern

In accordance with their responsibilities, the directors have considered and concluded upon the appropriateness of the going concern basis, which has been used in the preparation of these financial statements. In making this going concern assessment, the directors have had regard to the following matters:

- The group's current performance, cash outflows and planned growth;
- The group's cashflow forecasts for a period of at least 12 months from the date of approval of the financial statements; and
- The group's track record of successful fundraising from existing shareholders and other investors, as evidenced in previous periods.

At current rates of cash outflows, the forecasts suggest that, unless the group significantly reduces expenditure, it will need additional financing in the 12-month period following the approval of these financial statements. Such financing would enable the company to execute its business plan, realise the significant commercial opportunities available to it and meet its liabilities as they fall due. The directors have assumed that such financing will be made available to the group. In common with similar businesses at this stage of development, and in light of the group's dependence on further financing being made available to it from its existing shareholders and other investors, the directors consider there to be a material uncertainty that may cast significant doubt on the group's ability to continue as a going concern if additional financing is not secured.

Nevertheless, after making enquiries, and considering the uncertainties described above, the directors have a reasonable expectation that the group will have access to adequate resources to continue in operational existence for the foreseeable future. For these reasons, the group has continued to adopt the going concern basis in preparing the financial statements. The financial statements do not reflect any adjustments that would be required if the group was unable to secure the required financing.

Crypto Coin Comparison Ltd

Directors' Report (Continued)

For the year ended 31 December 2022

Directors

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

C E Hayter
V A Cealicu
A J Preston
H L Skeete
S A Schoenfeld

Auditor

The auditor, Moore Kingston Smith 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 auditor of the company 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 auditor of the company is aware of that information.

Revised financial statements

These financial statements replace the financial statements originally filed at Companies House on 29 September 2023. The directors' intention was to file consolidated accounts at Companies House but single-company financial statements were filed instead.

Small companies exemption

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

DocuSigned by:

BDD778D993D4498.....
C E Hayter
Director

Date: 11 October 2023

Crypto Coin Comparison Ltd

Directors' Responsibilities Statement

For the year ended 31 December 2022

The directors are responsible for preparing the Annual 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 United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). 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 group and company, and of the profit or loss of the group 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;
- 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 group and company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the group's and company's transactions and disclose with reasonable accuracy at any time the financial position of the group and company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the group and company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Crypto Coin Comparison Ltd

Independent Auditor's Report

To the Members of Crypto Coin Comparison Ltd

Opinion

We have audited the revised financial statements of Crypto Coin Comparison Ltd (the 'parent company') and its subsidiaries (the 'group') for the year ended 31 December 2022 which comprise the Group Statement of Comprehensive Income, the Group Balance Sheet, the Company Balance Sheet, the Group Statement of Changes in Equity, the Company Statement of Changes in Equity and notes to the revised financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice). These revised financial statements replace the original financial statements approved by the directors on 28 September 2023.

The revised financial statements have been prepared in accordance with The Companies (Revision of Defective Accounts and Reports) Regulations 2008 and as such so not consider events which have taken place after the date on which the original financial statements were approved.

In our opinion the revised financial statements:

- give a true and fair view of the state of the group's and the parent company's affairs as at 31 December 2022 and of the group's loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the revised financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of matter – Revision of financial statements

We draw attention to note 1.19 of the revised financial statements, which describes why revised financial statements have been issued. Our opinion is not modified in this respect.

Material uncertainty relating to going concern

We draw attention to note 1.3 to the financial statements, which shows that the group recorded a net loss for the year of £1,893,949 (2021 - profit of £1,401,953) although at the year-end had net current assets of £1,750,680 (2021 - 2,646,810) and net assets of £3,461,403 (2021 - £5,062,981).

As described in note 1.3, the directors' forecasts suggest that unless the group significantly reduces expenditure, additional capital will be required for the group to continue in operational existence for the foreseeable future. However, the availability of this capital cannot be guaranteed. This indicates the existence of a material uncertainty, which may cast significant doubt on the group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

Crypto Coin Comparison Ltd

Independent Auditor's Report (Continued)

To the Members of Crypto Coin Comparison Ltd

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

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 by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company 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 prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the group's and parent company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the group or the parent company or to cease operations, or have no realistic alternative but to do so.

Crypto Coin Comparison Ltd

Independent Auditor's Report (Continued)

To the Members of Crypto Coin Comparison Ltd

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group's or the parent company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or the parent company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Crypto Coin Comparison Ltd

Independent Auditor's Report (Continued)

To the Members of Crypto Coin Comparison Ltd

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the company and considered that the most significant are the Companies Act 2006, UK financial reporting standards as issued by the Financial Reporting Council, and UK taxation legislation.
- We obtained an understanding of how the company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

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 for no purpose other than to draw to the attention of the company's members those matters we are required to include in an auditor's report addressed to them. To the fullest extent permitted by law, we do not accept or assume responsibility to any party 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.

Moore Kingston Smith LLP

Ryan Day (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

Date: *25 October 2023*

Chartered Accountants
Statutory Auditor

6th Floor
9 Appold Street
London
EC2A 2AP

Crypto Coin Comparison Ltd

Group Statement of Comprehensive Income

For the year ended 31 December 2022

	Notes	2022 £	2021 £
Turnover		4,454,077	3,163,601
Cost of sales		(238,192)	(174,756)
Gross profit		4,215,885	2,988,845
Administrative expenses		(6,925,212)	(4,088,468)
Operating loss		(2,709,327)	(1,099,623)
Interest receivable and similar income	5	-	57
Gain on disposal of digital assets		503,719	2,358,906
Loss on disposal of digital assets		(3,488)	(38,900)
(Loss)/profit before taxation		(2,209,096)	1,220,440
Tax on (loss)/profit	6	315,147	181,513
(Loss)/profit for the financial year		(1,893,949)	1,401,953

(Loss)/profit for the financial year is all attributable to the owners of the parent company.

Total comprehensive income for the year is all attributable to the owners of the parent company.

Crypto Coin Comparison Ltd

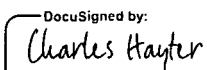
Group Balance Sheet

As at 31 December 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Intangible assets	7	2,024,594		2,792,470	
Tangible assets	8	70,912		50,369	
		<u>2,095,506</u>		<u>2,842,839</u>	
Current assets					
Debtors	11	431,201		501,009	
Cash at bank and in hand		2,504,001		3,332,967	
		<u>2,935,202</u>		<u>3,833,976</u>	
Creditors: amounts falling due within one year	12	<u>(1,184,522)</u>		<u>(1,187,166)</u>	
Net current assets		<u>1,750,680</u>		<u>2,646,810</u>	
Total assets less current liabilities		<u>3,846,186</u>		<u>5,489,649</u>	
Creditors: amounts falling due after more than one year	13	<u>(384,783)</u>		<u>(426,668)</u>	
Net assets		<u><u>3,461,403</u></u>		<u><u>5,062,981</u></u>	
Capital and reserves					
Called up share capital	16	157		156	
Share premium account		4,311,199		4,292,477	
Other reserves		669,392		414,491	
Profit and loss reserves		<u>(1,519,345)</u>		<u>355,857</u>	
Total equity		<u><u>3,461,403</u></u>		<u><u>5,062,981</u></u>	

These financial statements have been prepared in accordance with the provisions applicable to groups and companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 11 October 2023 and are signed on its behalf by:

DocuSigned by:

 BDD778D993D4498.....
 C E Hayter
 Director

Crypto Coin Comparison Ltd

Company Balance Sheet

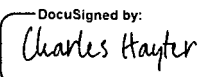
As at 31 December 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Intangible assets	7	2,024,594		2,792,470	
Tangible assets	8	70,912		50,369	
Investments	9	1		1	
		<u>2,095,507</u>		<u>2,842,840</u>	
Current assets					
Debtors	11	94,931		339,406	
Cash at bank and in hand		<u>1,553,017</u>		<u>2,063,042</u>	
		1,647,948		2,402,448	
Creditors: amounts falling due within one year	12	<u>(361,085)</u>		<u>(705,833)</u>	
Net current assets		<u>1,286,863</u>		<u>1,696,615</u>	
Net assets		<u><u>3,382,370</u></u>		<u><u>4,539,455</u></u>	
Capital and reserves					
Called up share capital	16	157		156	
Share premium account		4,311,199		4,292,477	
Other reserves		669,392		414,491	
Profit and loss reserves		<u>(1,598,378)</u>		<u>(167,669)</u>	
Total equity		<u><u>3,382,370</u></u>		<u><u>4,539,455</u></u>	

As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes. The company's loss for the year was £1,449,456 (2021 - £1,183,296 profit).

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

The financial statements were approved by the board of directors and authorised for issue on 11 October 2023 and are signed on its behalf by:

DocuSigned by:

BDD778D993D4498.....
 C E Hayter
 Director

Company Registration No. 08846965

Crypto Coin Comparison Ltd

Group Statement of Changes in Equity

For the year ended 31 December 2022

	Notes	Share capital £	Share premium account £	Other reserves £	Profit and loss reserves £	Total £
Balance at 1 January 2021		125	1,814,582	400,635	(1,061,196)	1,154,146
Year ended 31 December 2021:						
Profit and total comprehensive income for the year		-	-	-	1,401,953	1,401,953
Issue of share capital	16	31	2,477,895	-	-	2,477,926
Share-based payment movement		-	-	28,957	-	28,957
Exercise of share options		-	-	(15,101)	15,101	-
Balance at 31 December 2021		156	4,292,477	414,491	355,857	5,062,981
Year ended 31 December 2022:						
Loss and total comprehensive income for the year		-	-	-	(1,893,949)	(1,893,949)
Issue of share capital	16	1	18,722	-	-	18,723
Share-based payment movement		-	-	273,648	-	273,648
Exercise of share options		-	-	(18,747)	18,747	-
Balance at 31 December 2022		157	4,311,199	669,392	(1,519,345)	3,461,403

Crypto Coin Comparison Ltd

Company Statement of Changes in Equity

For the year ended 31 December 2022

	Notes	Share capital £	Share premium account £	Other reserves £	Profit and loss reserves £	Total £
Balance at 1 January 2021		125	1,814,582	400,635	(1,366,066)	849,276
Year ended 31 December 2021:						
Profit and total comprehensive income for the year		-	-	-	1,183,296	1,183,296
Issue of share capital	16	31	2,477,895	-	-	2,477,926
Share-based payment movement		-	-	28,957	-	28,957
Exercise of share options		-	-	(15,101)	15,101	-
Balance at 31 December 2021		156	4,292,477	414,491	(167,669)	4,539,455
Year ended 31 December 2022:						
Loss and total comprehensive income for the year		-	-	-	(1,449,456)	(1,449,456)
Issue of share capital	16	1	18,722	-	-	18,723
Share-based payment movement		-	-	273,648	-	273,648
Exercise of share options		-	-	(18,747)	18,747	-
Balance at 31 December 2022		157	4,311,199	669,392	(1,598,378)	3,382,370

Crypto Coin Comparison Ltd

Notes to the Financial Statements

For the year ended 31 December 2022

1 Accounting policies

Company information

Crypto Coin Comparison Ltd ("the company") is a private limited company domiciled and incorporated in England and Wales. The registered office is 6th Floor, 9 Appold Street, London, EC2A 2AP.

The group consists of Crypto Coin Comparison Ltd and all of its subsidiaries.

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 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

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 except where disclosed in the accounting policies where certain items are shown at weighted average cost (WAC).

The principal accounting policies adopted are set out below.

1.2 Basis of consolidation

The consolidated group financial statements consist of the financial statements of the parent company Crypto Coin Comparison Ltd together with all entities controlled by the parent company (its subsidiaries).

All financial statements are made up to 31 December 2022. Where necessary, adjustments are made to the financial statements of subsidiaries to bring the accounting policies used into line with those used by other members of the group.

All intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

Subsidiaries are consolidated in the group's financial statements from the date that control commences until the date that control ceases.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

1.3 Going concern

The group recorded a net loss for the year of £1,893,949 (2021 - profit of £1,401,953) although at the year-end had net current assets of £1,750,680 (2021 - 2,646,810) and net assets of £3,461,403 (2021 - £5,062,981).

In accordance with their responsibilities, the directors have considered and concluded upon the appropriateness of the going concern basis, which has been used in the preparation of these financial statements. In making this going concern assessment, the directors have had regard to the following matters:

- The group's current performance, cash outflows and planned growth;
- The group's cashflow forecasts for a period of at least 12 months from the date of approval of the financial statements; and
- The group's track record of successful fundraising from existing shareholders and other investors, as evidenced in previous periods.

At current rates of cash outflows, the forecasts suggest that, unless the group significantly reduces expenditure, it will need additional financing in the 12-month period following the approval of these financial statements. Such financing would enable the group to execute its business plan, realise the significant commercial opportunities available to it and meet its liabilities as they fall due. The directors have assumed that such financing will be made available to the group. In common with similar businesses at this stage of development, and in light of the group's dependence on further financing being made available to it from its existing shareholders and other investors, the directors consider there to be a material uncertainty that may cast significant doubt on the group's ability to continue as a going concern if additional financing is not secured.

Nevertheless, after making enquiries, and considering the uncertainties described above, the directors have a reasonable expectation that the group will have access to adequate resources to continue in operational existence for the foreseeable future. For these reasons, the group has continued to adopt the going concern basis in preparing the financial statements. The financial statements do not reflect any adjustments that would be required if the group were unable to secure the required financing.

1.4 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for advertising and data 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.

Revenue from advertising and data services provided over a period greater than one month is recognised either over the period services are provided or at completion of a project, depending on the facts and circumstances of each project.

Revenue from conferences and events is accounted for in the period in which the activity takes place.

1.5 Research and development expenditure

Research expenditure is written off against profits in the year in which it is incurred. Identifiable development expenditure is capitalised to the extent that the technical, commercial and financial feasibility can be demonstrated.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

1.6 Intangible fixed assets other than goodwill

Intangible assets comprise primarily digital assets. These are initially recorded and then held at cost. At disposal the weighted average cost (WAC) is applied to the proportion of the assets disposed. Gains or losses are recognised on disposal of the asset into cash or when exchanged for services at the GBP cost of receiving the services. The gains or losses are calculated as the difference between the WAC and the market value at disposal.

Given the nature of the digital assets, these are not amortised, but an impairment review is undertaken at the end of each year.

Intangible assets are measured at cost less accumulated amortisation and any accumulated impairment losses.

The company recognises development costs as intangible assets only when the following criteria are met: the technical feasibility of completing the intangible asset exists; there is an intention to complete and an ability to use or sell the intangible asset; the intangible asset will generate probable future economic benefits; there are adequate resources available to complete the development and to use or sell the intangible asset; and there is the ability to reliably measure the expenditure attributable to the intangible asset during its development.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Development costs	Straight line basis over 10 years
-------------------	-----------------------------------

Development costs have not been amortised to date, because the asset is not yet completed.

1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Furniture, fittings and equipment	25% straight line basis
Computers	25% straight line basis

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 recognised in the profit and loss account.

1.8 Fixed asset investments

Equity investments are measured at fair value through profit or loss, except for those equity investments that are not publicly traded and whose fair value cannot otherwise be measured reliably, which are recognised at cost less impairment until a reliable measure of fair value becomes available.

In the parent company financial statements, investments in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses.

A subsidiary is an entity controlled by the group. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

An associate is an entity, being neither a subsidiary nor a joint venture, in which the company holds a long-term interest and where the company has significant influence. The group considers that it has significant influence where it has the power to participate in the financial and operating decisions of the associate.

Investments in associates are initially recognised at the transaction price (including transaction costs) and are subsequently adjusted to reflect the group's share of the profit or loss, other comprehensive income and equity of the associate using the equity method. Any difference between the cost of acquisition and the share of the fair value of the net identifiable assets of the associate on acquisition is recognised as goodwill. Any unamortised balance of goodwill is included in the carrying value of the investment in associates.

Losses in excess of the carrying amount of an investment in an associate are recorded as a provision only when the company has incurred legal or constructive obligations or has made payments on behalf of the associate.

In the parent company financial statements, investments in associates are accounted for at cost less impairment.

Entities in which the group has a long term interest and shares control under a contractual arrangement are classified as jointly controlled entities.

1.9 Impairment of fixed assets

At each reporting period end date, the group reviews the carrying amounts of its tangible and intangible 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.

The carrying amount of the investments accounted for using the equity method is tested for impairment as a single asset. Any goodwill included in the carrying amount of the investment is not tested separately for impairment.

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) in 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.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

1.10 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.

1.11 Financial instruments

Basic financial instruments are measured at amortised cost. The company has no other financial instruments or basic financial instruments measured at fair value.

1.12 Equity instruments

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

1.13 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 group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

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 tax rates that are expected to apply in the period when the liability is settled or the asset is realised. 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. Deferred tax assets and liabilities are offset if, and only if, there is a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.14 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 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.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

1.15 Retirement benefits

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

1.16 Share-based payments

Equity-settled share-based payments are measured at fair value at the date of grant by reference to the fair value of the equity instruments granted using the Black-Scholes model. The fair value determined at the grant date is expensed on a straight-line basis over the vesting period, based on the estimate of shares that will eventually vest. A corresponding adjustment is made to equity.

The expense in relation to options over the parent company's shares granted to employees of a subsidiary is recognised by the company as a capital contribution, and presented as an increase in the company's investment in that subsidiary.

When the terms and conditions of equity-settled share-based payments at the time they were granted are subsequently modified, the fair value of the share-based payment under the original terms and conditions and under the modified terms and conditions are both determined at the date of the modification. Any excess of the modified fair value over the original fair value is recognised over the remaining vesting period in addition to the grant date fair value of the original share-based payment. The share-based payment expense is not adjusted if the modified fair value is less than the original fair value.

Cancellations or settlements (including those resulting from employee redundancies) are treated as an acceleration of vesting and the amount that would have been recognised over the remaining vesting period is recognised immediately.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

1 Accounting policies

(Continued)

1.17 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed.

1.18 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

1.19 Revised financial statements

These financial statements replace the financial statements originally filed at Companies House on 29 September 2023. The directors' intention was to file consolidated accounts at Companies House but single-company financial statements were filed instead.

2 Judgements and key sources of estimation uncertainty

In the application of the group'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.

Critical judgements

The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements.

Share based payment transactions

The group uses the Black-Scholes model to determine the fair value of options granted to employees. The calculation requires the use of estimates and assumptions. A change in these estimates or assumptions may affect charges to the profit and loss account over the vesting period of the options.

Amortisation

Intangible assets are amortised over their deemed useful economic life. This period has been determined via a review of the asset considering historic and future factors. The directors believe that the period over which the assets are amortised reflects the estimated useful economic life of the assets.

Impairment of assets

The directors determine whether there are any indicators of impairment of tangible and intangible assets. Factors taken into consideration in reaching such a decision include the economic viability and expected future financial performance of the asset.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

3 Auditor's remuneration

	2022 £	2021 £
Fees payable to the company's auditor and associates:		
For audit services		
Audit of the financial statements of the group and company	46,200	34,350
	<u>46,200</u>	<u>34,350</u>
For other services		
All other non-audit services	5,700	4,600
	<u>5,700</u>	<u>4,600</u>

4 Employees

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

	Group 2022 Number	2021 Number	Company 2022 Number	2021 Number
Total	<u>59</u>	<u>35</u>	<u>46</u>	<u>32</u>

5 Interest receivable and similar income

	2022 £	2021 £
Other interest receivable and similar income	<u>-</u>	<u>57</u>

6 Taxation

	2022 £	2021 £
Current tax		
R&D tax credit for the previous period	<u>(315,147)</u>	<u>(181,513)</u>

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

7 Intangible fixed assets

Group	Software developme nt £	Digital assets £	Total £
Cost			
At 1 January 2022	1,058,751	1,733,719	2,792,470
Additions	450,626	2,152,156	2,602,782
Disposals	-	(3,206,595)	(3,206,595)
Revaluation	-	(164,063)	(164,063)
At 31 December 2022	1,509,377	515,217	2,024,594
Amortisation and impairment			
At 1 January 2022 and 31 December 2022	-	-	-
Carrying amount			
At 31 December 2022	1,509,377	515,217	2,024,594
At 31 December 2021	1,058,751	1,733,719	2,792,470
Company			
	Software developme nt £	Digital assets £	Total £
Cost			
At 1 January 2022	1,058,751	1,733,719	2,792,470
Additions	450,626	2,152,156	2,602,782
Disposals	-	(3,206,595)	(3,206,595)
Revaluation	-	(164,063)	(164,063)
At 31 December 2022	1,509,377	515,217	2,024,594
Amortisation and impairment			
At 1 January 2022 and 31 December 2022	-	-	-
Carrying amount			
At 31 December 2022	1,509,377	515,217	2,024,594
At 31 December 2021	1,058,751	1,733,719	2,792,470

Digital assets comprise crypto assets, including Bitcoin, Ethereum and USD Tether. At 31 December 2022 the fair value of the assets was £679,280 (2021: £2,194,749).

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

8 Tangible fixed assets

Group	IT and office equipment £
Cost	
At 1 January 2022	102,284
Additions	46,107
Disposals	(21,701)
At 31 December 2022	126,690
Depreciation and impairment	
At 1 January 2022	51,915
Depreciation charged in the year	25,564
Eliminated in respect of disposals	(21,701)
At 31 December 2022	55,778
Carrying amount	
At 31 December 2022	70,912
At 31 December 2021	50,369
Company	IT and office equipment £
Cost	
At 1 January 2022	102,284
Additions	46,107
Disposals	(21,701)
At 31 December 2022	126,690
Depreciation and impairment	
At 1 January 2022	51,915
Depreciation charged in the year	25,564
Eliminated in respect of disposals	(21,701)
At 31 December 2022	55,778
Carrying amount	
At 31 December 2022	70,912
At 31 December 2021	50,369

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

9 Fixed asset investments

	Group 2022 £	2021 £	Company 2022 £	2021 £
Shares in group undertakings and participating interests	-	-	1	1
	-	-	1	1

On 18 September 2017 the company incorporated a subsidiary, CC Data Ltd, in the UK. The subsidiary is registered at 6th Floor, 9 Appold Street, London, EC2A 2AP. The company holds 1 share at £1 representing 100% of the shares of the subsidiary. CC Data Ltd is a provider of data services.

10 Associates

On 10 August 2018, the company invested £100,000 for 49.97% of the share capital in News Review Limited, a company providing news services. News Review Limited is registered at 13 Bennett Park, London, United Kingdom, SE3 9RA. At 31 December 2018 the investment in News Review Limited was fully impaired. On 25 July 2023, News Review Limited was dissolved and recorded as such on Companies House. There were no liabilities due or assets received in connection with the dissolution.

11 Debtors

	Group 2022 £	2021 £	Company 2022 £	2021 £
Amounts falling due within one year:				
Trade debtors	229,428	220,135	37,237	58,684
Amounts owed by group	-	-	-	184,214
Other debtors	201,773	280,874	57,694	96,508
	431,201	501,009	94,931	339,406

12 Creditors: amounts falling due within one year

	Group 2022 £	2021 £	Company 2022 £	2021 £
Trade creditors	24,310	69,442	23,929	69,442
Amounts owed to group undertakings	-	-	42,823	-
Taxation and social security	128,153	73,117	73,780	85,471
Other creditors	1,032,059	1,044,607	220,553	550,920
	1,184,522	1,187,166	361,085	705,833

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

13 Creditors: amounts falling due after more than one year

	Group 2022	2021	Company 2022	2021
Notes	£	£	£	£
Other creditors	384,783	426,668	-	-

14 Deferred income

	Group 2022	2021	Company 2022	2021
	£	£	£	£
Other deferred income	1,177,583	1,041,375	12,507	149,166

Deferred income is included in the financial statements within other creditors as follows:

Current liabilities	792,800	614,707	12,507	149,166
Non-current liabilities	384,783	426,668	-	-
	1,177,583	1,041,375	12,507	149,166

15 Share-based payment transactions

Group	Number of share options		Weighted average exercise price	
	2022 Number	2021 Number	2022 £	2021 £
Outstanding at 1 January 2022	11,622	11,425	82.42	84.18
Granted	9,943	2,477	126.31	81.54
Forfeited	(1,008)	(1,799)	126.51	90.01
Exercised	(1,185)	(481)	15.82	91.32
Outstanding at 31 December 2022	19,372	11,622	106.73	82.42
Exercisable at 31 December 2022	9,468	9,598	90.57	82.16

The options outstanding at 31 December 2022 had an exercise price ranging from £81.54 to £140.59, and a remaining contractual life of between 6 and 10 years.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

15 Share-based payment transactions

(Continued)

Group

Grant 1 - 2022 & 2021

Inputs were as follows:

	2022	2021
Weighted average share price	112.47	81.54
Expected volatility	70.00	70.00
Expected life	3.00	3.00
Risk free rate	0.87	0.35

Grant 2 - 2022 Only

Inputs were as follows:

	2022
Weighted average share price	140.59
Expected volatility	70.00
Expected life	3.00
Risk free rate	2.33

The company adopted an employee option plan in December 2017 (the "2017 plan") to enable certain executives, employees and full-time consultants of the company and its subsidiaries to be granted options to acquire up to 1,185 shares of common stock of the company. In October 2018 and 2019 the plan was amended to expand the share pool to 4,608 and 6,072 respectively. The terms of the options, including the exercise price per share and vesting provisions, are determined by the company's Board of Directors. As of 31 December 2022, 2021, 2020, 2019, 2018 and 2017; 9,943, 2,477, 1,112, 6,072, 5,793 shares, respectively, have been issued, net of forfeitures, under the 2017 plan.

Stock options are generally granted at exercise prices not less than the estimated fair market value of the company's common shares at the date of grant. The fair market value of the company's common shares are determined using numerous objective and subjective factors including third-party valuations, preference share transactions with third-parties, current operating and financial performance and management estimates and future expectations. Option grants typically have a three-year vesting period with one third vesting upon expiration of each year and expire ten years from the date of grant. Compensation expenses are recognised on a graded vesting basis over the requisite employee service period, which is generally the vesting period. Share-based compensation is recognised only for those awards that are expected to vest, with forfeitures estimated at the date of grant based on historical experiences and future expectations.

The fair value of options is determined using a Black-Scholes options valuation model with the assumptions noted in the table below. The dividend rate is based on the expected dividend rate during the expected life of the option. Expected volatility is based on the historical volatility of a peer group of public companies over the most recent period commensurate with the estimated expected term of the company's awards as the stock is not publicly traded. The risk-free interest rate is based on the Bank of England treasury yield curve in effect at the time of the grant. The expected term of the options granted represents the weighted-average period of time from the grant date to date of exercise, expiration or cancellation based on the simplified method. The company uses the simplified method for employee awards due to the lack of sufficient historical exercise data to provide a reasonable basis upon which to otherwise estimate the expected term of the stock options granted to employees.

Crypto Coin Comparison Ltd

Notes to the Financial Statements (Continued)

For the year ended 31 December 2022

16 Share capital

Group and company	2022	2021	2022	2021
Ordinary share capital	Number	Number	£	£
Issued and fully paid				
Ordinary shares of 0.1p each	150,796	149,611	150	149
Ordinary A shares of 0.1p each	6,618	6,618	7	7
	<u>157,414</u>	<u>156,229</u>	<u>157</u>	<u>156</u>

The ordinary A shares do not have rights to dividends.

During the year 1,185 share options were exercised for cash of £18,723.

17 Related party transactions

The company has taken advantage of the exemption available in FRS Section 33.1A not to disclose transactions with any fellow wholly owned group companies.

18 Controlling party

The group does not have a single ultimate controlling party.