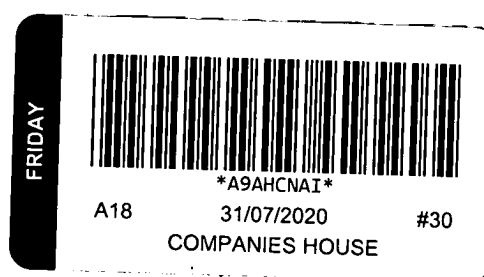


Registered number
08777137

Decibel Insight Limited
Report and Financial Statements
30 June 2019



Decibel Insight Limited
Report and accounts
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**Decibel Insight Limited
Company Information**

Director
B L Harris

Auditors
Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
30 Finsbury Square
London
EC2A 1AG

Registered office
3rd Floor
1 Ashley Road
Altrincham
Cheshire
WA14 2DT

Registered number
08777137

Decibel Insight Limited

Registered number: 08777137

Director's Report

The director presents his report and financial statements for the year ended 30 June 2019.

Principal activities

The company's principal activity during the year continued to be the provision of digital experience analytics software.

Directors

The following person served as a director during the year:

B L Harris

Director's responsibilities

The director is responsible for preparing the report and financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 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 of the profit or loss of the company for that period. In preparing these financial statements, the director is 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The director is 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 him to ensure that the financial statements comply with the Companies Act 2006. He is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

The director confirms that:

- so far as he is aware, there is no relevant audit information of which the company's auditor is unaware; and
- he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Decibel Insight Limited

Registered number: 08777137

Director's Report

Going concern

The director believes that appropriate strategies have been developed, and are being further developed, to ensure the Company can reduce and manage the possible impacts of adverse developments which could affect the Company's ability to continue trading.

Further to the recent global outbreak of Coronavirus disease (COVID-19), the director of the Company continues to assess the situation and the potential risk to the operation of the business on a daily basis. At the time of signing of these accounts, there has been no unmanageable impact on either the revenue, customers or employees within the Company.

The director has taken all necessary measures as advised by the UK government and equivalent local authorities across our offices, including insisting employees work from home where possible.

Decibel Insight Limited operates in the software as a service industry, one not directly impacted by COVID-19, and as such the director expects trading activity levels to continue to show long-term growth.

The director does not consider, at the date of signing of the financial statements, there to be a threat to the business's long-term viability due to outbreak-related closures and lockdowns. The director expects the Company to have access to sufficient working capital to sustain operations throughout the crisis.

The company is able to rely on the support received from its parent company.

Subsequent events

The outbreak of the global coronavirus pandemic is considered to be a non-adjusting post balance sheet event. The Board has considered, and continues to consider, the impact of the virus on the business and has included details in the director's report to address the matter. It is too early for the Board to quantify the potential financial impact on the company.

Auditor

A resolution to reappoint Grant Thornton UK LLP as auditors will be put to the member at the Annual General Meeting.

This report was approved by the board on 29 July 2020 and signed on its behalf.

Ben Harris

B L Harris
Director

Decibel Insight Limited
Independent auditor's report
to the member of Decibel Insight Limited

Opinion

We have audited the financial statements of Decibel Insight Limited for the year ended 30 June 2019, which comprise the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Changes in Equity and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the of the company's affairs as at 30 June 2019 and of the loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis of opinion

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

The impact of macro-economic uncertainties on our audit

Our audit of the financial statements requires us to obtain an understanding of all relevant uncertainties, including those arising as a consequence of the effects of macro-economic uncertainties such as Covid-19 and Brexit. All audits assess and challenge the reasonableness of estimates made by the director and the related disclosures and the appropriateness of the going concern basis of preparation of the financial statements. All of these depend on assessments of the future economic environment and the company's future prospects and performance.

Covid-19 and Brexit are amongst the most significant economic events currently faced by the UK, and at the date of this report their effects are subject to unprecedented levels of uncertainty, with the full range of possible outcomes and their impacts unknown. We applied a standardised firm-wide approach in response to these uncertainties when assessing the company's future prospects and performance. However, no audit should be expected to predict the unknowable factors or all possible future implications for a company associated with these particular events.

Other matter – prior year financial statements unaudited

The company was not required to have a statutory audit for the year ended 30 June 2018 as it was entitled to exemption from the provision of the Companies Act 2006 relating to the audit of the financial statements for the period by virtue of Section 477 and no member or members requested an audit pursuant to Section 476 of the Act. Accordingly the corresponding figures for the year ended 30 June 2018 are unaudited.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the director's use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the director has not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

In our evaluation of the director's conclusions, we considered the risks associated with the company's business model, including effects arising from macro-economic uncertainties such as Covid-19 and Brexit, and analysed how those risks might affect the company's financial resources or ability to continue operations over the period of at least twelve months from the date when the financial statements are authorised for issue. In accordance with the above, we have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor's report is not a guarantee that the company will continue in operation.

Decibel Insight Limited
Independent auditor's report
to the member of Decibel Insight Limited

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matter on which we are required to report under the Companies Act 2006

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

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the company, or returns adequate for our audit have not been received from branches not visited by us; or
- the company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of director's remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors for the financial statements

As explained more fully in the director's responsibilities statement set out on pages 2 to 3, the director is responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the director determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Decibel Insight Limited
Independent auditor's report
to the member of Decibel Insight Limited

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report 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 members as a body, for our audit work, for this report, or for the opinions we have formed.



Anthony Thomas
Senior Statutory Auditor
for and on behalf of
Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
London, UK

Date: 29 July 2020

Decibel Insight Limited
Statement of Comprehensive Income
for the year ended 30 June 2019

	Notes	2019 £	2018 £ Unaudited
Turnover	4	4,481,972	3,100,147
Cost of sales		(685,421)	(909,684)
Gross profit		<u>3,796,551</u>	<u>2,190,463</u>
Distribution costs		(294,305)	(99,388)
Administrative expenses		(7,313,710)	(3,762,967)
Operating loss	5	<u>(3,811,464)</u>	<u>(1,671,892)</u>
Share options expense		(77,268)	-
Loss on ordinary activities before taxation		<u>(3,888,732)</u>	<u>(1,671,892)</u>
Tax on loss on ordinary activities	8	136,122	-
Loss for the financial year		<u>(3,752,610)</u>	<u>(1,671,892)</u>
Other comprehensive income		-	-
Total comprehensive income for the year		<u><u>(3,752,610)</u></u>	<u><u>(1,671,892)</u></u>

Decibel Insight Limited
Statement of Financial Position
as at 30 June 2019

	Notes	2019 £	2018 £ Unaudited
Fixed assets			
Tangible assets	9	132,809	56,674
Current assets			
Debtors	10	3,909,536	2,589,329
Cash at bank and in hand		<u>702,394</u>	<u>3,828,026</u>
		4,611,930	6,417,355
Creditors: amounts falling due within one year	11	(10,782,928)	(2,969,022)
Net current (liabilities)/assets		<u>(6,170,998)</u>	<u>3,448,333</u>
Total assets less current liabilities		<u>(6,038,189)</u>	<u>3,505,007</u>
Creditors: amounts falling due after more than one year	12	(19,837)	(5,887,691)
Net liabilities		<u>(6,058,026)</u>	<u>(2,382,684)</u>
Capital and reserves			
Called up share capital	13	1	1
Other reserves	14	77,268	-
Profit and loss account	15	(6,135,295)	(2,382,685)
Total equity		<u>(6,058,026)</u>	<u>(2,382,684)</u>

Ben Harris

B L Harris
 Director
 Approved by the board on 29 July 2020

Decibel Insight Limited
Statement of Changes in Equity
for the year ended 30 June 2019

	Share capital	Capital contribution reserve	Profit and loss account	Total
	£	£	£	£
	Unaudited			
At 1 July 2017	1	-	(710,793)	(710,792)
Loss for the financial year	-		(1,652,871)	(1,652,871)
At 30 June 2018	1	-	(2,363,664)	(2,363,663)
Correction of prior year errors			(19,021)	(19,021)
At 30 June 2018 as restated	<u>1</u>	<u>-</u>	<u>(2,382,685)</u>	<u>(2,382,684)</u>
	Audited			
At 1 July 2018	1	-	(2,382,685)	(2,382,684)
Loss for the financial year	-		(3,752,610)	(3,752,610)
Share options expense	-	77,268		77,268
At 30 June 2019	<u>1</u>	<u>77,268</u>	<u>(6,135,295)</u>	<u>(6,058,026)</u>

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

1 General information

Decibel Insight Limited is a private company limited by shares incorporated in England and Wales. The registered office is located at 3rd Floor, 1 Ashley Road, Altrincham, Cheshire, WA14 2DT.

2 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

The financial statements are presented in Sterling (£), which is the functional currency of the company.

As a wholly owned subsidiary of Decibel Group London Limited the company has taken advantage of the following disclosure exemptions in preparing these financial statements as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- The requirements of Section 4 Statement of Financial Position paragraph 12(a)(iv);
- The requirements of Section 7 Statement of Cash Flows and Section 3 Financial Statement Presentation paragraph 3.17(d);
- The requirements of Section 11 Financial Instruments paragraphs 11.41(b), 11.41(c), 11.41(e), 11.41(f), 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48;
- The requirements of Section 12 Other Financial Instruments paragraphs 12.26, 12.27, 12.29(a), 12.29(b), and 12.29A;
- The requirements of Section 26 Share-based Payment paragraphs 26.18(b), 26.19 to 26.21 and 26.23;
- The requirement of Section 33 Related Party Disclosures paragraph 33.7.

This information is included in the consolidated financial statements of Decibel Group London Limited for the year ended 30 June 2019 and these financial statements may be obtained from the registered office.

Going concern

The Director has reviewed the company's forecasts for the next 12 months from the date of this report, its liquid resources, medium term plans, and the potential impact of COVID-19. Decibel Insight Limited operates in the software as a service industry, one not directly impacted by COVID-19, and as such the Company expects to continue to see trading normalise and will keep trading activities running on a going concern basis.

The company is able to rely on the support received from its parent company.

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the rendering of services. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Pensions

Contributions to defined contribution plans are expensed in the period to which they relate.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	over 5 years
Fixtures, fittings, tools and equipment	over 5 years

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

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 date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

Provisions

Provisions (ie liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction.

At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Leased assets

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

3 Accounting estimates and judgements

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of revision and future periods where the revision affects both the current and future periods.

Recoverability of receivables

The recoverability of the receivables is determined by the Company Management. Management monitors the circumstances relating to the payments due from third parties, together with the recoverability of the amounts due. Any indication of non-recoverability and change in fair value is adjusted for accordingly.

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

4 Analysis of turnover	2019	2018
	£	£
		Unaudited
Software as a service	<u>4,481,972</u>	<u>3,100,147</u>
By geographical market:		
UK	3,092,561	2,383,031
Europe	1,075,673	493,017
Rest of world	<u>313,738</u>	<u>224,099</u>
	<u>4,481,972</u>	<u>3,100,147</u>
5 Operating profit	2019	2018
	£	£
		Unaudited
This is stated after charging:		
Depreciation of owned fixed assets	44,270	18,891
Auditors' remuneration for audit services	11,000	-
Auditors' remuneration for taxation services	<u>8,250</u>	<u>-</u>
6 Director's emoluments	2019	2018
	£	£
		Unaudited
Emoluments	345,854	313,664
Company contributions to defined contribution pension plans	<u>1,868</u>	<u>990</u>
	<u>347,722</u>	<u>314,654</u>
Highest paid director:		
Emoluments	201,000	201,000
Company contributions to defined contribution pension plans	<u>934</u>	<u>495</u>
	<u>201,934</u>	<u>201,495</u>
Number of directors to whom retirement benefits accrued:	2019	2018
	Number	Number
		Unaudited
Defined contribution plans	<u>2</u>	<u>2</u>
7 Staff costs	2019	2018
	£	£
		Unaudited
Wages and salaries	5,062,574	2,914,783
Social security costs	599,626	333,836
Other pension costs	<u>46,774</u>	<u>17,930</u>
	<u>5,708,974</u>	<u>3,266,549</u>

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

Average number of employees during the year	Number	Number
Administration	10	7
Customer success	8	6
Engineering	23	18
Marketing	6	5
	14	6
Sales	7	5
	<u>68</u>	<u>47</u>

8 Taxation	2019	2018
	£	£
		Unaudited
Analysis of charge in period		
Current tax:		
R&D Tax Credit payment receivable	(136,122)	-
	<u>(136,122)</u>	<u>-</u>
Tax on loss on ordinary activities	<u>(136,122)</u>	<u>-</u>

7 Taxation - continued

Factors affecting tax charge for period

The differences between the tax assessed for the period and the standard rate of corporation tax are explained as follows:

	2019	2018
	£	£
		Unaudited
Loss on ordinary activities before tax	<u>(3,888,732)</u>	<u>(1,671,892)</u>
Standard rate of corporation tax in the UK	19%	19%
	£	£
Profit/(Loss) on ordinary activities multiplied by the standard rate of corporation tax	(738,859)	(317,659)
Effects of:		
Capital allowances for period in excess of depreciation	(14,466)	(5,467)
Expenses not deductible for tax purposes	1,217	3,016
Additional deduction for R&D expenditure	(287,608)	(195,591)
Surrender of tax losses for R&D Tax Credit claim	508,845	346,046
Surrender of tax losses for Group Relief claim	129,049	103,676
R&D tax credit receivable	(136,122)	-
Deferred tax asset not recognised	401,822	65,979
Current tax charge for period	<u>(136,122)</u>	<u>-</u>

The Company has not recognised the deferred tax asset of £387,141 (2018 - £65,979) as there is insufficient certainty in respect of available future profits or offsetting deferred tax liabilities to allow it to do so.

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

9 Tangible fixed assets

	Fixtures, fittings, tools and equipment
	<i>At cost</i>
	£
Cost or valuation	
At 1 July 2018	88,156
Additions	<u>120,405</u>
At 30 June 2019	<u><u>208,561</u></u>
Depreciation	
At 1 July 2018	31,482
Charge for the year	<u>44,270</u>
At 30 June 2019	<u><u>75,752</u></u>
Carrying amount	
At 30 June 2019	<u><u>132,809</u></u>
At 30 June 2018	<u><u>56,674</u></u>

10 Debtors	2019	2018
	£	£
		Unaudited
Trade debtors	1,928,442	988,335
Amounts owed by group undertakings	1,352,183	1,433,335
R & D Tax credit due for earlier year	136,122	-
Other debtors	45,700	23,150
Prepayments and accrued income	<u>447,089</u>	<u>144,509</u>
	<u><u>3,909,536</u></u>	<u><u>2,589,329</u></u>

11 Creditors: amounts falling due within one year	2019	2018
	£	£
		Unaudited
Trade creditors	264,404	190,687
Amounts owed to group undertakings and undertakings	6,354,707	-
Other taxes and social security costs	260,094	239,052
Other creditors	29,774	35,277
Accruals and deferred income	<u>3,873,949</u>	<u>2,504,006</u>
	<u><u>10,782,928</u></u>	<u><u>2,969,022</u></u>

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

12 Creditors: amounts falling due after one year	2019	2018
	£	£
		Unaudited
Amounts owed to group undertakings and undertakings	-	5,757,143
Accruals and deferred income	19,837	130,548
	<u>19,837</u>	<u>5,887,691</u>

13 Share capital	Nominal value	2019 Number	2019	2018
			£	£
				Unaudited
Allotted, called up and fully paid:				
Ordinary shares	£1 each	1	<u>1</u>	<u>1</u>

14 Other reserves	2019	2018
	£	£
Capital contribution reserve		
Share options expense	77,268	-
At 30 June	<u>77,268</u>	<u>-</u>

The reserve represents share options of the parent company attributed to this Company at no cost.

15 Profit and loss account	2019	2018
	£	£
		Unaudited
At 1 July	(2,382,685)	(710,793)
Loss for the financial year	(3,752,610)	(1,671,892)
At 30 June	<u>(6,135,295)</u>	<u>(2,382,685)</u>

16 Events after the reporting date

The outbreak of the global coronavirus pandemic is considered to be a non-adjusting post balance sheet event. The Board has considered, and continues to consider, the impact of the virus on the business and has included details in the director's report to address the matter. It is too early for the Board to quantify the potential financial impact on the company.

17 Pension commitments

The Group operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Group in independently administered funds. The pension cost charge representing contributions payable by the company were £46,774 (£2018 - £17,930). Contributions totaling £14,581 (2018 - £6,213) were payable to the fund at the balance sheet date and are included in creditors.

Decibel Insight Limited
Notes to the Accounts
for the year ended 30 June 2019

18 Other financial commitments for the group

Total future minimum lease payments under non-cancellable operating leases:

	Land and buildings 2019 £	Land and buildings 2018 £ Unaudited	Other 2019 £	Other 2018 £ Unaudited
Falling due: within one year	<u>365,600</u>	<u>87,600</u>	<u>-</u>	<u>-</u>

19 Related party transactions

The company has taken advantage of the exemption provided by FRS 102 Schedule 33 not to disclose transactions with wholly owned group companies.

20 Controlling party

The company is a subsidiary. The parent undertaking is Decibel Group London Limited, a company incorporated in the United Kingdom. The registered office is:

3rd Floor, 1 Ashley Road, Altrincham, Cheshire, WA14 2DT

The company's results have been incorporated in the consolidated financial statements of the group, copies of which are available from its registered office.