

Registration number: SC301187

Money Dashboard Ltd

Annual Report and Financial Statements

for the Year Ended 30 April 2020



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Money Dashboard Ltd
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Money Dashboard Ltd
Company Information

Directors	Mr R C Lewis
	Mr R L H Moore
	Mr R A Lemmens
	Mr N Walters
	Mr S M Tigar
	Mr I D Niblock
Registered office	5th Floor 125 Princes Street Edinburgh EH2 4AD
Independent Auditors	PricewaterhouseCoopers LLP Chartered Accountants and Statutory Auditors Atria One 144 Morrison Street Edinburgh EH3 8EX

Money Dashboard Ltd
(Registration number: SC301187)
Balance Sheet as at 30 April 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	4	61,545	7,303
Investments	5	<u>6</u>	<u>6</u>
		<u>61,551</u>	<u>7,309</u>
Current assets			
Debtors	6	370,927	243,931
Cash at bank and in hand		<u>2,457,154</u>	<u>80,620</u>
		2,828,081	324,551
Creditors: Amounts falling due within one year	7	<u>(618,872)</u>	<u>(512,305)</u>
Net current assets/(liabilities)		<u>2,209,209</u>	<u>(187,754)</u>
Net assets/(liabilities)		<u>2,270,760</u>	<u>(180,445)</u>
Capital and reserves			
Called up share capital	8	32,668	24,843
Share premium reserve		15,770,841	11,244,023
Profit and loss account		<u>(13,532,749)</u>	<u>(11,449,311)</u>
Total equity		<u>2,270,760</u>	<u>(180,445)</u>

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

-) These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Statement of Comprehensive Income has been taken.

The Annual Report and Financial Statements were approved by the Board of Directors and authorised for issue on 29 April 2021, and are signed on behalf of the Board by:



Mr S M Tigar
Director

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

1 General information

The company is a private company limited by share capital, incorporated in Scotland.

The address of its registered office is:

5th Floor
125 Princes Street
Edinburgh
EH2 4AD

These financial statements were authorised for issue by the Board on 29 April 2021.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared on a going concern basis, under the historical cost convention and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the Company's accounting policies.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

The company's functional and presentational currency is GBP.

Consolidation

The financial statements are prepared under the small companies regime of the Companies Act 2006 and the company has opted not to prepare consolidated financial statements as permitted. These financial statements present information about Money Dashboard Ltd as an individual entity and not as a group..

Money Dashboard Ltd

Notes to the Financial Statements for the Year Ended 30 April 2020

Going concern

The company has made a loss for the year of £2,083,438 and as at the year end the balance sheet showed net assets of £2,270,760.

The directors have carried out an assessment of the going concern position of the company, including consideration of the potential impacts of the COVID-19 global pandemic on future cashflows. The directors have made use of UK government support schemes for employee job protection ('furloughing'). The company successfully completed a crowdfunding fundraise in March and April 2021, with a total of £905,000 being raised.

In making their going concern assessment, the directors have considered budgets and cash flow forecasts, including a severe but plausible downside scenario. Following the successful fundraise the directors believe the current financial forecasts show that the company has sufficient cash reserves and forecasted future revenues to enable the business to continue to trade for a period of at least 12 months from the date of signing these financial statements, and therefore conclude the adoption of the going concern basis is appropriate.

Revenue recognition

Turnover represents the sale of data analytics and marketing statistics to customers and is net of VAT. Turnover is recognised when the company has the rights and obligations to settlement as a result of services performed.

Government grants

Government grants are included within accruals and deferred income in the balance sheet and credited to the profit and loss account over the expected useful lives of the assets to which they relate or in periods in which the related costs are incurred.

Finance income and costs policy

Interest income is recognised in the Statement of Comprehensive Income using the effective interest method.

Finance costs are charged to the Statement of Comprehensive Income over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

Money Dashboard Ltd

Notes to the Financial Statements for the Year Ended 30 April 2020

Foreign currency transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Statement of Comprehensive Income except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Statement of Comprehensive Income within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Statement of Comprehensive Income within 'other operating income'.

Tax

Tax is recognised in the Statement of Comprehensive Income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance Sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Tangible assets

Tangible assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

The Company adds to the carrying amount of an item of fixed assets the cost of replacing part of such an item when that cost is incurred, if the replacement part is expected to provide incremental future benefits to the Company. The carrying amount of the replaced part is derecognised. Repairs and maintenance are charged to profit or loss during the period in which they are incurred.

Money Dashboard Ltd

Notes to the Financial Statements for the Year Ended 30 April 2020

Depreciation

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Comprehensive Income.

Asset class	Depreciation method and rate
Office equipment	25% straight line
Computer equipment	33.3% straight line

Development costs

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight line basis over their useful economic lives, which range from 3 to 6 years.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

Investments

Investments in subsidiaries are measured at cost less accumulated impairment.

Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

Trade debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

Trade creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

Leases

Rentals paid under operating leases are charged to the Statement of Comprehensive Income on a straight line basis over the lease term.

Money Dashboard Ltd

Notes to the Financial Statements for the Year Ended 30 April 2020

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Defined contribution pension obligation

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Comprehensive Income when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

Share based payments

Where share options are awarded to employees, the fair value of the options at the date of grant is charged to the Statement of Comprehensive Income over the vesting period. Non-market vesting conditions are taken into account by adjusting the number of equity instruments expected to vest at each Balance Sheet date so that, ultimately, the cumulative amount recognised over the vesting period is based on the number of options that eventually vest. Market vesting conditions are factored into the fair value of the options granted. The cumulative expense is not adjusted for failure to achieve a market vesting condition.

The fair value of the award also takes into account non-vesting conditions. These are either factors beyond the control of either party (such as a target based on an index) or factors which are within the control of one or other of the parties (such as the Company keeping the scheme open or the employee maintaining any contributions required by the scheme).

Where the terms and conditions of options are modified before they vest, the increase in the fair value of the options, measured immediately before and after the modification, is also charged to Statement of Comprehensive Income over the remaining vesting period.

Where equity instruments are granted to persons other than employees, the Statement of Comprehensive Income is charged with fair value of goods and services received.

Money Dashboard Ltd

Notes to the Financial Statements for the Year Ended 30 April 2020

Financial instruments

Classification

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or financed at a rate of interest that is not a market rate or in the case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Comprehensive Income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 33 (2019 - 19).

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

4 Tangible assets

	Furniture, fittings and equipment £
Cost or valuation	
At 1 May 2019	40,026
Additions	<u>71,067</u>
At 30 April 2020	<u>111,093</u>
Accumulated depreciation	
At 1 May 2019	32,723
Charge for the year	<u>16,825</u>
At 30 April 2020	<u>49,548</u>
Carrying amount	
At 30 April 2020	<u><u>61,545</u></u>
At 30 April 2019	<u><u>7,303</u></u>

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

5 Investments

	2020 £	2019 £
Investments in subsidiaries	<u>6</u>	<u>6</u>
Subsidiaries		£
Cost or valuation		
At 01 May 2019		<u>6</u>
At 30 April 2020		<u>6</u>
Carrying amount		
At 30 April 2020		<u>6</u>
At 30 April 2019		<u>6</u>

Details of undertakings

Details of the investments (including principal place of business of unincorporated entities) in which the company holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Registered office	Holding	Proportion of voting rights and shares held	
			2020	2019
Subsidiary undertakings				
Money Dashboard Services Limited	125 Princes Street, Edinburgh, EH2 4AD Scotland	Ordinary	100%	100%
Money Dashboard Financial Services Limited	125 Princes Street, Edinburgh, EH2 4AD Scotland	Ordinary	100%	100%
The One Place Capital Subsidiary Company Limited	125 Princes Street, Edinburgh, EH2 4AD Scotland	Ordinary	100%	100%

The principal activity of Money Dashboard Services Limited is Dormant

The principal activity of Money Dashboard Financial Services Limited is Financial intermediation

The principal activity of The One Place Capital Subsidiary Company Limited is Dormant

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

The profit for the financial period of Money Dashboard Services Limited was £978 and the aggregate amount of capital and reserves at the end of the period was £(707).

The profit for the financial period of Money Dashboard Financial Services Limited was £6,579 and the aggregate amount of capital and reserves at the end of the period was £1,363.

The profit for the financial period of The One Place Capital Subsidiary Company Limited was £- and the aggregate amount of capital and reserves at the end of the period was £(2).

6 Debtors

	2020	2019
	£	£
Trade debtors	133,659	81,061
Amounts owed by group undertakings	4,925	4,386
Other debtors	<u>232,343</u>	<u>158,484</u>
	<u>370,927</u>	<u>243,931</u>

7 Creditors

Creditors: amounts falling due within one year

	2020	2019
	£	£
Due within one year		
Trade creditors	167,704	274,213
Other taxation and social security	135,416	27,757
Other creditors	<u>315,752</u>	<u>210,335</u>
	<u>618,872</u>	<u>512,305</u>

8 Called up share capital

Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary of £0.0001 each	203,406,688	20,341	158,495,287	15,850
A Ordinary of £0.0001 each	<u>123,271,333</u>	<u>12,327</u>	<u>89,938,000</u>	<u>8,994</u>
	<u>326,678,021</u>	<u>32,668</u>	<u>248,433,287</u>	<u>24,843</u>

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

9 Share based payments

During the year ended 30 April 2020, no new options were granted. 1,000,000 (2019: 12,085,000) options lapsed or were cancelled during the year.

Total options outstanding were:

Year of grant	No. outstanding	Exercise price
2008/09	-	£0.15
2010/11	44,000	£0.21
2012/13	15,717,387	£0.05
2013/14	5,119,725	£0.050
2015/16	1,835,921	£0.025
2016/17	1,288,000	£0.025
2017/18	No share options granted	
2018/19	23,000,000	£0.0001
2019/20	No share options granted	

10 Financial commitments, guarantees and contingencies

Amounts not provided for in the balance sheet

The total amount of financial commitments not included in the balance sheet is £321,300 (2019 - £Nil) for lease commitments.

11 Related party transactions

Directors' remuneration

The directors' remuneration for the year was as follows:

	2020 £	2019 £
Remuneration	116,667	100,000
Contributions paid to money purchase schemes	1,315	849
	<u>117,982</u>	<u>100,849</u>

Summary of transactions with other related parties

During the year, £13,605 (2019: £17,405) was incurred to Calculus Capital Limited, a company in which Robert Davis held and Robert Moore holds a mutual directorship, for professional fees. At the year-end, there was an outstanding balance of £2,728 (2019: £80,234).

During the year, £Nil (2019: £2,047) was paid to Certua Services Limited, a company in which John Levin holds a mutual directorship, for project fees. At the year end, there was £Nil (2019: £Nil) outstanding balance.

Money Dashboard Ltd
Notes to the Financial Statements for the Year Ended 30 April 2020

12 Auditors information

In accordance with section 444(5A) and section 444(5B) of the Companies Act 2006:

- the auditor's report for Money Dashboard Ltd was unqualified;
- there were no matters to which the auditor drew attention by way of emphasis; and
- the auditor of the company is PricewaterhouseCoopers LLP and the auditors' report was signed by Paul Cheshire, the Senior Statutory Auditor.