

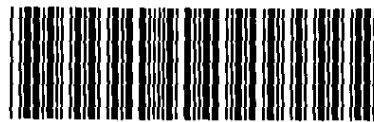
Registered number: 08867458

This Is The Big Deal Limited

Annual Report and Financial Statements

**For the year ended
30 September 2021**

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COMPANIES HOUSE

Registered number: 08867458

Company information

Directors

Z E Byng-Thorne
P A Ladkin-Brand

Company Secretary

A Steele

Registered Office

Imperial House
Imperial Way
Newport
Wales
NP10 8UH

Registered number

08867458

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This Is The Big Deal Limited
Strategic report
For the period ended 30 September 2021

Review of the business

The Company's principal activity is the provision of a leading UK energy auto-switching service that is dedicated to finding better energy deals for consumers.

On 25 November 2020 the Boards of GoCo Group plc (the ultimate parent undertaking) and Future plc announced the terms of a recommended cash and share offer pursuant to which Future would acquire the entire issued and to be issued share capital of GoCo Group plc (and its subsidiaries, including Gocompare.com Finance Limited) to be effected by means of a Court-sanctioned scheme of arrangement under Part 26 of the Companies Act 2006. On 16 February 2021, GoCo Group announced that the High Court of Justice in England and Wales had sanctioned the Scheme at the Scheme Court Hearing held on 16 February 2021. As of 17 February 2021, the entire issued and to be issued share capital of GoCo Group plc became owned by Future.

The loss for the financial year was £4,576,937 (2020: £5,064,799). The Company generated revenue of £8,467,491 for the 9 months to 30 September 2021, compared to £19,312,615 for the prior period primarily due to the turbulence in the UK energy market which directly impacted the auto-switch service offering. Operating loss, which includes the effect of recharges from other group companies was £4,576,937 (2020: £5,065,615). Total administrative costs have decreased year on year largely as a result of lower costs attributable to the business (largely employee costs) being recharged from Gocompare.com Limited and Future Publishing Limited, fellow group companies. At year end, the Company had a cash balance of £1,124,962 (2020: £859,348) and net liabilities of £10,076,078 (2020: £5,499,141). The increase in net liabilities is primarily due to decrease in accrued income and the increase in amounts due to other group companies.

Principal risks and uncertainties

The management of the business and the execution of the Company's strategy are subject to a number of risks and the Directors operate a continuous process of identifying, evaluating and managing such risks. The key business risks and uncertainties faced by the Company are considered to relate to: compliance with existing and changing regulatory requirements which is managed via specialist in-house legal and compliance resources as well as regulatory training and development; reliance on high performing tech & data science solutions which is mitigated through continued development in core technology infrastructure; reliance on the UK energy market; retention of key people and cyber risk. Further information in respect of key person risk and cyber risk are detailed within the Financial Review on pages 62 to 63 of the Future plc Annual Report 2021.

The company continues to focus closely on working capital and cash management, including regular review of outstanding debtors, prompt invoicing and assessing the need for any discretionary or variable marketing spend. Given the net liability position at year end, a letter of support has been provided by the Company's new ultimate parent, Future plc, confirming that funding will be made available to the Company if required in order to settle its obligations as they fall due for a period of at least 12 months from the approval of these financial statements.

Strategy and future developments

Each Director is aware of their individual responsibilities under section 172 of The Companies Act 2006 and act in good faith to promote the success of the company for the benefit of its shareholders. Collectively, the Directors are responsible and have regard for the longer-term success of the Company including formulation of the overall strategy to help deliver the Company's objectives, maintaining business relationships, acting in the interests of the Company's employees and to maintain high standards of business conduct and corporate responsibility.

Due to the turbulent UK energy market, the current auto-switch process has been paused whilst alternative products to help customers save money on their energy bills are pursued.

Key performance indicators

Given the nature of the Company, the Directors do not consider it necessary to provide an analysis of KPIs, beyond the performance shown in the Statement of Comprehensive Income.

Approved by the Board and signed on its behalf by



Penny Ladkin-Brand
Director
28 January 2022

This Is The Big Deal Limited

**Directors' report
For the period ended 30 September 2021**

The directors present their annual report and the financial statements for the nine month period ended 30 September 2021. The comparatives presented are for the 12 months ended 31 December 2020.

Principal activities

The Company, trading as Look After My Bills, 'LAMB', is a leading UK energy auto-switching service provider. The Company's principal activity is the provision of an energy auto-switching service that is dedicated to finding better energy deals for consumers. However, due to the turbulent UK energy market, the current auto-switch process has been paused whilst alternative products to help customers save money on their energy bills are pursued.

Dividends

The directors do not recommend payment of a dividend in respect of the financial year, dividends of £nil were paid during the year (2020: £nil).

Future Developments

The Company had continued to strengthen the Future Group's AutoSave capabilities within the energy sector, enhancing its ability to help people find and switch to better deals. This Is The Big Deal's strong reputation and experience in the domestic energy market complement GoCompare's long-established position as a leading provider of financial and non-financial products comparison services. However, given the turbulent UK energy market, pursuing alternative products to help customers save money on their energy bills and continued tech and product development expertise will aim to reduce hassle for consumers by making good deals easier to find and switch to.

Directors

The Directors who served during the period and up to the date of signing this report were:

R B Addison (appointed 17 February 2021, resigned 31 October 2021)

P A Ladkin-Brand (appointed 1 November 2021)

Z E Byng-Thorne (appointed 17 February 2021)

M Crummack (resigned 17 February 2021)

A R Burns (appointed 14 October 2020, resigned 29 April 2021)

L D Griffin (appointed 1 February 2021, resigned 17 February 2021)

Political Contributions

The Company made no political donations or incurred any political expenditure during the period (2020: none).

Financial risk management

The Company's activities expose it to a variety of financial risks, principally credit risk and liquidity risk.

Credit risk

The entity received substantially all of its income from a fellow Group undertaking, Energylinx Limited, until 1 March 2021 when its trade and assets were hived up into GoCompare.com Limited (from which time the Company received this from Gocompare.com Limited). In turn Energylinx Limited had amounts due from external parties. If a customer were to default on amounts due to Energylinx Limited, LAMB would not receive its respective income, however would still incur the cost of its marketing spend. If required, the Group would provide sufficient funding to ensure that the Company could meet its financial liabilities as they fall due and continue to trade. The Group's credit risk is managed to an acceptable level in order to be able to provide this support if required.

This Is The Big Deal Limited
Directors' report
For the period ended 30 September 2021

Liquidity risk

Liquidity risk is the risk that the Company, although solvent, may not have sufficient financial resources available to enable it to meet its obligations as they fall due. The Company ensures sufficient funding is available from other group companies to meet its financial obligations as they fall due. Liquidity risk is managed through a regular performance monitoring process which includes cash flow forecasting.

Statement of Directors' responsibilities in respect of the Annual report and the financial statements

The Directors are responsible for preparing the Annual Report and Financial Statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 101 Reduced Disclosure Framework.

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;
- assess the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

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 are responsible for such internal controls as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and 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.

Approved by the Board and signed on its behalf by



P A Ladkin-Brand
Director
28 January 2022

This Is The Big Deal Limited**Statement of Comprehensive Income
For the year ended 30 September 2021**

		9 months to 30 September 2021	Year to 31 December 2020
		£	£
	Note		
Revenue	4	8,467,491	19,312,615
Cost of sales		<u>(7,204,342)</u>	<u>(14,954,781)</u>
Gross profit		1,263,149	4,357,834
Distribution costs		(1,402,596)	(2,658,329)
Administrative expenses		<u>(4,437,490)</u>	<u>(6,765,120)</u>
Operating loss	5	(4,576,937)	(5,065,615)
Loss before income tax		<u>(4,576,937)</u>	<u>(5,065,615)</u>
Income tax expense	8	-	816
Loss for the year		<u>(4,576,937)</u>	<u>(5,064,799)</u>
Total comprehensive expense for the year		<u>(4,576,937)</u>	<u>(5,064,799)</u>

All amounts relate to continuing operations.

The notes on pages 10 to 20 form part of these financial statements

This Is The Big Deal Limited**Statement of Financial Position
For the period ended 30 September 2021**

		9 months to 30 September 2021 £	Year to 31 December 2020 £
	Note		
Fixed assets			
Property, plant and equipment	9	-	3,382
Investments	10	<u>1</u>	<u>1</u>
		1	3,383
Current assets			
Trade and other receivables	11	3,032,857	5,579,681
Cash and cash equivalents	12	<u>1,124,962</u>	<u>859,348</u>
		4,157,819	6,439,029
Creditors: amounts falling due within one year	13	<u>(14,233,255)</u>	<u>(11,940,910)</u>
Net current liabilities		<u>(10,075,436)</u>	<u>(5,501,881)</u>
Total assets less current liabilities		(10,075,435)	(5,498,498)
Deferred tax liabilities	15	(643)	(643)
Net liabilities		<u>(10,076,078)</u>	<u>(5,499,141)</u>
Capital and reserves			
Called up share capital	16	122	122
Share Premium		149,978	149,978
Retained earnings		<u>(10,226,178)</u>	<u>(5,649,241)</u>
Total shareholders' deficit		<u>(10,076,078)</u>	<u>(5,499,141)</u>

For the period ended 30 September 2021, the Company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

Director's responsibilities:

- the members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476;
- the Directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of the accounts.

The notes on pages 10 to 20 form part of these financial statements. The financial statements were approved by the Board on 28 January 2022 and signed on its behalf.



Penny Ladkin-Brand
Director
28 January 2022

This Is The Big Deal Limited

Statement of Changes in Equity
For the period ended 30 September 2021

	Share capital £	Share premium £	Retained earnings £	Total equity £
Period ended 31 December 2020				
At 1 January 2020	122	149,978	(584,442)	(434,342)
Loss for the period	-	-	(5,064,799)	(5,064,799)
Other comprehensive income for the period	-	-	-	-
Total comprehensive income for the period	<u>-</u>	<u>-</u>	<u>(5,064,799)</u>	<u>(5,064,799)</u>
Dividends	-	-	-	-
Total transactions with owners recognised directly in equity	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2020	<u>122</u>	<u>149,978</u>	<u>(5,649,241)</u>	<u>(5,499,141)</u>
9 month period ended 30 September 2021				
At 1 January 2021	122	149,978	(5,649,241)	(5,499,141)
Loss for the year	-	-	(4,576,937)	(4,576,937)
Other comprehensive income for the year	-	-	-	-
Total comprehensive income for the year	<u>-</u>	<u>-</u>	<u>(4,576,937)</u>	<u>(4,576,937)</u>
Dividends	-	-	-	-
Total transactions with owners recognised directly in equity	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
At 30 September 2021	<u>122</u>	<u>149,978</u>	<u>(10,226,178)</u>	<u>(10,076,078)</u>

The notes on pages 10 to 20 form part of these financial statements.

This Is The Big Deal Limited

**Notes to the financial statements
For the period ended 30 September 2021**

1. General information

This Is The Big Deal Limited is a private company limited by shares incorporated in England and Wales. Its registered office is Imperial House, Imperial Way, Newport, NP10 8UH. The Company's subsidiary is located in the United Kingdom. The principal activity of the Company is the provision of an energy auto-switching service that is dedicated to finding better energy deals for consumers.

The financial statements have been presented in pounds sterling which is the functional currency.

2. Summary of significant accounting policies

Basis of preparation

The financial statements of the Company have been prepared in accordance with Financial Reporting Standard 101, 'Reduced Disclosure Framework' (FRS 101). The financial statements have been prepared under the historical cost convention, except for certain financial assets that are measured at fair value, and in accordance with the Companies Act 2006.

The preparation of financial statements in conformity with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed in note 3.

In these financial statements, the Company has applied the exemptions available under FRS 101 in respect of the following disclosures:

- A Cash Flow Statement and related notes under IAS 7;
- Comparative period reconciliations for intangible assets and tangible fixed assets;
- Disclosures in respect of capital management;
- Specified disclosure exemptions for related party transactions entered into between two or more members of a group in respect of the disclosures that would otherwise be needed under IAS 24 Related Party Disclosures;
- Disclosure of the compensation of Key Management Personnel;
- The effects of new but not yet effective IFRSs; and
- Certain disclosures required by IFRS13 Fair Value Measurement and the disclosures required by IFRS 7 Financial Instrument Disclosures.

No new accounting standards, or amendments to accounting standards, or IFRIC interpretations that are effective for the period ended 30 September 2021, have had a material impact on the company.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

Given the net liability position at year end, a letter of support has been provided by the Company's new ultimate parent, *Future plc*, confirming that funding will be made available to the Company if required in order to settle its obligations as they fall due for a period of at least 12 months from the approval of these financial statements. The provision of the letter of support allows the directors to consider it appropriate to adopt the going concern basis of accounting in preparing the financial statements.

This Is The Big Deal Limited**Notes to the financial statements
For the period ended 30 September 2021****2. Summary of significant accounting policies (continued)****Revenue**

Revenue represents amounts receivable in respect of energy switching services provided to customers, primarily via Energylinx Limited, a fellow trading subsidiary of GoCo Group. Revenue is recognised at the point at which a successful switch is confirmed at the fair value of the consideration received or receivable, net of an estimate for cancellations. Revenue is accrued and validated through data and ultimately cash receipts received.

Cost of sales and administrative expenses

Cost of sales comprise all costs which are directly attributable to marketing of a specific product. In the current period this represents payments made in respect of marketing & advertising costs. Administrative expenses comprise all other staff, systems and remaining costs incurred.

Finance costs

Finance costs comprise of interest paid which is recognised in the Statement of Comprehensive Income as it accrues and is calculated by using the effective interest rate method. Accrued interest is included within the carrying value of the interest bearing financial liability.

Taxation***Current tax***

Current tax assets and liabilities are measured at the amount expected to be recovered from or paid to the taxation authorities on the taxable income for the period. The tax rates and tax laws used to compute the amount are those enacted or substantively enacted by the reporting date.

Current tax assets and liabilities also include adjustments in respect of tax expected to be payable or recoverable in respect of previous periods. Current tax relating to items recognised directly in equity or other comprehensive income is recognised in equity or other comprehensive income as appropriate.

Deferred tax

Deferred tax is provided in full using the balance sheet liability method, providing for temporary differences arising between the carrying amount of assets and liabilities for accounting purposes, and the amounts used for taxation purposes. It is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is recovered, using tax rates enacted or substantially enacted by the reporting date.

A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available against which the asset can be utilised. Deferred tax relating to items recognised outside the income statement is recognised either in other comprehensive income or directly in equity as appropriate. Deferred tax assets and deferred tax liabilities are offset, if a legally enforceable right exists to set off current tax assets against current tax liabilities and the deferred taxes relate to the same taxable entity and the same taxation authority.

This Is The Big Deal Limited

**Notes to the financial statements
For the period ended 30 DSeptember 2021**

2. Summary of significant accounting policies (continued)

Tangible assets

Property, plant and equipment

Property, plant and equipment are stated at their purchase cost, together with any incidental costs of acquisition, less accumulated depreciation and accumulated impairment. Depreciation of an asset begins when it is available for use, i.e. when it is in the location and condition necessary for it to be capable of operating in the manner intended by management. Depreciation is calculated using the straight-line method to write off the cost less residual values of the assets over their economic lives. Depreciation is provided on the following basis:

Office equipment 25 - 30%

The assets' residual values, useful lives and method of depreciation are reviewed and adjusted prospectively, if appropriate.

An item of property, plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the Statement of Comprehensive Income in the year in which the asset is derecognised.

Impairment and revaluation of property, plant and equipment

Carrying values are reviewed at each reporting date to determine whether there are any indications of impairment. If any such indications exist, the asset's recoverable amount is estimated and compared to the carrying value. The recoverable amount is the higher of the fair value of the asset, less costs to sell and the asset's value in use. Impairment losses are recognised through the income statement. Impairment may be reversed if conditions subsequently improve and credited through the income statement.

Investments in subsidiary undertakings

Investments in subsidiary undertakings are stated at cost less provision for any impairment in value.

Cash and cash equivalents

Cash and cash equivalents includes cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

Financial assets

Recognition and initial measurement

Trade receivables are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the Company becomes a party to the contractual provisions of the instrument.

A financial asset (unless it is a trade receivable without a significant financing component) is initially measured at fair value plus transaction costs that are directly attributable to its acquisition or issue. A trade receivable without a significant financing component is initially measured at the transaction price.

This Is The Big Deal Limited**Notes to the financial statements
For the period ended 30 September 2021****2. Summary of significant accounting policies (continued)****Financial assets (continued)***Classification and subsequent measurement*

The Company's financial assets include trade and other receivables and cash at bank, which are classified and measured at amortised cost. These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

The Company determines the classification of its financial assets at initial recognition. Financial assets are not reclassified subsequent to their initial recognition unless the Company changes its business model for managing financial assets, in which case all affected financial assets are reclassified on the first day of the first reporting period following the change in the business model.

Impairment of financial assets

The Company assesses at each balance sheet date whether any financial assets held at amortised cost are impaired. Financial assets are impaired where there is evidence that one or more events occurring after the initial recognition of the asset may lead to a reduction in the estimated future cash flows arising from the asset. Impairment losses on financial assets classified as loans and receivables are calculated as the difference between the carrying value and the present value of estimated future cash flows discounted at the asset's original effective interest rate. Impairment losses and any reversals of impairments are recognised through the Statement of Comprehensive Income. Objective evidence of impairment may include default on cash flows from the asset and reporting financial difficulty of the issuer or counterparty.

Derecognition of financial assets

A financial asset is derecognised when the rights to receive cash flows from that asset have expired or when the Company transfers substantially all the risks and rewards of ownership of the financial assets.

Financial liabilities

Financial liabilities are measured initially at fair value less directly attributable transaction costs.

After initial recognition, financial liabilities are subsequently measured at amortised cost using the effective interest rate method. Interest expense and foreign exchange gains and losses are recognised in profit or loss. Any gain or loss on derecognition is also recognised in profit or loss.

Derecognition of financial liabilities

A financial liability is derecognised when the obligation under the liability is discharged, cancelled or expires. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification, is treated as a derecognition of the original liability and the recognition of a new liability, and the difference in the respective carrying amounts is recognised in the Statement of Comprehensive Income.

This Is The Big Deal Limited

**Notes to the financial statements
For the period ended 30 September 2021**

2. Summary of significant accounting policies (continued)

Offsetting of financial instruments

Financial assets and financial liabilities are offset and the net amount is reported in the Statement of Financial Position if, and only if, the Company has a currently enforceable legal right to offset the recognised amounts and it intends to settle on a net basis, or to realise the assets and settle the liabilities simultaneously. Income and expenses are not offset in the Statement of Comprehensive Income unless required or permitted by any accounting standard or interpretation.

Leases

Company as a lessee - operating leases

Leases which do not transfer to the Company substantially all the risks and benefits incidental to ownership of the leased items are classified as operating leases. Operating lease payments are recognised as an expense in the Statement of Comprehensive Income on a straight-line basis over the lease term. Contingent rentals are recognised as an expense in the period in which they are incurred.

Provisions

Provisions are recognised when the Company has a present obligation (legal or constructive) as a result of a past event, and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation. Where the Company expects some or all of the expenditure required to settle a provision to be reimbursed, the reimbursement is recognised as a separate asset but only when the reimbursement is virtually certain. The expense relating to a provision is presented in the Statement of Comprehensive Income net of any reimbursement. If the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognised as a finance cost.

Contingent liabilities

The Company discloses a contingent liability where it has a possible obligation as a result of a past event that might, but will probably not, require an outflow of economic benefits, or where there is a probable outflow of economic benefits which cannot be reliably measured.

Share Capital

Shares are classified as equity when there is no contractual obligation to transfer cash or other assets to holders of the financial instruments.

This Is The Big Deal Limited**Notes to the financial statements
For the period ended 30 September 2021****3. Critical accounting judgements and estimates**

During the preparation and review of the accounts, the Director's have not identified any critical accounting judgements and estimates.

4. Revenue

All revenue in the current and prior period was generated from the Company's principal activity of providing an energy auto-switching service to facilitate online energy cost comparison and switching. All revenue was generated in the UK.

5. Operating loss

Operating loss is stated after charging:

	9 months to 30 September 2021	Year to 31 December 2020
	£	£
Depreciation of tangible fixed assets	352	4,580
Loss on disposal of fixed assets	<u>3,030</u>	<u>-</u>

6. Employee benefit expense

As at 30 September 2021, there were no directly employed individuals providing services on behalf of the Company (31 December 2020: nil). Until 31 March 2021 Gocompare.com Limited, a fellow group company, employed all individuals on behalf of the group and recharged staff, and other, related costs to other group subsidiaries. On 1 April 2021, employee contracts were transferred to Future Publishing Limited.

During the period, the Company benefitted from the services of employees legally employed by GoCompare.com Limited and was recharged £2,220,718 (2020: £3,270,617) in respect of these services, and subsequently £1,192,555 (2020: £nil) by Future Publishing Limited.

This Is The Big Deal Limited**Notes to the financial statements
For the period ended 30 September 2021****7. Directors' remuneration**

The Company does not have any employees. The Directors did not receive emoluments from the Company in respect of their services to the Company in either year and none of their services were directly attributable to the Company. The emoluments and Company contributions to defined contribution pension schemes of the Directors were paid by the Company's fellow Group undertakings, Gocompare.com Limited and Future Publishing Limited. No recharge or direct allocation of their remuneration is made to the Company.

8. Taxation**Analysis of the tax charge**

The tax charge on the loss before income tax for the period was as follows:

	9 months to 30 September 2021	Year to 31 December 2020
	£	£
Corporation tax		
Current tax on loss for the period	-	-
Total current tax	-	-
Deferred tax		
Origination and reversal of timing differences	-	(816)
Total deferred tax	-	(816)
Taxation on loss on ordinary activities	-	(816)

This Is The Big Deal Limited
Notes to the financial statements
For the period ended 30 September 2021

8. Taxation (continued)

The tax assessed for the period is higher than (2020: higher than) the standard rate of corporation tax in the UK of 19.0% (2020: 19.0%) as set out below:

	9 months to 30 September 2021	Year to 31 December 2020
	£	£
Loss before taxation	<u>(4,576,937)</u>	<u>(5,065,615)</u>
Taxation calculated at 19.0% (2020: 19%)	(869,618)	(962,467)
Effects of:		
Fixed asset differences	-	54
Expenses not deductible for tax purposes	21	(777)
Losses surrendered for Group Relief	<u>869,597</u>	<u>962,374</u>
	<u>-</u>	<u>(816)</u>

In the UK budget of 3 March 2021, it was announced that the main corporation tax will increase from 19% to 25% with effect from 1 April 2023. This change was substantively enacted on 24 May 2021 within the Finance Bill 2021.

9. Property, plant and equipment

	Office equipment £
Cost or valuation	
At 1 January 2021	32,675
Additions	-
Disposals	<u>(32,675)</u>
At 30 September 2021	<u>-</u>
Accumulated depreciation	
At 1 January 2021	29,293
Charge for the year	352
Eliminated on disposal	<u>(29,645)</u>
At 30 September 2021	<u>-</u>
Net book value	
At 30 September 2021	<u>-</u>
At 31 December 2020	<u>3,382</u>

This Is The Big Deal Limited**Notes to the financial statements
For the period ended 30 September 2021****10. Investments in subsidiaries**

	Shares in group undertakings £000
Cost	
At beginning and end of period	<u>1</u>
Provisions	
At beginning and end of period	<u>-</u>
Net book value	
At 30 September 2021 and 31 December 2020	<u>1</u>

Details of the Company's investment are set out below:

Name	Country of incorporation	Proportion of voting rights and shares held	Principal activity
<i>Direct Subsidiary Undertakings:</i>			
Look After My Bills Ltd	UK	100%	Dormant

The registered address of the subsidiary undertaking is: Imperial House, Imperial Way, Newport, NP10 8UH.

Look After My Bills Ltd was dissolved on 4 January 2022.

11. Trade and other receivables

	30 September 2021 £	31 December 2020 £
Trade debtors	104,755	43,516
Less: provision for impairment of trade receivables	<u>-</u>	<u>-</u>
Trade receivables - net	104,755	43,516
Amounts due from other group companies	2,514,941	-
Other debtors	95	95
Prepayments and accrued income	413,066	5,536,070
	<u>3,032,857</u>	<u>5,579,681</u>

The prepayments and accrued income figure above for the period ended 30 September 2021 includes £nil of intercompany accrued income (2020: £4,991,353).

12. Cash and cash equivalents

	30 September 2021 £	31 December 2020 £
Cash at bank and in hand	1,124,962	859,348
	<u>1,124,962</u>	<u>859,348</u>

This Is The Big Deal Limited**Notes to the financial statements
For the year ended 30 September 2021****13. Creditors: Amounts falling due within one year**

	30 September 2021 £	31 December 2020 £
Amounts owed to group undertakings	12,410,174	10,212,119
Trade creditors	75,267	47,466
Other taxation and social security	487,553	626,571
Accruals and deferred income	1,260,261	1,054,754
	<u>14,233,255</u>	<u>11,940,910</u>

Amounts owed to group undertakings are unsecured, interest free and repayable on demand.

14. Financial instruments

The following table sets out the financial assets and financial liabilities of the Company at period end. The carrying amounts of the Company's financial instruments are considered to be a reasonable approximation of their fair value and therefore no separate disclosure of fair values is given.

	30 September 2021 £	31 December 2020 £
<u>Financial assets:</u>		
Trade and other receivables	2,636,778	5,047,488
Cash and cash equivalents	1,124,962	859,348
	<u>3,761,740</u>	<u>5,906,836</u>
<u>Financial liabilities:</u>		
Trade and other payables	13,745,702	11,314,339

This Is The Big Deal Limited**Notes to the financial statements
For the year ended 30 September 2021****15. Deferred taxation**

	30 September 2021	31 December 2020
	£	£
At beginning of period	643	1,459
Charged to the profit or loss	-	(816)
At end of period	643	643

The deferred tax liability is made up as follows:

	30 September 2021	31 December 2020
	£	£
Fixed asset timing differences	643	643

16. Share Capital

	30 September 2021	31 December 2020
	£	£
Allotted, called up and fully paid		
7,782,080 ordinary shares with a nominal value of £0.000015625 each	122	122

17. Controlling parties

The immediate parent undertaking of the Company is This Is The Big Deal Inc., whose registered address is 251 Little Falls Drive, Wilmington, New Castle County, Delaware 19808-1674, US.

The ultimate parent undertaking and the smallest and largest group to consolidate these financial statements is Future plc. Copies of the consolidated financial statements for Future Group plc can be obtained from www.futureplc.com or its registered office: Future plc, Quay House, The Ambury, Bath BA1 1UA.