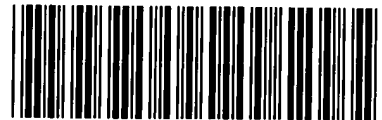


Company Registration No. 06761659 (England and Wales)

TRENDSTREAM LIMITED
REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED
31 MARCH 2021

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TRENDSTREAM LIMITED

COMPANY INFORMATION

Directors	J Franks T Smith
Company number	06761659
Registered office	25 Farringdon Street London EC4A 4AB United Kingdom
Auditor	RSM UK Audit LLP Chartered Accountants 25 Farringdon Street London EC4A 4AB United Kingdom

TRENDSTREAM LIMITED

STRATEGIC REPORT

FOR THE PERIOD ENDED 31 MARCH 2021

The directors present the strategic report for the period ended 31 March 2021.

Review of the business and future developments

The results for the period are set out on page 10. The financial period ended 31 March 2021 saw investment into the product, infrastructure and people whilst growing revenue. The investment in these areas was part of the strategy to continue revenue growth in future years.

During the year the company changed its accounts reference date from 31 December to 31 March. Consequently, the current year Statement of Comprehensive Income represents the 15 month period to 31 March 2021 and the previous year represented a 12 month period.

Total revenue for the year to 31 December 2020 has increased by 33% to £25,654,589 (2019: £19,270,203). During the additional 3 month period to 31 March 2021 revenue was £7,618,930, bringing total revenue to £33,273,519 for the 15 month period. The subscription revenue for the year to 31 December 2020 has increased by 29% to £20,775,385 (2019: £16,160,393) with the 3 months to 31 March 2021 being £5,810,543. In total the subscription revenue for the 15 month period was £26,585,928.

The geographical split of revenue was in line with expectations as the group continued to reap the rewards of its growing North American presence. North America is still our largest market accounting for 52% (2019: 56%) of turnover, while the United Kingdom accounts for 24% (2019: 22%).

Total loss before tax for the 15 month period as at 31 March 2021 was £10,482,326 due to the significant investment to enable future growth.

Operating expenses for the year to 31 December 2020, excluding amortisation, remained stable at £25,977,917 (2019: £25,399,207). For the 3 months to 31 March 2021 operating expenses were £4,588,205, making a total of £30,566,122 for the 15 month period.

The company's EBITDA for the year to 31 December 2020 was in a loss position of £3,040,866 (2019: £7,948,881) with the 3 months to 31 March 2021 providing a £1,155,831 loss. The 15 month period EBITDA was in a loss position of £4,196,697 as a result of continued investment in operational expansion.

The company's number of employees grew to 171 people (2019: 157), an increased head count in sales and marketing as well as geographically. In addition to organisational investment, the company grew its core survey to include 47 countries (2019: 46) as well as increasing the number of data sets available to clients from 3 to 6.

Deferred income in terms of subscriptions to the company increased to £13,486,436 on 31 March 2021 (2019: £8,315,696) which will be released to the statement of comprehensive income during the year ending 31 March 2022.

The company had a negative net churn, being the effect of all growth and lapsed value from existing client base of 11% (2019: 13%) on all subscription bookings throughout the prior 12 months ending 31 March 2021, indicating exceptionally strong renewal and growth rates.

TRENDSTREAM LIMITED

STRATEGIC REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 MARCH 2021

Key performance indicators

The company uses a range of financial and non-financial performance measures to monitor and manage its business effectively. The key financial indicators (KPI) are turnover, gross profit, operating profit, EBITDA and net assets. These KPIs indicate the volume of business the company has undertaken as well as the efficiency and profitability of this business.

The key financial performance indicators for the period ended 31 March 2021 are set out below:

	2021	2019
	£	£
Turnover	33,273,519	19,270,203
Gross profit	26,029,480	17,207,958
Operating loss	(10,261,167)	(10,301,962)
Earnings before interest, taxation, depreciation and amortisation	(4,196,697)	(7,948,881)
Net liabilities	(25,611,614)	(15,655,569)

Principal risks and uncertainties

The company uses various financial instruments including cash, asset financing and items such as trade debtors and trade creditors that arise directly from its operations.

The existence of these financial instruments exposes the business to a number of financial risks, which are described in more detail below. The main risks arising from the company's financial instruments are currency risk, credit risk and liquidity risk. The directors' review and agree policies for managing each of these risks and they are summarised below. These policies have remained unchanged from previous years.

Currency risk

The company trades internationally and is exposed to movements in exchange rates. The Chief Financial Officer monitors and minimises as far as possible the net exposure on a daily basis.

Credit risk

The company's principal credit risk relates to the recovery of amounts from trade debtors. In order to manage credit risk the directors set limits for customers based on a combination of payment history and credit checks on new customers. Credit limits are reviewed on a regular basis. Debts are actively chased by the credit control department.

Liquidity risk

The business monitors cash flow as part of its day to day control procedures. The Chief Financial Officer considers cash flow projections on a monthly basis and ensures that appropriate facilities are available to be drawn upon as necessary.

TRENDSTREAM LIMITED

STRATEGIC REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 MARCH 2021

Going concern

The Directors believe the going concern assumption is appropriate for the financial statements for the period ended 31 March 2021. The company has prepared forecasts up to 31 December 2022, these demonstrate, along with the opening cash balance of the company, that it will be able to operate as a going concern well beyond the required 12 months from signing date with additional comfort achieved from the increased capital available in the year. Further to this the ongoing performance of the business does not indicate any material uncertainties that require disclosure.

The financial period under review reflects the full impact to the business of the COVID-19 pandemic. During the period several steps were taken to help mitigate any risk faced by the GWI Group, some of the key actions were:

- Immediate draw down \$2.5M from the facility with Pacwest in March 2020.
- Administrative expense reductions, such as an additional rent-free period with the UK landlord and cuts to non critical spend, including a hiring freeze on new roles, travel and entertainment
- Utilisation of the UK furlough scheme

These actions helped ensure the stability of the business over the period. Even with the impact of the pandemic, the company managed to meet or over achieve on its KPIs for the period to 31 March 2021. Growth in ARR (as calculated on 31 March 2021 and compared to 12 months prior) was 41%, EBITDA moved towards positivity by the end of the period and cash burn of the business was materially reduced. From these actions and subsequent results the business is in a prime position to capitalize on the next 18 months and does not believe that the continuation of the pandemic will have a materially adverse effect on future performance.

The company gained access to a larger source of capital in the period. This facility has meant that the company starts the new financial year with £10.9M of cash on the balance sheet having drawn down \$17.5M in December 2020. The company has the option to draw down additional funding up to December 2022.

On behalf of the board


Tom Smith (Sep 27, 2021 13:11 GMT+1)

T Smith
Director

Date: 27 September 2021

TRENDSTREAM LIMITED

DIRECTORS' REPORT

FOR THE PERIOD ENDED 31 MARCH 2021

The directors present their annual report and financial statements for the period ended 31 March 2021.

Principal activities

The principal activity of the company continued to be that of market research, supplying businesses with global and local data on consumer behaviours. Our mission is to give the opportunity to every business in the world the power of consumer insight.

During the year the company changed its accounts reference date from 31 December to 31 March. Consequently the current year Statement of Comprehensive Income represents the 15 month period to 31 March 2021 and the previous year represented a 12 month period.

Results and dividends

The results for the period are set out on page 10.

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

Directors

The directors who held office during the period and up to the date of signature of the financial statements were as follows:

J Franks	
S Hedencrona	(Resigned 15 February 2021)
A Little	(Resigned 15 February 2021)
T Smith	

Qualifying third party indemnity provisions

The company has made qualifying third party indemnity provisions for the benefit of its directors during the period. These provisions remain in force at the reporting date.

Auditor

RSM UK Audit LLP were appointed as auditor to the company and in accordance with section 485 of the Companies Act 2006, a resolution proposing that they be re-appointed will be put at a General Meeting.

Strategic report

The company has chosen in accordance with Companies Act 2006, s. 414C(11) to set out in the company's strategic report information required to be contained in the directors' report, including currency risk, credit risk and liquidity risk.

Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, each director has taken all the necessary steps that they ought to have taken as a director in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.

TRENDSTREAM LIMITED

DIRECTORS' REPORT (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

On behalf of the board

Tom Smith
Tom Smith (Sep 27, 2021 13:11 GMT+1)

T Smith
Director

Date: 27 September 2021

TRENDSTREAM LIMITED

DIRECTORS' RESPONSIBILITIES STATEMENT FOR THE PERIOD ENDED 31 MARCH 2021

The directors are responsible for preparing the Strategic Report and 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 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 of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are 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.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TRENDSTREAM LIMITED

Opinion

We have audited the financial statements of Trendstream Limited (the 'company') for the period ended 31 March 2021 which comprise statement of comprehensive income, the statement of financial position, the statement of changes in equity and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 company's affairs as at 31 March 2021 and of its loss for the period then ended;
- have been *properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice*;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for 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.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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.

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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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 strategic report and the directors' report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report have been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TRENDSTREAM LIMITED (CONTINUED)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report.

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, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' 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

As explained more fully in the directors' responsibilities statement set out on page 6, the directors are 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 directors determine 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 directors are 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 directors either intend 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.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TRENDSTREAM LIMITED (CONTINUED)

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the audit engagement team:

- obtained an understanding of the nature of the industry and sector, including the legal and regulatory framework that the company operates in and how the company is complying with the legal and regulatory framework;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, the Companies Act 2006, tax compliance regulations and the General Data Protection Regulation (GDPR). We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing financial statement disclosures, inspecting correspondence with local tax authorities, evaluating advice received from external tax advisors and reviewing correspondence with data protection authorities.

The audit engagement team identified the risk of management override of controls and assessment of useful economic life of intangible assets as the areas where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments and evaluating the business rationale in relation to significant, unusual transactions and transactions entered into outside the normal course of business, challenging judgments and estimates applied in assessing the useful economic life of intangibles assets.

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

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.

RSM UK Audit LLP

Richard Heap FCA (Senior Statutory Auditor)
For and on behalf of RSM UK Audit LLP, Statutory Auditor
Chartered Accountants
25 Farringdon Street
London
EC4A 4AB
United Kingdom
27/09/2021.....

TRENDSTREAM LIMITED

STATEMENT OF COMPREHENSIVE INCOME FOR THE PERIOD ENDED 31 MARCH 2021

		Period ended 31 March 2021 £	Year ended 31 December 2019 £
	Notes		
Turnover	3	33,273,519	19,270,203
Cost of sales		(7,244,039)	(2,062,245)
Gross profit		26,029,480	17,207,958
Administrative expenses		(36,377,865)	(27,525,194)
Other operating income		87,218	15,274
Operating loss	8	(10,261,167)	(10,301,962)
Interest receivable and similar income	9	6,917	8,125
Interest payable and similar expenses	10	(228,076)	(4,087)
Loss before taxation		(10,482,326)	(10,297,924)
Tax on loss	12	451,364	158,202
Loss for the financial period		(10,030,962)	(10,139,722)

TRENDSTREAM LIMITED

STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2021

	Notes	31 March 2021		31 December 2019	
		£	£	£	£
Fixed assets					
Intangible assets	13		12,476,574		10,568,788
Tangible assets	14		496,723		663,429
			<u>12,973,297</u>		<u>11,232,217</u>
Current assets					
Debtors	15	11,365,088		17,184,637	
Cash at bank and in hand		10,888,021		138,646	
			<u>22,253,109</u>	<u>17,323,283</u>	
Creditors: amounts falling due within one year	16	(48,068,254)		(44,211,069)	
Net current liabilities			<u>(25,815,145)</u>	<u>(26,887,786)</u>	
Total assets less current liabilities			<u>(12,841,848)</u>	<u>(15,655,569)</u>	
Creditors: amounts falling due after more than one year	17		(12,769,766)		-
Net liabilities			<u>(25,611,614)</u>	<u>(15,655,569)</u>	
Capital and reserves					
Called up share capital	21		6,006		6,006
Share premium account	22		124		124
Profit and loss reserves	22		(25,617,744)		(15,661,699)
Total equity			<u>(25,611,614)</u>	<u>(15,655,569)</u>	

The financial statements were approved by the board of directors and authorised for issue on 27 September 2021 and are signed on its behalf by:

Tom Smith
Tom Smith (Sep 27, 2021 13:11 GMT+1)

 T Smith
 Director

TRENDSTREAM LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE PERIOD ENDED 31 MARCH 2021

	Notes	Share capital £	Share premium account £	Profit and loss reserves £	Total £
Balance at 1 January 2019		6,006	124	(5,552,634)	(5,546,504)
Period ended 31 December 2019:					
Loss and total comprehensive income for the period		-	-	(10,139,722)	(10,139,722)
Credit to equity for equity settled share-based payments	7	-	-	30,657	30,657
Balance at 31 December 2019		6,006	124	(15,661,699)	(15,655,569)
Period ended 31 March 2021:					
Loss and total comprehensive income for the period		-	-	(10,030,962)	(10,030,962)
Credit to equity for equity settled share-based payments	7	-	-	74,917	74,917
Balance at 31 March 2021		6,006	124	(25,617,744)	(25,611,614)

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies

Company information

Trendstream Limited is a private company limited by shares and is registered and incorporated in England and Wales. The registered office is 25 Farringdon Street, London, United Kingdom, EC4A 4AB.

The company's principal activities and nature of its operations are disclosed in the Directors' Report.

Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 7 'Statement of Cash Flows': Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues': Carrying amounts, interest income/expense and net gains/losses for each category of financial instrument; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;
- Section 26 'Share based Payment': Share-based payment expense charged to profit or loss, reconciliation of opening and closing number and weighted average exercise price of share options, how the fair value of options granted was measured, measurement and carrying amount of liabilities for cash-settled share-based payments, explanation of modifications to arrangements;
- Section 33 'Related Party Disclosures': Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of GlobalWebIndex Holdings Limited as at 31 March 2021. These consolidated financial statements are available from its registered office, 25 Farringdon Street, London, England, EC4A 4AB.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

Going concern

The Directors believe the going concern assumption is appropriate for the financial statements for the period ended 31 March 2021. The company has prepared forecasts up to 31 December 2022, these demonstrate, along with the opening cash balance of the company, that it will be able to operate as a going concern well beyond the required 12 months from signing date with additional comfort achieved from the increased capital available in the year. Further to this the ongoing performance of the business does not indicate any material uncertainties that require disclosure.

The financial period under review reflects the full impact to the business of the COVID-19 pandemic. During the period several steps were taken to help mitigate any risk faced by the GWI Group, some of the key actions were:

- Immediate draw down \$2.5M from the facility with Pacwest in March 2020.
- Administrative expense reductions, such as an additional rent-free period with the UK landlord and cuts to non critical spend, including a hiring freeze on new roles, travel and entertainment
- Utilisation of the UK furlough scheme

These actions helped ensure the stability of the business over the period. Even with the impact of the pandemic, the company managed to meet or over achieve on its KPIs for the period to 31 March 2021. Growth in ARR (as calculated on 31 March 2021 and compared to 12 months prior) was 41%, EBITDA moved towards positivity by the end of the period and cash burn of the business was materially reduced. From these actions and subsequent results the business is in a prime position to capitalize on the next 18 months and does not believe that the continuation of the pandemic will have a materially adverse effect on future performance.

The company gained access to a larger source of capital in the period. This facility has meant that the company starts the new financial year with £10.9M of cash on the balance sheet having drawn down \$17.5M in December 2020. The company has the option to draw down additional funding up to December 2022.

Reporting period

The accounts for the comparative period cover a year from 1 January 2019 to 31 December 2019. The reporting period was lengthened to 31 March 2021 during the period, therefore the comparative amounts presented in the financial statements, including related notes, are not entirely comparable with the amounts presented in the current 15 month period to 31 March 2021.

Turnover

Turnover represents amounts receivable for subscriptions for data licenses and the provision of CSI services, net of VAT.

Subscription revenue is for the provision of a license granting access to the GWI platform. Access to the platform is limited to a contracted period and the revenue is recognised proportionately over this period.

CSI service revenue is additional research performed on target audiences. This revenue is recognised based on the percentage completion of the work.

Interest Income

Interest income is accrued on a time-apportioned basis, by reference to the principal outstanding at the effective interest rate.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

Finance costs

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.

Research and development expenditure

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.

Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Software	Straight line over 3 years
Website development	Straight line over 5 years
Research data	Straight line over 5 years

Following a review of the company's amortisation policy of the intangible fixed assets, the directors have approved a change of the useful economic lives of the Research Data and Website Development costs, from 12 years to 5 years and 2 years to 5 years respectively. With this change in accounting policy, there was an additional amortisation charge of £3,593,042 for the company's Research Data and a reduction in of £1,417,505 amortisation for the company's Website Development, which have been adjusted for the year ended 31 March 2021.

Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold improvements	20% reducing balance
Computer equipment	Straight line over 3 years
Motor vehicles	15% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Cash and cash equivalents

Cash and cash equivalents are basic financial instruments and include cash in hand, deposits held at call with banks, and other short-term liquid investments with original maturities of three months or less.

Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally 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.

Basic financial assets

Basic financial assets, which include trade and other debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the financial asset is measured at the present value of the future receipts discounted at a market rate of interest.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

Impairment of financial assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including trade and other creditors, and loans from fellow group companies are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Other financial liabilities

Debt instruments where the contractual returns, repayment of the principal, or other terms (such as prepayment provisions or term extensions) do not meet the conditions to be measured at amortised cost, are subsequently measured at fair value through profit or loss. Debt instruments may be designated as being measured at fair value through profit or loss to eliminate or reduce an accounting mismatch or if the instruments are measured and their performance evaluated on a fair value basis in accordance with a documented risk management or investment strategy.

Derecognition of financial liabilities

Financial liabilities are derecognised when, and only when, the company's contractual obligations are discharged, cancelled, or they expire.

Equity instruments

Equity instruments issued by the company are recorded at the fair value of proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

Taxation

The tax expense represents the sum of the current tax expense and deferred tax expense. Current tax assets are recognised when tax paid exceeds the tax payable.

Current and deferred tax is charged or credited to profit or loss, except when it relates to items charged or credited to other comprehensive income or equity, when the tax follows the transaction or event it relates to and is also charged or credited to other comprehensive income, or equity.

Current tax assets and current tax liabilities are offset, if and only if, there is a legally enforceable right to set off the amounts and the entity intends either to settle on the net basis or to realise the asset and settle the liability simultaneously.

Current tax is based on taxable profit for the year. Current tax assets and liabilities are measured using tax rates that have been enacted or substantively enacted by the reporting date.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled based on tax rates that have been enacted or substantively enacted by the reporting date.

Deferred tax liabilities are recognised in respect of all timing differences that exist at the reporting date. Timing differences are differences between taxable profits and total comprehensive income that arise from the inclusion of income and expenses in tax assessments in different periods from their recognition in the financial statements. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered by the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is recognised on income and expenses from subsidiaries, associates, branches and interests in jointly controlled entities, that will be assessed to or allow for tax in a future period except where the company is able to control the reversal of the timing difference and it is probable that the timing difference will not reverse in the foreseeable future.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

Retirement benefits

For defined contribution schemes the amount charged to profit or loss is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments.

Share-based payments

Equity-settled share-based payments are measured at fair value at the date of grant by reference to the fair value of the equity instruments granted using a valuation provided by qualified independent advisers. The fair value determined at the grant date is expensed on a straight-line basis over the vesting period, based on the estimate of shares that will eventually vest. A corresponding adjustment is made to equity.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

1 Accounting policies (Continued)

When the terms and conditions of equity-settled share-based payments at the time they were granted are subsequently modified, the fair value of the share-based payment under the original terms and conditions and under the modified terms and conditions are both determined at the date of the modification. Any excess of the modified fair value over the original fair value is recognised over the remaining vesting period in addition to the grant date fair value of the original share-based payment. The share-based payment expense is not adjusted if the modified fair value is less than the original fair value.

Cancellations or settlements (including those resulting from employee redundancies) are treated as an acceleration of vesting and the amount that would have been recognised over the remaining vesting period is recognised immediately.

Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the statement of financial position as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to profit or loss so as to produce a constant periodic rate of interest on the remaining balance of the liability.

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Foreign exchange

Transactions in currencies other than the functional currency (foreign currency) are initially recorded at the exchange rate prevailing on the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the reporting date. Non-monetary assets and liabilities denominated in foreign currencies are translated at the rate ruling at the date of the transaction, or, if the asset or liability is measured at fair value, the rate when that fair value was determined.

All translation differences are taken to profit or loss, except to the extent that they relate to gains or losses on non-monetary items recognised in other comprehensive income, when the related translation gain or loss is also recognised in other comprehensive income.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount 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 the revision and future periods where the revision affects both current and future periods.

Key sources of estimation uncertainty

The estimates and assumptions which have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities are as follows.

Intangible assets

Intangible assets are amortised and depreciated respectively over their useful lives taking into account residual values, where appropriate. The actual lives of the assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing asset lives, factors such as technological innovation, product life cycles and maintenance programmes are taken into account. Residual value assessments consider issues such as future market conditions, the remaining life of the asset and projected disposal values.

When determining whether there are indicators of impairment of the company's intangible assets, factors taken into consideration in reaching such a decision include the economic viability and expected future financial performance of the asset and where it is a component of a larger cash-generating unit, the viability and expected future performance of that unit.

Bad debt provisions

A full line by line review of trade debtors is carried out at the end of each month. Whilst every attempt is made to ensure that the bad debt provisions are as accurate as possible, there remains a risk that the provisions do not match the level of debtors which ultimately prove to be uncollectable.

3 Turnover and other revenue

	2021	2019
	£	£
Turnover analysed by class of business		
Platform subscription	33,273,519	19,270,203
	<u>33,273,519</u>	<u>19,270,203</u>
	2021	2019
	£	£
Turnover analysed by geographical market		
United Kingdom	7,932,278	4,150,473
North America	17,457,819	10,753,933
Europe	4,049,161	2,369,691
Rest of the World	3,834,261	1,996,106
	<u>33,273,519</u>	<u>19,270,203</u>

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

4 Exceptional items

Following a review of the company's amortisation policy of the intangible fixed assets, the directors have approved a change of the useful economic lives of the Research Data and Website Development costs, from 12 years to 5 years and 2 years to 5 years respectively. With this change in accounting policy, there was an additional amortisation charge of £3,593,042 for the company's Research Data and a reduction in of £1,417,505 amortisation for the company's Website Development, which have been adjusted for the year ended 31 March 2021.

This has resulted in Research Data's carrying amount changing from £12,968,215 to £9,375,173, and Website Development's carrying amount changing from £1,682,949 to £3,100,454.

5 Employees

The average monthly number of persons (including directors) employed by the company during the period was:

	2021 Number	2019 Number
Sales and administrative staff	167	153
Directors	4	4
Total	<u>171</u>	<u>157</u>

Their aggregate remuneration comprised:

	2021 £	2019 £
Wages and salaries	15,468,405	10,162,527
Social security costs	1,798,192	1,191,221
Pension costs	502,455	277,563
	<u>17,769,052</u>	<u>11,631,311</u>

6 Directors' remuneration

	2021 £	2019 £
Remuneration for qualifying services	1,505,100	900,491
Company pension contributions to defined contribution schemes	41,906	31,577
	<u>1,547,006</u>	<u>932,068</u>

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 2 (2019 - 5).

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

6 Directors' remuneration (Continued)

Remuneration disclosed above include the following amounts paid to the highest paid director:

	2021	2019
	£	£
Remuneration for qualifying services	679,768	387,602
Company pension contributions to defined contribution schemes	19,127	14,250
	<u>698,895</u>	<u>401,852</u>

7 Share-based payment transactions

During the year ended 31 December 2013 the company established an Enterprise Management Incentive (EMI) scheme for employees of the company. Up to September 2017 the company issued share options to employees in this company, however following a group restructure in the year ended 31 December 2017 the options are in the name of the parent, Globalwebindex Holdings Limited. The charge has continued to be shown within Trendstream Limited where all employees are based.

8 Operating loss

	2021	2019
	£	£
Operating loss for the period is stated after charging/(crediting):		
Exchange differences apart from those arising on financial instruments measured at fair value through profit or loss	(35,433)	62,256
Government grants	(87,218)	-
Other income	-	(15,274)
Depreciation of owned tangible fixed assets	239,916	219,503
Depreciation of tangible fixed assets held under finance leases	12,811	7,592
Loss on disposal of tangible fixed assets	-	5,025
Amortisation of intangible assets	5,811,743	2,125,987
Share-based payments	74,917	30,657
Operating lease charges	928,387	732,877
	<u>6,024,173</u>	<u>2,953,595</u>

Government grants of £87,218 (2019: £nil) represents grant income receivable in respect of the Coronavirus Job Retention Scheme in the UK.

9 Interest receivable and similar income

	2021	2019
	£	£
Interest income		
Interest on bank deposits	111	156
Other interest income	6,806	7,969
	<u>6,917</u>	<u>8,125</u>

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

10 Interest payable and similar expenses	2021	2019
	£	£
Interest payable to group undertakings	222,742	-
Interest on finance leases and hire purchase contracts	5,334	4,087
	<u>228,076</u>	<u>4,087</u>
11 Auditor's remuneration	2021	2019
	£	£
Fees payable to the company's auditor and its associates:		
For audit services		
Audit of the financial statements of the company	36,750	30,500
	<u>36,750</u>	<u>30,500</u>
12 Taxation	2021	2019
	£	£
Current tax		
UK corporation tax on profits for the current period	(402,574)	(194,117)
Adjustments in respect of prior periods	(83,250)	-
Total UK current tax	<u>(485,824)</u>	<u>(194,117)</u>
Foreign current tax on profits for the current period	34,460	35,915
Total current tax	<u>(451,364)</u>	<u>(158,202)</u>

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

12 Taxation (Continued)

The total tax credit for the period included in the income statement can be reconciled to the loss before tax multiplied by the standard rate of tax as follows:

	2021 £	2019 £
Loss before taxation	(10,482,326)	(10,297,924)
Expected tax credit based on the standard rate of corporation tax in the UK of 19.00% (2019: 19.00%)	(1,991,642)	(1,956,606)
Tax effect of expenses that are not deductible in determining taxable profit	19,310	8,048
Tax effect of income not taxable in determining taxable profit	-	75
Adjustments in respect of prior years	(83,250)	-
Research and development tax credit	(298,158)	(143,682)
Other permanent differences	(6,547)	(6,824)
Tax on foreign income	34,460	35,915
Surrender of tax losses for research and development tax credit refund	124,937	60,207
Deferred tax not recognised	2,043,537	1,844,665
Remesurement of deferred tax for changes in tax rates	(294,011)	-
Taxation credit for the period	(451,364)	(158,202)

Deferred tax assets of £4,691,256 in respect of tax losses (2019: £2,441,883) and £148,629 in respect of fixed asset and other timing differences liabilities (2019: £25,506 timing differences assets) have not been recognised on the basis that it is uncertain that future taxable profits will be available against which the company can utilise the benefits therefrom.

13 Intangible fixed assets

	Software £	Website development £	Research data £	Total £
Cost				
At 1 January 2020	14,575	5,433,646	11,245,572	16,693,793
Additions	-	2,251,167	5,468,362	7,719,529
At 31 March 2021	14,575	7,684,813	16,713,934	24,413,322
Amortisation and impairment				
At 1 January 2020	7,615	3,803,234	2,314,156	6,125,005
Amortisation charged for the period	6,013	781,125	5,024,605	5,811,743
At 31 March 2021	13,628	4,584,359	7,338,761	11,936,748
Carrying amount				
At 31 March 2021	947	3,100,454	9,375,173	12,476,574
At 31 December 2019	6,960	1,630,412	8,931,416	10,568,788

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

14 Tangible fixed assets

	Leasehold improvements £	Computer equipment £	Motor vehicles £	Total £
Cost				
At 1 January 2020	674,786	513,302	75,916	1,264,004
Additions	-	86,021	-	86,021
At 31 March 2021	<u>674,786</u>	<u>599,323</u>	<u>75,916</u>	<u>1,350,025</u>
Depreciation and impairment				
At 1 January 2020	281,933	311,050	7,592	600,575
Depreciation charged in the period	95,534	144,382	12,811	252,727
At 31 March 2021	<u>377,467</u>	<u>455,432</u>	<u>20,403</u>	<u>853,302</u>
Carrying amount				
At 31 March 2021	<u>297,319</u>	<u>143,891</u>	<u>55,513</u>	<u>496,723</u>
At 31 December 2019	<u>392,853</u>	<u>202,252</u>	<u>68,324</u>	<u>663,429</u>

The net carrying value of tangible fixed assets includes the following in respect of assets held under finance leases:

	2021 £	2019 £
Motor vehicles	<u>55,513</u>	<u>68,324</u>

15 Debtors

	2021 £	2019 £
Amounts falling due within one year:		
Trade debtors	9,408,154	4,487,296
Corporation tax recoverable	311,060	169,521
Amounts owed by group undertakings	187,142	10,585,381
Other debtors	690,713	907,286
Prepayments and accrued income	768,019	1,035,153
	<u>11,365,088</u>	<u>17,184,637</u>

The impairment loss recognised in profit or loss for the year in respect of bad and doubtful trade debtors was £303,890 (2019: £165,367).

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

16 Creditors: amounts falling due within one year

	Notes	2021 £	2019 £
Obligations under finance leases	19	6,987	53,689
Trade creditors		2,754,546	3,193,740
Amounts owed to group undertakings		28,767,241	31,102,127
Taxation and social security		325,541	17,108
Other creditors		134,112	149,074
Accruals and deferred income		16,079,827	9,695,331
		<u>48,068,254</u>	<u>44,211,069</u>

17 Creditors: amounts falling due after more than one year

	Notes	2021 £	2019 £
Obligations under finance leases	19	40,086	-
Other borrowings	18	12,729,680	-
		<u>12,769,766</u>	<u>-</u>

18 Borrowings

	2021 £	2019 £
Loans from group undertakings	<u>12,729,680</u>	<u>-</u>
Payable after one year	<u>12,729,680</u>	<u>-</u>

19 Finance lease obligations

	2021 £	2019 £
Future minimum lease payments due under finance leases:		
Less than one year	9,560	62,694
Between one and five years	41,184	-
	<u>50,744</u>	<u>62,694</u>
Less: future finance charges	(3,671)	(9,005)
	<u>47,073</u>	<u>53,689</u>

Finance lease payments represent rentals payable by the company for motor vehicles. Leases include purchase options at the end of the lease period, and no restrictions are placed on the use of the assets. The average lease term is 4 years. All leases are on a fixed repayment basis and no arrangements have been entered into for contingent rental payments.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

20 Retirement benefit schemes

	2021	2019
Defined contribution schemes	£	£
Charge to profit or loss in respect of defined contribution schemes	502,455	277,563

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund. Contributions totalling £91,109 (2019: £67,205) were payable to the fund at the reporting date and are included in other creditors.

21 Share capital

	2021	2019	2021	2019
Ordinary share capital	Number	Number	£	£
Issued and fully paid				
A ordinary shares of 0.1p each	6,000,000	6,000,000	6,000	6,000
D ordinary shares of 0.1p each	2,000	2,000	2	2
E ordinary shares of 0.1p each	2,000	2,000	2	2
F ordinary shares of 0.1p each	2,000	2,000	2	2
	<u>6,006,000</u>	<u>6,006,000</u>	<u>6,006</u>	<u>6,006</u>

The A ordinary shares have attached to them full voting rights, full dividend rights (except that the directors may pay differential dividends), full capital distribution (including of winding up) rights and they do not confer any rights of redemption.

All other classes of ordinary shares have attached to them no voting rights, full dividend rights (except that the directors may pay differential dividends), full capital distribution (including of winding up) rights and they do not confer any rights of redemption.

22 Reserves

Share premium

The excess of consideration received for shares issued above their nominal value net of transaction costs.

Profit and loss reserves

Cumulative profit and loss net of distributions to members.

23 Financial commitments, guarantees and contingent liabilities

The company is party to a cross guarantee, in which a fellow group company's borrowings of £21,819,600 are secured against the company's assets.

TRENDSTREAM LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 MARCH 2021

24 Operating lease commitments

Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2021	2019
	£	£
Within one year	859,440	859,440
Between one and five years	4,191,242	3,008,040
In over five years	244,882	2,148,600
	<u>5,295,564</u>	<u>6,016,080</u>

25 Directors' transactions

Dividends totalling £0 (2019 - £0) were paid in the period in respect of shares held by the company's directors.

Description	% Rate	Opening balance £	Amounts advanced £	Interest charged £	Amounts repaid £	Closing balance £
James Franks loan account	-	21	29	1	(29)	22
Tom Smith loan account	-	206,610	645	5,724	(16,729)	196,250
		<u>206,631</u>	<u>674</u>	<u>5,725</u>	<u>(16,758)</u>	<u>196,272</u>

26 Ultimate controlling party

The immediate parent company is GWI Midco 2 LLC, a company registered in Delaware, United States of America. Globalwebindex Holdings Limited, a company registered and incorporated in England and Wales, is the ultimate parent company.

The smallest and largest group of undertakings that prepares consolidated financial statements and of which the company is a member is Globalwebindex Holdings Limited. Copies of Globalwebindex Holdings Limited's consolidated financial statements for the period ended 31 March 2021 are publicly available and can be obtained from Companies House.

The ultimate controlling party is T Smith as a result of his majority shareholding.