Company Number 4020844

DM Limited

REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2022

DM Ltd

CONTENTS

THE BOARD OF DIRECTORS

Adrian John Williams - Chairman

Adrian studied Economics and Marketing at University before joining a computer software company in Ross on Wye in 1981. He then became Marketing Director of a fire protection company prior to leading a management buy-in of a toy and gift company in 1990. Adrian founded Strike Lucky Games Limited in 1993.

Mark Winter - Finance Director

Mark qualified as a chartered accountant with KPMG in 1992 and worked as a financial controller in several companies. He was finance director at Minerva International Holdings Limited from 1998 to 2001 and of Regency Group, part of South Staffordshire Group Ltd, from 2002 to 2003. Since then, he has been a principal at the financial consultancy, The FD & CFO Centre, where he has had experience of a range of roles including fast growing businesses. Mark was appointed a director of DM Ltd on 17th June 2005.

ADVISERS

Solicitors
Davies and Partners, 250 Aztec West, Park Avenue, Bristol, BS32 4TR

Accountants
Wildin (Accountants & Auditors) Limited, King's Buildings, Lydney, Gloucestershire, GL15 5HE

Bankers
Santander Business, Bridle Road, Liverpool, Merseyside, L30 4GB

DM Limited

Registered in England and Wales under Company Number 4020844
Registered Office: Green Heys, Walford Road, Ross on Wye, Herefordshire, HR9 5DB

DIRECTORS' REPORT

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

Dividends
No dividends were paid this year. The directors propose that no final dividend should be paid in respect of the year ended 31 December 2022.

Directors
The directors who served on the board during the year and their beneficial and non-beneficial interests in the issued share capital of the Company at the beginning and end of the financial year were as follows:

All directors and their beneficial interests	Shareholding at 1 January 2022 Ordinary Shares of 1p each	Shareholding at 31 December 2022 Ordinary Shares of 1p each	% of Issued Share Capital at 31 December 2022
A J Williams	163,334,094	163,334,094	100%
M Winter	-	-	-

Directors' responsibilities statement
The directors are responsible for preparing the directors' 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 group financial statements in accordance with International Financial Reporting Standards as adopted by the European Union and to prepare the parent company 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 company and the group 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 judgments and accounting estimates that are reasonable and prudent;
- state whether the group financial statements have been prepared in accordance with IFRSs as adopted by the European Union, 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 company and the group will continue in business.

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

DIRECTORS' REPORT (continued)

Certain required information is not shown in the directors' report as it is shown in the strategic report instead under s414C(11) of the Companies Act.

By order of the board

A J Williams
Chairman
12th September 2023

DM Ltd

STRATEGIC REPORT

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
Our group continues to benefit from a continuing focus on compliance by our larger customers and we have more contracts with Blue Chip companies to supply their data and lead generation needs than ever. We expect to continue to grow our share of larger company sales.

Turnover has increased by 11% to £9,257k (2021: £8,303k) and the operating profit this year is £647k (2021: £1,493k).

Our investment activities in UK equities have generated dividend income of £42k. In difficult market conditions, there was a recognisable capital value loss of £464k in the year. 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 slightly to a combined total of £4,030k (2021: £4,069k). Pre-tax profit has reduced to a profit of £222k (2021:£1,578k).

Risks and uncertainties

The challenging environment created by the Government's reaction to the Covid 19 pandemic and its aftermath was managed successfully largely by the ability of key workers to work from home. During 2022 most of our employees were back working in the office for at least part of the week accompanied by the implementation of additional safe working practices.

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

Other major risks include leakage of database details and cyber attacks. 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.

A J Williams
Chairman

12th September 2023

INDEPENDENT ACCOUNTANT'S REVIEW REPORT

We have reviewed the financial statements of DM Ltd for the year ended 31st December 2022, which comprise the Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity and the related notes 1 to 24. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

This report is made solely to the company's directors, as a body, in accordance with our terms of engagement. Our review has been undertaken so that we might state to the directors those matters that we have agreed with them in our engagement letter and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's directors as a body for our work, for this report or the conclusions we have formed.

Directors' responsibility for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page three, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Accountants' responsibility

Our responsibility is to express a conclusion based on our review of the financial statements. We conducted our review in accordance with International Standard on Review Engagements (ISRE) 2400 (Revised), 'Engagements to review historical financial statements'. ISRE 2400 also requires us to comply with the ACCA code of ethics.

Scope of the assurance review

A review of financial statements in accordance with ISRE 2400 (Revised) is a limited assurance engagement. We have performed additional procedures to those required under a compilation engagement. These primarily consist of making enquiries of management and others within the entity, as appropriate, applying analytical procedures and evaluating the evidence obtained. The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (UK and Ireland). Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements have not been prepared:

- so as to give a true and fair view of the state of the company's affairs as at 31st December 2022 and of its profit for the year then ended;
- in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- in accordance with the requirements of the Companies Act 2006.

G M Wild

Graham Wildin
For and on behalf of Wildin (Accountants & Auditors) Limited

Lydney, UK
12th September 2023

DM Ltd

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Group 2022 £'000	Group 2021 £'000
Continuing Operations			
Revenue	5	**9,257**	8,303
Cost of sales		**5,158**	3,211
Gross Profit		**4,099**	5,092
Administrative expense		**(3,452)**	(3,664)
Other income		**-**	65
Operating Profit		**647**	1,493
Investment income – (loss)/gain on equity investments		**(464)**	73
Finance income – dividends from investments		**42**	14
Finance costs	8	**(3)**	(2)
Profit/(Loss) Before Tax		**222**	1,578
Income tax credit/(expense)	9	**82**	123
Profit/ (Loss)		**304**	1,701
Profit/(Loss) for the year attributable to:			
Owners of the parent		**280**	1,639
Non-controlling interest		**24**	62
		304	1,701

There are no other items of comprehensive income for the year other than the profit attributable to equity holders of the parent.

The notes on pages 11 to 22 form an integral part of these accounts.

DM Ltd
Company Number 4020844
CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2022

	Notes	Group 2022 £'000	Group 2021 £'000
Assets			
Non-current assets			
Property, plant and equipment	10	144	168
Goodwill	11	3,303	3,303
Other intangible assets	12	47	68
		3,494	3,539
Current assets			
Inventories	13	-	-
Trade and other receivables	14	1,556	1,470
Financial assets at fair value through profit or loss	15	2,304	904
Cash and cash equivalents	15	1,726	3,165
		5,586	5,539
Total assets		9,080	9,078
Liabilities			
Current liabilities			
Trade and other payables	16	(1,671)	(1,849)
		(1,671)	(1,849)
Assets less current liabilities		7,409	7,229
Non-current liabilities			
Deferred tax asset/(liability)	17	149	25
		149	25
Net assets		7,558	7,254
Equity attributable to equity holders of the parent			
Ordinary shares	18	1,633	1,633
Capital redemption reserve		46	46
Merger reserve		(3,108)	(3,108)
Share premium		3,685	3,685
Non-controlling interest		70	46
Retained earnings		5,232	4,952
Total equity		7,558	7,254

For the financial year ended 31st December 2022 the company was entitled to exemption under s477 of the Companies Act 2006 relating to small companies.
No members have required the company to obtain an audit of its accounts for the year ended 31st December 2022 in accordance with section 476 of the Companies Act 2006.
The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.
These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

A J Williams
Chairman

The notes on pages 11 to 22 form an integral part of these accounts.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2022

Attributable to equity holders of the parent

Group	Ordinary Shares	Capital Redemption Reserve	Merger Reserve	Share Premium	Non-controlling interest	Retained Earnings	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Balance at 1 January 2021	**1,633**	**46**	**(3,108)**	**3,685**	**(16)**	**3,313**	**5,553**
Changes in equity for 2021							
Creation of non-controlling interest	-	-	-	-	-	-	-
Total comprehensive income for the year	-	-	-	-	62	1,639	1,701
Balance at 31 December 2021	**1,633**	**46**	**(3,108)**	**3,685**	**46**	**4,952**	**7,254**
Changes in equity for 2022							
Creation of non-controlling interest	-	-	-	-	-	-	-
Total comprehensive income for the year	-	-	-	-	24	280	304
Balance at 31 December 2022	**1,633**	**46**	**(3,108)**	**3,685**	**70**	**5,232**	**7,558**

Share capital

- The share capital account includes the nominal value for all shares issued and outstanding.

Share premium

- The share premium account comprises the premium over nominal value on issued shares. The use of this reserve is restricted by the Companies Act 2006.

Merger reserve

- The excess of the fair value over nominal value of shares issued by the Company for the acquisition of businesses is credited to the merger reserve. This is in accordance with S610 of the Companies Act 2006.

Capital redemption reserve

- The capital redemption reserve records shares purchased and then cancelled by the Company.

Retained earnings

- The retained earnings reserve includes the accumulated profits and losses arising from the Consolidated Income Statement and certain items from the Statement of Changes in Equity attributable to equity shareholders net of distributions to shareholders.

Non-controlling interests

- This represents the consolidated equity which is not attributable to the owners of the parent.

DM Ltd

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Group 2022 £'000	Group 2021 £'000
Cash flows from operating activities			
Profit/(loss) before taxation		**222**	1,578
Adjustments for:			
Depreciation and amortisation		**47**	70
Investment (income)/loss		**464**	(73)
Finance income		**(42)**	(14)
Finance costs		**3**	2
Loss on disposal of property, plant and equipment		**-**	-
(Increase)/decrease in trade and other receivables		**(223)**	434
Decrease in inventories		**-**	-
(Decrease)/increase in trade and other payables		**(220)**	(974)
Cash generated from operations		**251**	1,023
Interest and dividends received		**(3)**	(2)
Interest received/(paid)		**42**	14
Income taxes received		**137**	168
Net cash from operating activities		**427**	1,203
Cash flows from investing activities			
Purchase of property, plant and equipment		**(2)**	(15)
Purchase of intangible assets		**-**	-
Sale of property, plant and equipment		**-**	-
Sale of investments at fair value		**-**	-
Purchase of investments at fair value		**(1,864)**	(41)
Investment to acquire new subsidiary, net of cash acquired		**-**	-
Net cash used in investing activities		**(1,866)**	(56)
Cash flows from financing activities			
Issue of ordinary shares		**-**	-
Net cash used in financing activities		**-**	-
Net (decrease)/increase in cash and cash equivalents		**(1,439)**	1,147
Cash and cash equivalents at beginning of year		**3165**	2,018
Cash and cash equivalents at end of year	15	**1,726**	3,165

The notes on pages 11 to 22 form an integral part of these accounts.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2022

ACCOUNTING POLICIES

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

1. Basis of presentation

The consolidated financial statements of DM Ltd have been prepared in accordance with the 'International Financial Reporting Standard for Small and Medium-sized Entities' (IFRS for SMEs). They have been prepared under the historical cost convention, as modified by the revaluation of investment property, biological assets and derivative financial instruments at fair value.

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

1.1 Adoption of standards effective in 2022

The directors have reviewed each of the new standards, interpretations and amendments effective for the first time from 1 January 2022, none have had a material effect on the financial statements.

1.2 Recent accounting developments

The financial statements are prepared in accordance with International Financial Reporting Standards and Interpretations in force at the reporting date. The company has not adopted any standards or interpretations in advance of the required implementation dates. It is not expected that adoption of standards or interpretations which have been issued by the International Accounting Standards Board but have not been adopted will have a material impact on the financial statements.

2. ACCOUNTING POLICIES

2.1 Consolidation

Subsidiaries are all entities over which the group has the power to govern the financial and operating policies so as to obtain benefit from their activities. Subsidiaries are fully consolidated from the date on which control is transferred until the date that the control ceases.

The purchase method of accounting is used to account for the acquisition of subsidiaries by the group.

Inter-company transactions, balances and unrealised transactions between group companies are eliminated.

2.2 Goodwill

Goodwill on acquisitions comprises the excess of the fair value of the consideration plus any associated costs for investments in subsidiary undertakings over the fair value of the net identifiable assets acquired. Adjustments are made to fair values to bring the accounting policies of acquired businesses into alignment with those of the group. The costs of integrating and reorganising acquired businesses are charged to the post acquisition income statement.

Goodwill is carried at cost less accumulated impairment losses. Goodwill is tested for impairment annually. Gains and losses on the disposal of an entity include the carrying amount of goodwill relating to the entity sold.

2.3 Other intangible assets

Other intangible assets are shown at historical cost less accumulated amortisation and impairment losses.

Amortisation is charged to profit or loss on a straight-line basis over the estimated useful lives of the intangible asset unless such lives are indefinite. Intangible assets with an indefinite useful life are tested for impairment at each balance sheet date. Other intangible assets are amortised from the date they are available for use. The useful lives are as follows:

- Lists/databases – 2 - 5 years

Amortisation periods and methods are reviewed annually and adjusted if appropriate.

ACCOUNTING POLICIES (continued)

2.4 Property, plant and equipment

All property, plant and equipment assets are stated at cost less accumulated depreciation.

Depreciation of property, plant and equipment is provided to write off the cost, less residual value, on a reducing balance basis over the estimated useful life, as follows:

- Fixtures and fittings – 10%-25% reducing balance
- Computer equipment – 25% reducing balance
- Motor cars – 25% reducing balance

Residual values, remaining useful lives and depreciation methods are reviewed annually and adjusted if appropriate.

Gains or losses on disposal are included in profit or loss.

2.5 Impairment of assets

The group assesses annually whether there is any indication that any of its assets have been impaired. If such indication exists, the asset's recoverable amount is estimated and compared to its carrying value.

For goodwill, intangible assets that have an indefinite life and intangible assets not yet available for use, the recoverable amount is estimated at each balance sheet date and whenever there is an indication of impairment.

An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. Impairment losses are recognised in the profit or loss.

2.6 Financial instruments

The group classifies financial instruments, or their component parts, on initial recognition as a financial asset, a financial liability or an equity instrument in accordance with the substance of the contractual arrangement.

Financial instruments are recognised on the balance sheet at fair value when the group becomes a party to the contractual provisions of the instrument.

2.6.1 Trade receivables

Trade receivables are stated at their amortised cost as reduced by appropriate allowances for estimated irrecoverable amounts. They are recognised on the trade date of the related transactions.

2.6.2 Trade payables

Trade payables are stated at their amortised cost. They are recognised on the trade date of the related transactions.

2.6.3 Interest-bearing borrowings

Interest-bearing borrowings are recognised initially at fair value less attributable transaction costs.

Subsequent to initial recognition, interest-bearing borrowings are stated at amortised cost with any difference between cost and redemption value being recognised in the profit or loss over the period of the borrowings on an effective interest rate basis.

2.7 Retirement benefit

Contributions to defined contribution plans are recognised as an expense as the contributions are paid.

2.8 Revenue

Revenue comprises sales and services to external customers (excluding VAT and other sales taxes). Consideration received from customers is only recorded as revenue to the extent that the group has performed its contractual obligations in respect of that consideration.

ACCOUNTING POLICIES (continued)

2.9 Government Grants Policy

Grants from the government are recognised at their fair value in profit and loss where there is a reasonable assurance that the grant will be received and the group has complied with all attached conditions. Grants received where the group has yet to comply with all attached conditions are recognised as a liability (and included in deferred income within trade and other payables) and released to income when all attached conditions have been complied with. Government grants received are included in 'other income' in the Consolidated Statement of Comprehensive Income.

2.10 Inventories

Inventories are valued at the lower of cost and net realisable value on a first-in-first out basis. Cost comprises purchase cost of goods, direct labour and those overheads related to manufacture and distribution based on normal activity levels.

2.11 Leases

Payments made under operating leases are recognised in the income statement on a straight-line basis over the term of the lease. Benefits received as an incentive to sign a lease, whatever form they may take, are credited to the income statement on a straight-line basis over the lease term.

2.12 Deferred taxation

Deferred tax is provided in full using the balance sheet liability method. Deferred tax is the future tax consequences of temporary differences between the carrying amounts and tax bases of assets and liabilities shown on the balance sheet. Deferred tax assets and liabilities are not recognised if they arise in the following situations: the initial recognition of goodwill; or the initial recognition of assets and liabilities that affect neither accounting nor taxable profit. The amount of deferred tax provided is based on the expected manner of recovery or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantially enacted at the statement of financial position date.

The group does not recognise deferred tax liabilities, or deferred tax assets, on temporary differences associated with investments in subsidiaries, joint ventures and associates as it is not considered probable that the temporary differences will reverse in the foreseeable future. It is the group's policy to reinvest undistributed profits arising in group companies.

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. The carrying amount of the deferred tax assets are reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the asset to be recovered.

2.13 Provisions

Provisions are recognised in the statement of financial position when there is a present legal or constructive obligation because of a past event, and it is probable that an outflow of economic benefits will be required to settle the obligation.

2.14 Cash and cash equivalents

Cash includes cash in hand and balances with banks net of outstanding bank overdrafts. Bank overdrafts are presented within Borrowings in the statement of financial position.

2.15 Financial assets at fair value

Financial assets at fair value contain investments in tradeable shares and investments in money market instruments. The fair value of all financial assets is determined using level inputs.

3. Accounting estimates and judgements

The estimates and judgements that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are as follows:

ACCOUNTING POLICIES (continued)

3.1 Key sources of estimation uncertainty

Key assumptions have been made in the following area when preparing the group accounts:

Goodwill - Goodwill is tested for impairment annually. The recoverable amounts of cash generating units have been estimated based on value in use calculations. These calculations require the use of estimates (see note 11). If the discount rate used to assess the recoverable amount was to be increased by 1% then there would be no impact on impairment.

Economic life of databases – The economic life of a database affects the amortisation charge and therefore the reported profit. The view of the board is that small databases with a limited number of variables per individual have a useful life of two years or, in some cases, less than one year in which case the cost of the database is expensed. Larger databases where there is a greater range of data per individual have a useful life of up to five years. In both cases the judgement is based on extensive market experience. If the economic life of the large databases had been reduced by one year then the effect on the profit before tax this year would have been a reduction of £13k.

4. SEGMENT REPORTING

All DM's business activities relate to the recruitment to, maintenance of and monetisation of databases. Therefore, the business is managed by the chief operating decision maker ("CODM") as one business segment. The CODM receives reports at consolidated level and uses those to assess business performance. It is not possible to assess performance properly using the financial information collected at the subsidiary level because data generated by one subsidiary may be shared within the group database structure, (insofar as this complies with all relevant legislation), without charging other subsidiaries. Subsidiary level information is only used by the CODM as drill down information and it is not used to determine allocation of resources.

Turnover arises in the UK, Europe and USA. The amount arising outside the UK is £119k (2021: £63k). All turnover relates to the monetisation of databases.

5. REVENUE

	2022	2021
	£'000	£'000
The group's revenue comprises:		
Customer recruitment and database management	**9,257**	8,303

6. OPERATING PROFIT

	2022	2021
	£'000	£'000
Group operating profit for the year is stated after the following:		
Exchange losses	**12**	5
Staff costs	**2,872**	2,729
Depreciation of property, plant and equipment	**26**	26
Amortisation of other intangible assets	**22**	22
Loss on disposal of property, plant and equipment	**-**	-
Operating lease expense – land and buildings	**(87)**	147

7. STAFF COSTS

	2022	2021
Staff costs comprised:	**£'000**	£'000
Wages and salaries	**2,547**	2,406
Social security costs	**265**	262
Pension scheme contributions (direct contribution)	**60**	61
	2,872	2,729

The number of employees can be categorised as follows:

	Number	Number
Directors	**2**	2
Administration	**41**	37
	43	39

8. FINANCE COSTS

	2022	2021
	£'000	£'000
Interest and charges paid on borrowings	**3**	2

9. INCOME TAX EXPENSE

	2022	2021
	£'000	£'000
Current tax:		
UK corporation tax charge/(credit)	**42**	(137)
Deferred tax (credit)/charge	**(124)**	14
	(82)	(123)

Corporation tax is calculated at 25% (2021: 19%) of the estimated assessable profit for the year.

The tax charge for the year can be reconciled to the profit for the year as follows:

	2022	2021
	£'000	£'000
Profit/(loss) before tax	**222**	**1,578**
UK standard rate tax expense/(credit)	**55**	**300**
Tax repayment re losses unclaimed and carried forward	**-**	**-**
Tax repayment re losses brought forward	**(137)**	**(298)**
Taxes offset by group relief	**-**	**-**
Tax repayment from R&D tax credits	**-**	**(125)**
Timing differences	**124**	**(14)**
Tax (credit)/charge	**42**	**(137)**

10. PROPERTY, PLANT AND EQUIPMENT

	Motor vehicles	Property, plant and equipment	Total
	£'000	£'000	£'000
Cost			
Opening cost at 1 January 2021	7	621	628
Additions	-	15	15
Disposals	-	-	-
Opening cost at 1 January 2022	7	636	643
Additions	-	2	2
Disposals	-	-	-
Closing cost at 31 December 2022	7	638	645
Accumulated depreciation			
Opening balance at 1 January 2021	7	442	449
Depreciation	-	26	26
Disposals	-	-	-
Opening balance at 1 January 2022	7	468	475
Depreciation	-	26	26
Disposals	-	-	-
Closing balance at 31 December 2022	7	494	501
Carrying value at 31 December 2021	-	168	168
Carrying value at 31 December 2022	-	144	144

11. GOODWILL

	£'000
Cost	
Cost at 1 January 2021	14,273
Additions	-
Cost at 1 January 2022	14,273
Closing cost at 31 December 2022	**14,273**
Accumulated impairment	
Opening balance at 1 January 2021	10,970
Impairment in 2021	-
Opening balance at 1 January 2022	10,970
Impairment loss in 2022	
Closing balance at 31 December 2022	**10,970**
Opening carrying value at 1 January 2021	**3,303**
Opening carrying value at 1 January 2022	3,303
Additions	-
Closing carrying value at 31 December 2022	**3,303**

The directors carried out an impairment review of the carrying value of intangible fixed assets in accordance with the accounting policies stated in note 2. At 31 December 2022, in the opinion of the directors, the current and longer term projected EBITDA levels are sufficient to support the carrying value of goodwill in the accounts.

The recoverable amounts of the income generating units are determined from value in use calculations, derived from the present value of future cash flows generated by these units. There are a number of assumptions and estimates involved in calculating the present value of future cash flows, including, but not restricted to the following:

- Growth rates applied to EBITDA used as the basis for future cash flows;
- The period for which future cash flows are considered from the balance sheet date; and
- The discount rate applied to the cash flows to calculate their present value.

Although the directors are satisfied that the assumptions used are appropriate to the current circumstances of the company, changes to these key assumptions or estimates could significantly affect the result of the impairment calculation. Management estimates discount rates using pre-tax rates that reflect the current market assessments of the time value of money and the risks specific to the business. The growth rates after the budget period are based on GDP and market trend rates and have been assumed to be zero in the impairment review.

The company prepares pre-tax cash flow forecasts derived from assuming a steady state for market conditions. The rate used to discount the forecast pre-tax cash flows was 7% and represents management's current best estimate of the weighted average cost of capital in each of the years for which cash forecasts have been discounted. The time period for which future cash flows are included in the impairment review is ten years.

The carrying amount of goodwill comprises £2,194k relating to the trade carried out by Data Locator Group Limited, £1,059k relating to the trade carried out by Accolade Publishing Limited and £50k for the trade carried out by Transactis 2017 Ltd. The goodwill assessment was made on the basis that DLG and Accolade have been treated as one CGU.

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2022

12. OTHER INTANGIBLE ASSETS

	Data Lists
Cost	**£'000**
Opening cost at 1 January 2021	1,400
Additions	-
Opening cost at 1 January 2022	1,400
Additions	-
Closing cost at 31 December 2022	**1,400**
Accumulated Amortisation	
Opening balance at 1 January 2021	1,288
Amortisation	44
Opening balance at 1 January 2022	**1,332**
Amortisation	21
Closing balance at 31 December 2022	**1,353**
Opening carrying value at 1 January 2021	112
Opening carrying value at 1 January 2022	68
Closing carrying value at 31 December 2022	**47**

13. INVENTORIES

	2022	2021
	£'000	£'000
Finished goods	-	-

14. TRADE AND OTHER RECEIVABLES

	2022	2021
	£'000	£'000
Prepayments and Other Debtors	**488**	313
Accrued income	**123**	9
Related party receivables (note 21)	-	-
Trade receivables	**945**	1,148
	1,556	1,470

Trade receivables are stated net of provisions of £153k (2021: £146k).

Provision for doubtful debts:	2022	2021
	£'000	£'000
Opening balance	**146**	210
Bad debts provided for now written off	**(90)**	(197)
New and increased doubtful debts provision	**97**	133
Closing balance	**153**	146

Trade receivables are aged as follows: -

		Not impaired but past due by the following periods				
	Current	**30 days or less**	**Between 31 and 60 days**	**Between 61 and 90 days**	**More than 90 days**	**Total carrying amount**
	£'000	£'000	£'000	£'000	£'000	£'000
2022	**529**	**398**	**9**	**3**	**6**	**945**
2021	552	405	154	25	12	1,148

15. CASH, CASH EQUIVALENTS AND FINANCIAL ASSETS AT FAIR VALUE

	2022 £'000	2021 £'000
Cash and cash equivalents	**1,726**	3,165
Financial assets at fair value – Equity securities - UK	**2,304**	904

Financial assets at fair value through profit or loss are presented within 'operating activities' as part of changes in working capital in the statement of cash flows.

Changes in fair values of financial assets at fair value through profit or loss are recorded in 'finance income' in the statement of comprehensive income.

The fair value of all equity securities is based on their current bid prices in an active market.

16. TRADE AND OTHER PAYABLES

	2022 £'000	2021 £'000
Accrued expenses	**1,447**	1,229
Owed to related parties (note 21)		-
Trade payables	**224**	620
	1,671	1,849

17. DEFERRED TAX

	Accelerated Capital Allowances £'000
Deferred tax liabilities:	
Balance at 1 January 2021	(39)
Charge/(credit) recognised in the income statement	14
Balance at 1 January 2022	(25)
Charge/(credit) recognised in the income statement	(124)
Balance at 31 December 2022	**(149)**

18. ORDINARY SHARES

	2022 £'000	2021 £'000
Issued and fully paid for		
Ordinary shares of 1p each		
(163,334,094 Ordinary shares of 1p each)	**1,633**	1,633
Reconciliation of the number of shares outstanding:		
Opening balance	**163,334,094**	163,334,094
Shares issued/(repurchased)	**-**	-
Closing balance	**163,334,094**	163,334,094

19. RETIREMENT BENEFIT OBLIGATIONS

The group pension arrangements are operated through defined contribution schemes.

Defined contribution schemes

	2022 £'000	2021 £'000
Amount recognised as an expense	**60**	61

20. OPERATING LEASE COMMITMENTS

	2022 £'000	2021 £'000
As a lessee:		
Total future minimum lease payments under non-cancellable operating leases:		
Within one year	-	147
From one to five years	143	-
	143	147

21. RELATED PARTIES

The group's investments in subsidiaries have been disclosed in note 24. DM Ltd considers A J Williams to be the ultimate controlling party by virtue of his majority shareholding at 31 December 2022. A J Williams is the only shareholder.

Transactions:

Relationship	Sales of goods		Purchase of goods		Amounts owed to related party		Amount owed by related party	
	2022 £'000	2021 £'000	2022 £'000	2021 £'000	2022 £'000	2021 £'000	2022 £'000	2021 £'000
Related companies of which A J Williams is a director	-	-	-	-	-	-	-	-

Directors:	2022 £	2021 £
Aggregate emoluments	158,806	163,567

There was £81 (2021: £5,520) paid into Money Purchase Schemes included in the above figures.

The highest paid director received remuneration of £150,000 (2021: £150,294).

22. FINANCIAL RISK MANAGEMENT

The group's operations expose it to a number of financial risks. A risk management programme has been established to protect the group against the potential adverse effects of these financial risks. The financial risk environment for the group has not changed greatly over the year, the fact of having a net cash surplus has reduced exposure to interest rate variations.

Credit risk - The group invests some of its surplus funds in high quality liquid market instruments. The difference between the book and fair value of these instruments is not significant. To reduce the risk of counterparty default the group deposits the rest of its surplus funds in approved high quality banks. Concentrations of credit risk with respect to customers are limited due to the group's most significant customer debts being with PLCs and the remainder of the customer base being large and unrelated. The maximum exposure to credit risk is the trade receivables balance and cash at bank amounts disclosed in notes 14 and 15 respectively. No collateral is held as security on these amounts.

Interest rate risk - The board has considered the current LIBOR and decided not to enter into any financial instruments, such as interest rate fixes or swaps, for the time being. This would be reconsidered if the group entered into borrowing arrangements in future.

Financial instruments include trade receivables, trade payables, loans from related parties, assets held for resale and cash and cash equivalents that sum to an asset balance of £3,915k (2021: asset balance of £3,690k) which are treated as loans and receivables for IFRS 7 classification purposes. They would also include borrowings, if there were any, which would be treated as financial liabilities measured at amortised cost.

Price risk - The group holds investments at fair value through the profit and loss account valued at £2,304k (2021: £904k) therefore the group is exposed to price risk. Investments are in blue chip companies and tracker funds. These investments are categorised as Level 1, as defined by IFRS 7.

Liquidity and cashflow risk - The group maintains sufficient cash and marketable securities. Management review cashflow forecasts on a regular basis to determine whether the group has sufficient cash reserves to meet future working capital requirements and to take advantage of business opportunities.

The average creditor payment period is 14 days (2021: 55 days).

Currency risk - The group holds small balances in Euros. There is no significant exposure to exchange rate fluctuations.

It is the directors' opinion that the carrying value of the group's financial assets and liabilities are not materially different from their fair value. The fair value of financial assets and liabilities is assessed based on generally accepted pricing models based on discounted cashflow analysis.

The group's financial liabilities comprise only trade payables. Previous bank loans have been fully repaid. The group has no overdraft facilities. The trade payables are all payable within 3 months.

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2022

23. CAPITAL MANAGEMENT

The group manages capital by managing the amount of equity and debt funding in relation to the risks faced and investments being undertaken by the group at any given time and into the foreseeable future. The group's objectives when managing capital are:

- to safeguard the entity's ability to continue as a going concern, so that it can continue to provide returns for shareholders and benefits for other stakeholders, and
- to provide an adequate return to shareholders by pricing products and services commensurately with the level of risk.

The group sets the amount of capital in proportion to risk. The group manages the capital structure and makes adjustments to it in the light of changes in economic conditions and the risk characteristics of the underlying assets. In order to maintain or adjust the capital structure, the group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares, or sell assets to reduce debt.

Net debt exposure in the context of likely future cash flows, earnings per share, a progressive dividend policy and a policy of growth by both organic means and acquisition are the elements of capital management given highest priority by the group. The group does not seek to maintain any particular debt to capital ratio but will consider investment opportunities on their merits and fund them in the most effective manner. The group seeks to fund investments by either equity or long term debt, whereas working capital requirements would preferably be funded by overdraft facilities as needed.

Quantitative data	**2022**	2021
	£'000	£'000
Cash and cash equivalents (as per note 15)	**1,726**	3,165
Financial assets at fair value (as per note 15)	**2,304**	904
Net cash surplus plus financial assets at fair value	**4,030**	4,069
Equity (as per consolidated statement of changes in equity)	**7,558**	7,254

24. INVESTMENTS IN SUBSIDIARIES

Details of the subsidiary undertakings at the balance sheet date, all of which were incorporated in England, are as follows:-

Name of Company	Class of Share	Nature of Business	Proportion of voting shares held
Data Locator Group Ltd (DM Ltd owns 90% of the total shares in Data Locator Group Ltd)	Ordinary	Database	100%
Database Holdings Ltd	Ordinary	Database	100%
PDV Ltd	Ordinary	Database	100%
Accolade Publishing Ltd	Ordinary	Database	100%
Transactis 2017 Ltd	Ordinary	Database	100%
My Offers 2019 Ltd	Ordinary	Database	100%

The investments in Data Locator Group Limited, Accolade Publishing Limited, Transactis 2017 Limited and My Offers 2019 Ltd are held by Database Holdings Limited.

DM Ltd - Company only

PARENT COMPANY FINANCIAL STATEMENTS

The separate financial statements of DM Ltd are presented on pages 25 to 28, as required by the Companies Act 2006 ("the Act").

The group has elected not to adopt International Financial Reporting Standards in the individual company accounts for the parent company and subsidiary undertakings and accordingly these financial statements have been prepared under UK standards and in accordance with the Act. They are therefore presented separately to the group financial statements which have been prepared under International Financial Reporting Standards.

INDEPENDENT ACCOUNTANTS REVIEW REPORT

We have reviewed the financial statements of DM Ltd for the year ended 31st December 2022, which comprise the Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity and the related notes 1 to 12. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

This report is made solely to the company's directors, as a body, in accordance with our terms of engagement. Our review has been undertaken so that we might state to the directors those matters that we have agreed with them in our engagement letter and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's directors as a body for our work, for this report or the conclusions we have formed.

Directors' responsibility for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page three, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Accountants' responsibility

Our responsibility is to express a conclusion based on our review of the financial statements. We conducted our review in accordance with International Standard on Review Engagements (ISRE) 2400 (Revised), 'Engagements to review historical financial statements'. ISRE 2400 also requires us to comply with the ACCA code of ethics.

Scope of the assurance review

A review of financial statements in accordance with ISRE 2400 (Revised) is a limited assurance engagement. We have performed additional procedures to those required under a compilation engagement. These primarily consist of making enquiries of management and others within the entity, as appropriate, applying analytical procedures and evaluating the evidence obtained. The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (UK and Ireland). Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements have not been prepared:

- so as to give a true and fair view of the state of the company's affairs as at 31st December 2022 and of its profit for the year then ended;
- in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- in accordance with the requirements of the Companies Act 2006.

Graham Wildin
For and on behalf of Wildin (Accountants & Auditors) Limited,

Lydney, UK
12th September 2023

DM Ltd
Company only

COMPANY BALANCE SHEET
AT 31 DECEMBER 2022

	Notes	2022 £'000	2021 £'000
Fixed assets			
Property, plant and equipment	4	3	4
Investments	5	29	29
		32	33
Current Assets			
Stock		-	-
Debtors	6	1,759	1,710
Current Asset Investments	7	2,304	904
Cash and bank		902	2,924
		4,965	5,538
Creditors			
Amounts falling due within one year	8	2,084	1,987
Net current assets/(liabilities)		2,881	3,551
Total assets less current liabilities		2,913	3,584
Net assets		2,913	3,584
Capital and reserves			
Called up share capital	9	1,633	1,633
Capital redemption reserve	10	46	46
Share premium	10	3,685	3,685
Merger reserves	10	2,286	2,286
Available for sale fair value reserve	10	(596)	(132)
Profit and loss account	10	(4,141)	(3,934)
Shareholders' funds		2,913	3,584

For the financial year ended 31st December 2022 the company was entitled to exemption under s477 of the Companies Act 2006 relating to small companies.
No members have required the company to obtain an audit of its accounts for the year ended 31st December 2022 in accordance with section 476 of the Companies Act 2006.
The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.
These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the Board of Directors on 12th September 2023 and were signed on its behalf by:

A J Williams
Director

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

Basis of preparation
The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting standard for Smaller Entities (effective January 2016).

Turnover
Turnover represents net invoiced sales of goods, excluding value added tax.

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Investments
Investments are included at cost less provision for impairment.

Current Asset Investments
Current asset investments are revalued at open market value at the balance sheet date and the movements in value are recorded in a separate reserve account.

2. PROFIT AND LOSS ACCOUNT

The Company loss for the year is £217,767 (2021: loss of £213,815). As permitted by s 408 of the Companies Act 2006, a separate profit and loss account has not been prepared.

3. AUDITOR'S REMUNERATION

	2022 £'000	2021 £'000
Fees payable to Company's auditor for the audit of the Company's accounts	-	-

4. PROPERTY, PLANT & EQUIPMENT

	Furniture and Fittings £'000
Cost	
As at 1 January 2022	15
Additions	-
As at 31 December 2022	15
Accumulated depreciation	
As at 1 January 2022	11
Depreciation	1
As at 31 December 2022	12
Closing carrying value at 31 December 2022	3

5. FIXED ASSET INVESTMENTS

	Investments £'000
Cost	
At 1 January 2022 and at 31 December 2022	29
Impairment charge in 2022	-
Net Book Value	
At 31 December 2022	29
At 31 December 2021	29

NOTES TO THE FINANCIAL STATEMENTS (continued)

5. FIXED ASSET INVESTMENTS (continued)

Details of the subsidiary undertakings at the balance sheet date, all of which were incorporated in England, are as follows:

Name of Company	Class of Share	Nature of Business	Proportion of voting shares held
Data Locator Group Ltd	Ordinary	Database	100%
Database Holdings Ltd	Ordinary	Database	100%
PDV Ltd	Ordinary	Database	100%
Accolade Publishing Ltd	Ordinary	Database	100%
Transactis 2017 Limited	Ordinary	Database	100%
My Offers 2019 Ltd	Ordinary	Database	100%

All trading subsidiaries are included in the consolidation.

The investments in Data Locator Group Limited, Accolade Publishing Limited, Transactis 2017 Limited and My Offers 2019 Ltd are held by Database Holdings Limited.

6. DEBTORS

	2022 £'000	2021 £'000
Due from group undertakings	1,759	1,710
	1,759	1,710

7. CURRENT ASSET INVESTMENTS

	2022 £'000	2021 £'000
Listed investments	2,304	904

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £'000	2021 £'000
Trade creditors	3	1
Taxation and social security	11	13
Amount owed to Group undertakings	2,048	1,954
Amounts owed to related parties	-	-
Accruals	22	19
	2,084	1,987

9. CALLED UP SHARE CAPITAL

	2022 £'000	2021 £'000
Allotted, issued and fully paid		
163,334,094 Ordinary Shares of 1p each	1,633	1,633

NOTES TO THE FINANCIAL STATEMENTS (continued)

10. RESERVES

	Profit and Loss Account	Capital Redemption Reserve	Share Premium	Merger Reserves	Fair Value Reserve	Totals
	£'000	£'000	£'000	£'000	£'000	£'000
At 1 January 2022	(3,934)	46	3,685	2,286	(132)	1,951
Profit/(loss) for the year	(207)					(207)
Movement on current investments fair value reserve					(464)	(464)
At 31 December 2022	(4,141)	46	3,685	2,286	(596)	1,280

11. RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS

	2022	2021
	£'000	£'000
(Loss)/Profit for the financial year	(207)	(214)
Movement on current investments fair value reserve	(464)	73
Net movement on shareholders' funds	(671)	(141)
Opening shareholders' funds	3,584	3,725
Closing shareholders' funds	2,913	3,584

12. RELATED PARTIES

The group's investments in subsidiaries have been disclosed in note 5. DM Ltd considers A J Williams to be the ultimate controlling party by virtue of him being the only shareholder.

The company has taken advantage of the exemptions granted by the Financial Reporting Standard for Smaller Entities (effective January 2016) not to disclose transactions with Group companies.

	2022	2021
Directors:	£	£
Aggregate emoluments	158,806	163,567

The above includes £nil (2021: £5,450) contributed to a Money Purchase Pension Scheme for A J Williams.