

REPORT FOR THE YEAR ENDED 31 DECEMBER 2020 BY ADRIAN JOHN WILLIAMS (CHAIRMAN)

Principal activities

The principal activities of the group during the year were database management, lead generation and investment in UK equities.

Business review and future developments

In the medium term our group continues to be well placed to deal with a continuing focus on compliance by our customers and has already signed large contracts with Blue Chip companies to supply their data and lead generation needs. We expect to make further market share gains in future.

Turnover has increased by 10% to £5,519k (2019: £5,037k) and the operating loss this year has decreased to a loss of £734k (2019: loss £1,341k).

Our investment activities in UK equities have been less successful than usual generating dividend income of £4k and recognisable capital value losses of £353k in the year. However, the long term success of our equity investments is a significant factor in the group's continuing strong net cash position. The net cash surplus, after deducting any bank debt from the group's total cash, plus realisable financial investments held at fair value decreased to a combined total of £2,808k (2019: £3,395k). Pre-tax loss, excluding losses on disposal and goodwill impairment, has increased from a loss of £842k to a loss of £1,092k.

Risks and uncertainties

The business had not specifically considered a pandemic as a business risk however the disaster recovery plans did include working from home under other circumstances and this has proven to be effective for key staff during the lockdown periods to date.

The Covid pandemic did have a significant impact on the operations of the business but management were determined to continue in the challenging environment and key staff were able to work from home

Business risk may arise from legislative changes and this situation is constantly under review.

Other major risks include leakage of database details and cyberattacks. The group has this risk constantly under review and has all the latest versions of all relevant protections in place.

Liquidity, interest rate and cash flow risk

The directors do not consider credit or currency risk to be significant given the group's pattern of trading in this market. The group has not used any financial hedges.

The company places any surplus cash on short term deposits or in publicly traded investments.

KPIs

The price and volume of data and lead generation products are the key drivers for gross profit.

Adrian John Williams
Chairman

23rd September 2021