

Registered number: 01040587

**Euromonitor International Limited**

**Annual report and financial statements**

**For the year ended 31 March 2024**

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**Euromonitor International Limited**

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**Euromonitor International Limited**

**Company information**

|                            |   |
|----------------------------|---|
| <b>Directors</b>           | R N Senior<br>T J Fenwick<br>T R E Kitchin<br>L A Wake  |
| <b>Company secretary</b>   | T J Fenwick   |
| <b>Registered number</b>   | 01040587  |
| <b>Registered office</b>   | 60-61 Britton Street<br>London<br>England<br>EC1M 5UX   |
| <b>Independent auditor</b> | CLA Evelyn Partners Limited<br>Statutory Auditor and Chartered Accountants<br>45 Gresham Street<br>London<br>EC2V 7BG |

## Euromonitor International Limited

### Group strategic report For the year ended 31 March 2024

The directors present the group strategic report on Euromonitor International Limited (the "company") and its subsidiaries (the "group") for the year ended 31 March 2024.

#### Business review and future developments

The year ending 31 March 2024 saw group revenue increase by 3% to £173,712k (2023: £167,998k), driven by strong sales of the group's flagship product. Operating profit decreased to £38,313k (2023: £39,002k) due to the Directors taking the decision to support the long term success of the business, by investing in product development.

At 31 March 2024, the group's net assets were £20,605k (2023: £18,737k).

The directors believe the group is well positioned to deliver sales growth in 2024/25. The directors are aware of no threats to the group's ability to continue to operate.

#### Financial key performance indicators

|  | 2024      | 2023      |
|--|-----------|-----------|
| Return on Capital Employed Percentage ("ROCE") | 186%      | 206%      |
| Gross Margin Percentage ("gross margin")       | 73%       | 71%       |
| Debtor Days                                    | <u>88</u> | <u>85</u> |

The group's ROCE decreased to 186% in the year ending 31 March 2024, this is a result of the decision taken by the Directors to increase headcount and invest in current staff, in order to develop new products and drive technology improvements. The Directors expect that this investment will improve these key performance indicators in the long term. The gross margin increased by 2% to 73% as a result of the 3% increase in revenue explained above, offset by the aforementioned increases in costs.

Debtor days have increased by 3 days to 88. The group will continue to focus on cash collection and improving its debtor days.

#### Non-financial key performance indicators

|                  | 2024/2023 | 2023/2022 |
|------------------|-----------|-----------|
| Staff Engagement | 79%       | 76%       |

The latest staff engagement survey was conducted in 2023 and our engagement score was 79%, which is 1% higher than the external benchmark and a 3% improvement on the previous survey results. Global, Local and Divisional actions were agreed; each employee received an individual communication in December 2023 that detailed all actions relevant to them, which will be delivered throughout the 2024 calendar year. Our surveys are conducted every 18 months and the next survey will be run in early 2025 to identify the impact of our actions and measure engagement at that time.

## **Euromonitor International Limited**

### **Group strategic report (continued) For the year ended 31 March 2024**

#### **Our Values, Purpose and Mission**

*Our Mission:* The first destination for organisations seeking growth.

*Our Purpose:* Unlocking worlds of opportunity.

*Our Value Proposition:* Truly global insight and data, to make strategic decisions with confidence.

As a business, we value the following attributes in our staff:

*Curiosity.* We are globally-minded and curious about the world around us and believe that asking the right questions improves our insights and solutions.

*Integrity.* We act with transparency to deliver quality, emphasising straightforward research methods and clear communication with our colleagues and clients.

*Empowerment.* We empower our people to push beyond their comfort zones toward continuous innovation, providing opportunities for personal, professional, and the group's growth.

*Diversity.* We build an inclusive culture that promotes diverse backgrounds and world views to strengthen ideas, expand our knowledge, and improve our ability to solve problems with our clients and within our communities.

*Collaboration.* We engage with our people and partners around the globe to find creative solutions and leverage the right mix of resources. We are stronger together.

#### **Employee involvement**

The group is committed to employing people regardless of race, colour, nationality, national or ethnic origins, religion or belief; sex or marital/civil partner status; sexual orientation; gender reassignment; age (or perceived age); disability (past or present); or trade union membership. We pride ourselves on our diversity, our global footprint and the work we do every day.

To these ends, we use all appropriate means to consider applications fairly, to continue to train all staff and to consider any relevant opportunities for career development and promotion. We utilise appropriate employee review schemes to assess performance and to provide a forum for employee feedback.

Our employees are kept apprised of the performance of the group via regular group-wide presentations.

#### **Principal risks and uncertainties, including financial risk management objectives and policies**

##### *Foreign currency risk*

The group is exposed in its trading operations in the US, Asia and Europe with regards to the risk of foreign exchange rates. However, the group looks to naturally hedge some of this risk with costs in the region which are offset against the revenues. The main foreign currencies in which the group operates are US dollar and Euro.

##### *Credit risk*

The group's credit risk is primarily attributable to its trade debtors. Credit risk is managed by ensuring that no one customer's credit is disproportionate to the overall size of the trade debtors balance. The amounts present in the Consolidated statement of financial position are net of allowances for doubtful debts, which are estimated by the group based on prior experience. The carrying amount of trade debtors represents the maximum credit exposure.

## **Euromonitor International Limited**

### **Group strategic report (continued) For the year ended 31 March 2024**

#### **Financial risk management objectives and policies (continued)**

##### *Liquidity and cashflow risk*

The group's available cash and equivalent resources are high therefore the group has no significant exposure in this area.

##### *Inflation*

Several of the countries in which the group operates are experiencing high levels of inflation which impacts the group's variable and fixed costs and could possibly reduce the group's operating margin. The group has mitigated the impact of this by closely monitoring costs and negotiating with suppliers. The directors will continue to assess the impact of inflation on the business on a regular basis.

##### *Information technology systems*

The group is exposed to disruptions caused by failure of information technology (IT) systems and cybercrime attacks. However, this risk is mitigated by having a strong IT controls environment in place. The group continues to monitor and improve its network and systems and raise awareness amongst staff about phishing and cybercrime through training.

##### *Retention of our talent*

There is a risk of failure to retain key employee talent impacting the business. However this risk is managed by prioritising employee engagement and satisfaction. The group values the power of collaboration and communication and listens to its employees. There has also been investment in training and development and there are transparent and structured career paths to ensure the group continues to retain and attract talented staff.

##### *Sanctions*

The group sells its products globally and is therefore required to apply sanctions enforced by the UK, EU and US (amongst others). There is a risk that the group may make a sale to a company or country which is sanctioned. In order to mitigate the risk, the group regularly reviews and updates its sanctions policy and provides training to the sales team. Following Russia's invasion of Ukraine, the decision was taken to cease all trade with companies based in Russia or Belarus. On the ground research has also ceased. This decision is not expected to have a material impact on the results of the group for the year ending 31 March 2024.

#### **Stakeholder Engagement – Section 172 Statement and Business Relationships Statement**

The board of directors consider engagement of stakeholders as critical to the long-term success of the business. As a Board we must always be open to feedback from those affected by our activities and we are conscious that the group's operations affect a range of stakeholders, and we take care to consider and engage, to the greatest extent possible, all affected stakeholders in their decision making. We have set out below the group's various stakeholders and the ways with which the group engages with those stakeholders to influence its decision making.

##### *Customer Engagement*

Our Account Management is structured to ensure we have regular contact with our customers allowing us to capture regular feedback. We pride ourselves on building strategic long-term relationships to ensure we understand their challenges and therefore build our products and services to support them. We continue to invest in new products to support our customers and develop our long-term relationships with them.

##### *Employee Engagement (including policies on disabled employees)*

Our people are our greatest asset and instrumental in the success of the business. We value the power of collaboration and believe that diversity helps nurture growth. Attracting and retaining talent is key to the success of our business.

## **Euromonitor International Limited**

### **Group strategic report (continued) For the year ended 31 March 2024**

#### *Employee Engagement (including policies on disabled employees) (continued)*

Communicating and listening to our employees is considered high priority. We conduct Global Engagement Surveys which provide us with valuable insight into areas of strength and for improvement. The feedback through these surveys results in actions being agreed at all staff, division and office levels and each employee is provided with a personalised sheet detailing the actions which will impact them. The CEO, Divisional Leaders and Country Manager take responsibility for ensuring all agreed actions are delivered. Our most recent survey was completed in May 2023 and we were delighted that engagement improved year on year and our engagement score exceeds the external benchmark. Our next survey is planned for early 2025. The CEO addresses the entire organisation at least quarterly to update all employees on group performance, structural changes and our strategic objectives. Leadership members publish regular blogs on the intranet as we progress on our objectives to ensure all employees have the latest information.

We have bonus schemes for all employees which ensure employees are engaged in driving the business forward and achieving our combined objectives.

We have transparent and structured career paths across all divisions which enable employees to manage their own progression ensuring all employees can identify opportunities to move horizontally across divisions or upwards within their current division.

We complete Succession Planning each year to identify critical roles and ensure future talent for such positions is identified and nurtured through our Mentoring Scheme and other development opportunities. We have Talent & Development Teams which work closely with Divisional Management to ensure that employees can easily identify career paths within the business and talent is identified and nurtured.

Our 7 Employee Resource Groups (ERG's), which all employees are invited to join, have now been in place for 18 months and are key to driving awareness, engagement and change across their area. They also support employees in developing their knowledge through regular webinars and access to resources.

We care about the wellbeing of our employees and have a network of trained Mental Health First Aiders who are available for employees to access and seek guidance from on a confidential basis. All employees globally have access to an external Employee Assistance Program.

Our policies and procedures fully support our disabled colleagues. The group is responsive to the needs of its employees. As such, should any employee of the group become disabled during their time with us, we will actively retrain that employee and make reasonable adjustments to their working environment where possible, in order to keep the employee with the group. It is the policy of the group that the recruitment, training, career development and promotion of disabled persons should, as far as possible, be identical to that of other employees.

If the time does come that an employee does decide to leave us, we are committed to listening to their experience as an employee with us and reviewing and changing if required with all departing employees having the opportunity to feedback to us through an anonymous online survey as well as a face to face exit interview.

#### *Supplier Engagement*

Our suppliers are vital to enable us to continue to deliver high quality research to our customers. The group has a standard supplier code of conduct that is provided to all our suppliers to ensure business is conducted in a sustainable, ethical and responsible manner. We pride ourselves on supporting our supplier base which is reflected in our prompt payment reporting.

## **Euromonitor International Limited**

### **Group strategic report (continued) For the year ended 31 March 2024**

#### *Community Engagement*

We have a Corporate Social Responsibility (CSR) programme that makes a difference. Each year we commit to spending 1% of our previous fiscal turnover on charitable projects. We do work with global charities but also look regionally to ensure we make an impact in the communities in which we operate. Our employees are given 2 days per year for volunteering to support charities: one way we help focus on this is to run a formal "Community Week" in each office. In the last year over £1.5 million has been donated directly to charitable causes, among them were 10 Headline charity partners and 230 Regional charity partners. We ensure that we support Charities working in all 17 areas identified in the UN Global Compact. We encourage all employees to partake in volunteering, and all employees can either take part in events run through our CSR champions or by using the self service functionality of our CSR platform which enables all employees to find volunteering opportunities which align to their interest anywhere in the world.

All staff are eligible for a sabbatical at both 10 and 20 years of service. The sabbatical is paid in full when the employee commits to spending 50% of their normal working hours working for a charity of their choice. These longer periods of volunteering, where the employee works for the charity full time for a period of between 6 weeks to 3 months enable charities to assign high level, strategic projects to our highly qualified staff. Over the year our employees spent more over 3,000 hours working for charities through this program.

#### *Shareholders' Engagement*

Our shareholders are both Executive members of the Board and therefore thoroughly involved in the business decisions as indicated in the role of the Board. We have an open dialogue with our shareholders through one-to-one meetings, and Board meetings. Discussions with shareholders cover a wide range of topics including financial performance, strategy, outlook, governance and ethical practices. Shareholder feedback is regularly reported to and discussed by the Leadership Team and their views are considered as part of decision-making.

#### **Statement of Greenhouse Gas (GHG) Emissions for UK offices**

The company has continued to implement a programme of energy efficiency measures across the London site in Britton Street, designed to reduce energy consumption and improve energy efficiency. Monitoring and targeting are used to report on these key performance indicators within regular energy management meetings. These actions include but are not limited to increasing cooling temperature in the server room, improving metering and monitoring of energy consumption and as part of hybrid working arrangements, closing of some office floors on days with less staff in the office.

The company has recently added timers on appliances such as TV's and coffee machines across the office in order to prevent consumption out of hours. The ESOS phase 3 audit was carried out and the report provided suggestions which are now under consideration. There is also early planning for measures to be taken in order to improve the building EPC rating from C to B by 2030.

GHG emissions in tonnes of CO2 equivalent:

| <b>Emissions From</b>   |              | <b>2023-2024</b> | <b>2022-2023</b> |
|---|--------------|------------------|------------------|
|   |              | <b>Total</b>     | <b>Total</b>     |
| The combustion of fuel gas for heating and fuel for vehicles (Scope 1)                      | UK           | 15               | 19               |
| The purchase of electricity heat, steam or cooling by the company for its own use (Scope 2) | UK           | 36               | 36               |
| <b>Total Emissions (CO2e Tonnes)</b>  | <b>Total</b> | <b>50</b>        | <b>56</b>        |
| <b>Intensity Ratio (CO2e Tonnes per £1 million)</b>   |              | <b>0.31</b>      | <b>0.33</b>      |

We have reported on all of the emission sources required under the Companies Act 2006 (Strategic Report and Directors' Reports) Regulations 2018 which apply to the company only and not the group.

**Euromonitor International Limited**

**Group strategic report (continued)  
For the year ended 31 March 2024**

*Statement of Greenhouse Gas (GHG) Emissions for UK offices (continued)*

**Methodology**

The calculations are aligned with the GHG Protocol methodology. The GHG Protocol establishes comprehensive global standardised frameworks to measure and manage greenhouse gas (GHG) emissions from private and public sector operations, value chains and mitigation actions. The framework has been in use since 2001, and forms a recognised structured format, to calculate a carbon footprint.

**Notes**

Scope 1 – Time periods for combustion of gas for heating and for vehicles are for the financial year.  
Scope 2 – Time periods for consumption of electricity are for the financial year.  
Intensity Ratio – We are using “Tonnes per £1 million revenue”.

**Board responsibilities**

Our view is that strong governance within the group enables us to make better decisions for the long-term strategy of the business. We support governance guidelines and apply them in a way that is meaningful to our business and consistent with our values. We understand that our business will only grow and prosper if we understand and respect the views and needs of our customers, suppliers, colleagues, shareholders and communities in which we operate.

Our board meets at least 4 times per year, and matters reserved for the board include:

- The setting of strategy to secure continued growth and understand the resources required to deliver on this.
- To instil a culture of openness, integrity and transparency, ensure that there is an appropriate control environment and risk management that is effective for the business.
- To review performance of the business and progress towards the strategic objectives.
- Recruitment and reward of the Executive Leadership Team.
- Ensure the business meets its Legal requirements in regard to the Companies Act.
- Oversight and review of all financial matters including the Financial statements and Audit report.

This report was approved by the board on 22 July 2024 and signed on its behalf.



**T J Fenwick**  
Director

## **Euromonitor International Limited**

### **Directors' report For the year ended 31 March 2024**

The directors present their report and the audited financial statements of the group and company for the year ended 31 March 2024.

#### **Principal activities**

The principal activity of the group during the year was that of publishing and provision of information services.

#### **Results and dividends**

The profit for the financial year, after taxation, amounted to £28,450k (2023: £30,148k). Dividends of £25,400k (2023: £24,560k) were paid during the year. No dividends were proposed or declared at year-end that were unpaid. See note 26 for details of dividends paid after the year-end.

#### **Future developments**

Future developments are detailed in the Strategic report.

#### **Directors**

The directors of the company who served during the year and up to the date of signing the financial statements were:

R N Senior  
T J Fenwick  
T R E Kitchin  
L A Wake

#### **Directors' indemnities**

As permitted by the Articles of Association, the directors have the benefit of an indemnity which is a qualifying third party indemnity provisional as defined by Section 234 of the Companies Act 2006. The indemnity was in force throughout the past financial year and is currently in force. The company also purchased and maintained throughout the financial year director's and Officer's liability insurance in respect of itself and its directors.

#### **Going concern**

See note 3.3 for details of the group and company's status as a going concern.

#### **Branches outside the UK**

The company has branches in Japan and Dubai.

#### **Statement of Greenhouse Gas (GHG) Emissions for UK offices**

Please refer to the Strategic report on pages 6-7.

#### **Research and Development**

The company produces a substantial amount of data through market research. In accordance with FRS 102, the expenditure on the enlargement of this database is written off to cost of sales in the year it is incurred. The company also invests in research and development through development of software. Significant projects include the development of cloud-based research tools, this will support and improve data collection and analysis.

#### **Financial risk management**

Financial risk management objectives and policies are detailed in the Strategic report.

## **Euromonitor International Limited**

### **Directors' report (continued) For the year ended 31 March 2024**

#### **Disclosure of information of auditor**

In the case of each director in office at the date the directors' report is approved:

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

This information is given and should be interpreted in accordance with section 418 of the Companies Act 2006.

#### **Post balance sheet events**

Post year end, the board approved and paid dividends of £4.89m.

On 1 May 2024, the shareholders exchanged their shares in the company with Euromonitor Holdings Limited, a company registered in England and Wales at 60-61 Britton Street, London, United Kingdom, EC1M 5UX (Registration 15679859). As of 1 May 2024 Euromonitor Holdings Limited is the parent company of Euromonitor International Limited. The ultimate beneficial owners continue to be Robert Senior and Trevor Fenwick. There are no other subsequent events that require disclosure.

#### **Independent auditor**

The auditor, CLA Evelyn Partners Limited, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 22 July 2024 and signed on its behalf.



**T J Fenwick**  
Director

## **Euromonitor International Limited**

### **Statement of directors' responsibilities in respect of the financial statements For the year ended 31 March 2024**

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulation.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the group and the company financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law).

Under company law, 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 group and company and of the profit or loss of the group for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and company will continue in business.

The directors are also responsible for safeguarding the assets of the group and company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF EUROMONITOR INTERNATIONAL LIMITED

### Opinion

We have audited the financial statements of Euromonitor International Limited (the 'Parent Company') and its subsidiaries (the 'Group') For the year ended 31 March 2024 which comprise the Consolidated Statement of Comprehensive Income, Consolidated and Company Statement of Financial Position, Consolidated and Company Statement of Changes in Equity, Consolidated Statement of Cash Flows, and the 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 Group's and of the Parent Company's affairs as at 31 March 2024 and of the Group's profit 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 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 Group and Parent 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 Group and Parent 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 and Financial Statements, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the Annual Report and Financial Statements. 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.

**Euromonitor International Limited**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF EUROMONITOR INTERNATIONAL LIMITED (CONTINUED)**

**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 Group Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Group Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the Group and the Parent Company and their environment obtained in the course of the audit, we have not identified material misstatements in the Group 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 by the Parent Company, or returns adequate for our audit have not been received from branches not visited by us; or
- the Parent Company 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 10, 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 Group's and the Parent 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 Group or the Parent 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:

We obtained an understanding of the Group and Parent Company's legal and regulatory framework through enquiry of management concerning their understanding of relevant laws and regulations and the entity's policies and procedures regarding compliance.

We understand that the Group and Parent Company complies with the framework through:

- Maintaining clear policies and internal controls which are updated as legal and regulatory requirements change.
- Close oversight by the directors and senior management, meaning that any litigation or claims would come to their attention directly.
- Engaging external experts as required, particularly for tax compliance.

**Euromonitor International Limited**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF EUROMONITOR INTERNATIONAL LIMITED (CONTINUED)**

In the context of the audit, we considered those laws and regulations which determine the form and content of the financial statements, which are central to the Group and Parent Company's ability to conduct business and where failure to comply could result in material penalties. The only specific laws and regulations which are significant in the context of the Group and Parent Company is that they must abide by the Companies Act 2006 and FRS 102 in respect of the preparation and presentation of the financial statements and comply with tax regulations in the various jurisdictions in which they operate.

The senior statutory auditor led a discussion with senior members of the engagement team regarding the susceptibility of the entity's financial statements to material misstatement, including how fraud might occur. The key areas identified in this discussion were with regard to the manipulation of the financial statements through manual journal entries and manipulation of key accounting estimates.

The procedures we carried out to gain evidence in the above areas included:

- Testing of a sample of manual journal entries, selected through applying specific risk assessments based on the Group and Parent Company's processes and controls surrounding manual journals.
- Performing substantive audit procedures over significant judgements and estimates in particular those relating to impairment of receivables, the carrying value of intangible assets and the recognition of certain revenue streams and the disclosure of such items.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://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 Parent 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 Parent 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 Parent Company and the Parent Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

CLA Evelyn Partners Limited  
CLA Evelyn Partners Limited (Jul 22, 2024 18:22 GMT+1)

**Chetan Mistry**  
Senior Statutory Auditor, for and on behalf of

**CLA Evelyn Partners Limited**  
Statutory Auditor  
Chartered Accountants

45 Gresham Street  
London  
EC2V 7BG

Date: 22/07/2024

**Euromonitor International Limited**

**Consolidated statement of comprehensive income  
For the year ended 31 March 2024**

|  | Note | 2024<br>£000   | 2023<br>£000   |
|--|------|----------------|----------------|
| Turnover   | 5    | 173,712        | 167,998        |
| Cost of sales  |      | (47,229)       | (48,668)       |
| <b>Gross profit</b>                                      |      | <b>126,483</b> | <b>119,330</b> |
| Distribution costs                                       |      | (45,295)       | (42,744)       |
| Recurring administrative expenses                        |      | (42,875)       | (37,943)       |
| Exceptional administrative expenses                      | 6    | -              | 359            |
| Administrative expenses                                  |      | (42,875)       | (37,584)       |
| <b>Operating profit</b>                                  | 6    | <b>38,313</b>  | <b>39,002</b>  |
| Interest expense   | 7    | (1)            | (107)          |
| Interest receivable and similar income                   | 7    | 744            | 71             |
| <b>Profit before taxation</b>                            |      | <b>39,056</b>  | <b>38,966</b>  |
| Tax on profit  | 12   | (10,606)       | (8,818)        |
| <b>Profit for the financial year</b>                     |      | <b>28,450</b>  | <b>30,148</b>  |
| <b>Other comprehensive (expense)/income for the year</b> |      |                |                |
| Foreign exchange   |      | (1,181)        | (1,580)        |
| <b>Total comprehensive income for the year</b>           |      | <b>27,269</b>  | <b>28,568</b>  |

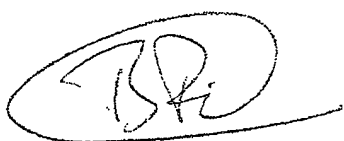
The notes on pages 20 to 41 form part of these financial statements.

**Euromonitor International Limited**  
**Registered number: 01040587**

**Consolidated statement of financial position**  
**As at 31 March 2024**

|  | Note | 2024<br>£000 | 2024<br>£000   | 2023<br>£000   | 2023<br>£000  |
|--|------|--------------|----------------|----------------|---------------|
| <b>Fixed assets</b>                            |      |              |                |                |               |
| Intangible assets                              | 14   |              | 3,787          |                | 4,569         |
| Tangible assets                                | 15   |              | 6,620          |                | 7,404         |
|  |      |              | <u>10,407</u>  |                | <u>11,973</u> |
| <b>Current assets</b>                          |      |              |                |                |               |
| Work in progress                               | 17   | 750          |                | 760            |               |
| Debtors  | 18   | 45,408       |                | 43,846         |               |
| Cash at bank and in hand                       | 19   | 66,572       |                | 66,014         |               |
|  |      |              | <u>112,730</u> | <u>110,620</u> |               |
| Creditors: amounts falling due within one year | 20   | (102,532)    |                | (103,856)      |               |
| <b>Net current assets</b>                      |      |              | <u>10,198</u>  |                | <u>6,764</u>  |
| <b>Net assets</b>                              |      |              | <u>20,605</u>  |                | <u>18,737</u> |
| <b>Capital and reserves</b>                    |      |              |                |                |               |
| Called up share capital                        | 22   |              | 38             |                | 38            |
| Capital redemption reserve                     |      |              | 21             |                | 21            |
| Foreign exchange reserve                       |      |              | (704)          |                | 478           |
| Retained earnings                              |      |              | 21,250         |                | 18,200        |
| <b>Total shareholders' funds</b>               |      |              | <u>20,605</u>  |                | <u>18,737</u> |

The financial statements on pages 14 to 41 were approved and authorised for issue by the board and were signed on its behalf on 22 July 2024.



**T J Fenwick**  
**Director**


The notes on pages 20 to 41 form part of these financial statements.

**Euromonitor International Limited**  
**Registered number: 01040587**

**Company statement of financial position**  
**As at 31 March 2024**

|  | Note | 2024<br>£000  | 2024<br>£000   | 2023<br>£000  | 2023<br>£000   |
|--|------|---------------|----------------|---------------|----------------|
| <b>Fixed assets</b>                            |      |               |                |               |                |
| Intangible assets                              | 14   |               | 3,787          |               | 4,569          |
| Tangible assets                                | 15   |               | 5,204          |               | 5,527          |
| Investments                                    | 16   |               | 2,007          |               | 2,007          |
|  |      |               | <u>10,998</u>  |               | <u>12,103</u>  |
| <b>Current assets</b>                          |      |               |                |               |                |
| Work in progress                               | 17   | 750           |                | 760           |                |
| Debtors  | 18   | 45,191        |                | 43,921        |                |
| Cash at bank and in hand                       | 19   | 45,948        |                | 49,123        |                |
|  |      | <u>91,889</u> |                | <u>93,804</u> |                |
| Creditors: amounts falling due within one year | 20   | (98,258)      |                | (101,044)     |                |
| <b>Net current liabilities</b>                 |      |               | <u>(6,369)</u> |               | <u>(7,240)</u> |
| <b>Net assets</b>                              |      |               | <u>4,629</u>   |               | <u>4,863</u>   |
| <b>Capital and reserves</b>                    |      |               |                |               |                |
| Called up share capital                        | 22   |               | 38             |               | 38             |
| Capital redemption reserve                     |      |               | 21             |               | 21             |
| Foreign exchange reserve                       |      |               | (838)          |               | (673)          |
| Retained earnings brought forward              |      | 5,477         |                | 3,845         |                |
| Profit for the financial year                  |      | 25,331        |                | 26,192        |                |
| Dividends paid                                 | 11   | (25,400)      |                | (24,560)      |                |
|  |      | <u>5,408</u>  |                | <u>5,477</u>  |                |
| <b>Retained earnings carried forward</b>       |      |               | <u>5,408</u>   |               | <u>5,477</u>   |
| <b>Total shareholders' funds</b>               |      |               | <u>4,629</u>   |               | <u>4,863</u>   |

The financial statements on pages 14 to 41 were approved and authorised for issue by the board and were signed on its behalf on 22 July 2024.



**T J Fenwick**  
 Director

The notes on pages 20 to 41 form part of these financial statements

**Euromonitor International Limited**

**Consolidated statement of changes in equity  
For the year ended 31 March 2024**

|  | Called up<br>share<br>capital | Capital<br>redemption<br>reserve | Foreign<br>exchange<br>reserve | Retained<br>earnings | Total<br>shareholders'<br>funds |
|--|-------------------------------|----------------------------------|--------------------------------|----------------------|---------------------------------|
|  | £000                          | £000                             | £000                           | £000                 | £000                            |
| <b>At 1 April 2022</b>                   | <b>38</b>                     | <b>21</b>                        | <b>2,058</b>                   | <b>12,612</b>        | <b>14,729</b>                   |
| Profit for the financial year            | -                             | -                                | -                              | 30,148               | 30,148                          |
| Foreign exchange movement                | -                             | -                                | (1,580)                        | -                    | (1,580)                         |
| Dividends paid (note 11)                 | -                             | -                                | -                              | (24,560)             | (24,560)                        |
| <b>At 31 March 2023 and 1 April 2023</b> | <b>38</b>                     | <b>21</b>                        | <b>478</b>                     | <b>18,200</b>        | <b>18,737</b>                   |
| Profit for the financial year            | -                             | -                                | -                              | 28,450               | 28,450                          |
| Foreign exchange movement                | -                             | -                                | (1,182)                        | -                    | (1,182)                         |
| Dividends paid (note 11)                 | -                             | -                                | -                              | (25,400)             | (25,400)                        |
| <b>At 31 March 2024</b>                  | <b>38</b>                     | <b>21</b>                        | <b>(704)</b>                   | <b>21,250</b>        | <b>20,605</b>                   |

The notes on pages 20 to 41 form part of these financial statements.

**Euromonitor International Limited**

**Company statement of changes in equity  
For the year ended 31 March 2024**

|  | Called up<br>share<br>capital | Capital<br>redemption<br>reserve | Foreign<br>exchange<br>reserve | Retained<br>earnings | Total<br>shareholders'<br>funds |
|--|-------------------------------|----------------------------------|--------------------------------|----------------------|---------------------------------|
|  | £000                          | £000                             | £000                           | £000                 | £000                            |
| At 1 April 2022                          | 38                            | 21                               | (454)                          | 3,845                | 3,450                           |
| Profit for the financial year            | -                             | -                                | -                              | 26,192               | 26,192                          |
| Foreign exchange movement                | -                             | -                                | (219)                          | -                    | (219)                           |
| Dividends paid (note 11)                 | -                             | -                                | -                              | (24,560)             | (24,560)                        |
| <b>At 31 March 2023 and 1 April 2023</b> | <b>38</b>                     | <b>21</b>                        | <b>(673)</b>                   | <b>5,477</b>         | <b>4,863</b>                    |
| Profit for the financial year            | -                             | -                                | -                              | 25,331               | 25,331                          |
| Foreign exchange movement                | -                             | -                                | (165)                          | -                    | (165)                           |
| Dividends paid (note 11)                 | -                             | -                                | -                              | (25,400)             | (25,400)                        |
| <b>At 31 March 2024</b>                  | <b>38</b>                     | <b>21</b>                        | <b>(838)</b>                   | <b>5,408</b>         | <b>4,629</b>                    |

The notes on pages 20 to 41 form part of these financial statements

**Euromonitor International Limited**

**Consolidated statement of cash flows  
For the year ended 31 March 2024**

|  | 2024<br>£000    | 2023<br>£000    |
|--|-----------------|-----------------|
| Profit for the financial year                              | 28,450          | 30,148          |
| <b>Adjustments for:</b>                                    |                 |                 |
| Amortisation of intangible assets                          | 1,342           | 1,301           |
| Depreciation of tangible assets                            | 1,216           | 1,142           |
| Loss on disposal of tangible assets                        | 40              | -               |
| Net interest (received)/paid                               | (744)           | 35              |
| Tax on profit  | 10,606          | 8,818           |
| Decrease/(increase) in work in progress                    | 10              | (31)            |
| Increase in debtors  | (3,007)         | (1,237)         |
| (Decrease)/increase in creditors                           | (2,402)         | 1,448           |
| Corporation tax paid                                       | (8,106)         | (5,719)         |
| Decrease in provisions                                     | -               | (10,703)        |
| <b>Net cash generated from operating activities</b>        | <b>27,405</b>   | <b>25,202</b>   |
|  |                 |                 |
| Purchase of intangible assets                              | (593)           | (1,034)         |
| Purchase of tangible assets                                | (529)           | (982)           |
| Net interest received/(paid)                               | 743             | (35)            |
| <b>Net cash used in investing activities</b>               | <b>(379)</b>    | <b>(2,051)</b>  |
|  |                 |                 |
| Dividends paid   | (25,400)        | (24,560)        |
| <b>Net cash used in financing activities</b>               | <b>(25,400)</b> | <b>(24,560)</b> |
|  |                 |                 |
| <b>Net increase/(decrease) in cash at bank and in hand</b> | <b>1,626</b>    | <b>(1,409)</b>  |
| Cash at bank and in hand at beginning of year              | 66,014          | 68,952          |
| Foreign exchange   | (1,068)         | (1,529)         |
| <b>Cash at bank and in hand at the end of year</b>         | <b>66,572</b>   | <b>66,014</b>   |

The group has no interest-bearing loans and therefore a net debt reconciliation has not been disclosed.

The notes on pages 20 to 41 form part of these financial statements.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2024**

#### **1. General information**

Euromonitor International Limited is a private company limited by shares and is incorporated and domiciled in England and Wales, within the United Kingdom. The registered office address is 60-61 Britton Street, London, EC1M 5UX and the company's registered number is 01040587. The principal activity of the group during the year was that of publishing and provision of information services.

#### **2. Statement of compliance**

The group and company financial statements of Euromonitor International Limited have been prepared in compliance with United Kingdom Accounting Standards, including Financial Reporting Standard 102, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Companies Act 2006.

#### **3. Accounting policies**

##### **3.1 Basis of preparation of financial statements**

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

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires group management to exercise judgement in applying the group's accounting policies (see note 4).

The following principal accounting policies have been applied consistently:

##### **3.2 Consolidation**

The Consolidated statement of comprehensive income and Consolidated statement of financial position include the financial statements of the group and its subsidiary undertakings made up to 31 March 2024. Intra group transactions, any unrealised profits/losses arising and intercompany balances are eliminated fully on consolidation.

The Consolidated financial statements incorporate the financial statements of the company and entities (including special purpose entities) controlled by the group (its subsidiaries). Control is achieved where the group has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities. Investments are reviewed for impairment if factors, such as a change in business model, indicate impairment may be necessary.

The results of subsidiaries acquired or disposed of during the year are included in total comprehensive income from the effective date of acquisition and up to the effective date of disposal, as appropriate, using accounting policies consistent with those of the parent. All intra-group transactions, balances, income and expenses are eliminated in full on consolidation.

##### **3.3 Going concern**

The directors have performed a risk assessment to understand the potential impact of the economic crisis, the war in Ukraine and other macro-economic factors. They confirm that these factors have been appropriately considered in the group's forecasts, including downside scenarios and on the performance of the business or the cash position.

Having reviewed the group and the company's cash flow forecasts and the current high level of cash, the directors have a reasonable expectation that the group and the company has sufficient resources to continue in operational existence for the foreseeable future being a period of no less than 12 months from the date of the authorisation of these financial statements. Accordingly, the directors have prepared the financial statements on the going concern basis.

**3. Accounting policies (continued)**

**3.4 Disclosure exemptions for qualifying entities under FRS 102**

FRS 102 allows a qualifying entity certain disclosure exemptions, subject to certain conditions, which have been complied with, including notification of, and no objection to, the use of exemptions by the company's shareholders.

The company has taken advantage of the following exemptions:

- the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Consolidated statement of comprehensive income in these financial statements;
- the exemption from preparing a Consolidated statement of cash flows or statement of income, required under Section 7 of FRS 102 and paragraph 3.17(d), on the basis that it is a qualifying entity, its cash flow and statement of income is included in the cash flow and statement of income in the Consolidated financial statements; and
- the exemption from disclosing the company's key management personnel compensation, as required by FRS 102 paragraph 33.7.

**3.5 Revenue recognition**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the group and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, value added tax and other sales taxes. Revenue invoiced but relates to future periods are deferred and treated as deferred income in the Consolidated statement of financial position. Revenue where the service has been provided at year end but not yet invoiced is recognised as accrued income on the Consolidated statement of financial position.

The group recognises revenue when (a) the significant risks and rewards of ownership have been transferred to the buyer; (b) the group retains no continuing involvement of control over the goods; (c) the amount of revenue can be measured reliably; (d) it is probably that future economic benefits will flow to the entity (e) when the specific criteria relating to each of the group's sales channels have been met as described below:

**i) Subscription revenue**

Revenue is recognised on a straight-line basis over the period of the subscription.

**ii) Consulting revenue**

Revenue is recognised in the accounting period in which the services are rendered when the outcome of the contract can be estimated reliably. The group uses the percentage completion method based on the actual service performed as a percentage of the total services to be provided.

**iii) Extract revenue**

Revenue is recognised when the product is delivered to the customer. For extract sales this is the point at which the customer receives access to the report.

**3.6 Exceptional expenses**

Expenses which are non-recurring and incurred outside of normal business operations are disclosed separately as 'exceptional expenses' to provide further understanding of the financial performance of the group. These items are presented within the line items to which they best relate and reported separately as exceptional items.

## Euromonitor International Limited

### Notes to the financial statements For the year ended 31 March 2024

#### 3. Accounting policies (continued)

##### 3.7 Interest income

Interest income is recognised in the Consolidated statement of comprehensive income using the effective interest method.

##### 3.8 Interest expense

Interest expenses are recognised on the Consolidated statement of comprehensive income under the accruals basis.

##### 3.9 Tangible assets

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

The group adds to the carrying amount of an item of tangible assets the cost of replacing part of such an item when that cost is incurred, if the replacement part is expected to provide incremental future benefits to the group. The carrying amount of the replaced part is derecognised. Repairs and maintenance are charged to profit or loss during the period in which they are incurred. Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives on a straight-line basis.

Depreciation is provided on the following basis:

|                              |  |
|------------------------------|--|
| Freehold property            | - Straight line over 15 to 50 years                        |
| Long-term leasehold property | - Straight line over the life of the lease                 |
| Motor vehicles               | - 25% Reducing balance                                     |
| Fixtures and fittings        | - 15% Reducing balance or straight line over 5 to 15 years |
| Computer equipment           | - Straight line over 3 to 5 years                          |

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

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Consolidated statement of comprehensive income.

##### 3.10 Intangible assets

Intangible assets are stated at cost less accumulated amortisation and accumulated impairment losses. Amortisation is calculated, using the straight-line method, to allocate the depreciable amount of the assets to their residual values over their estimated useful lives, as follows:

|          |                                   |
|----------|-----------------------------------|
| Software | - Straight line over 3 to 5 years |
|----------|-----------------------------------|

Where factors, such as technological advancement or changes in market price, indicate that residual value or useful life have changed, the residual value, useful life or amortisation rate are amended prospectively to reflect the new circumstances. The assets are reviewed for impairment if the above factors indicate that the carrying amount may be impaired.

Costs associated with maintaining computer software are recognised as an expense as incurred. Development costs that are directly attributable to the design and testing of identifiable and unique software products controlled by the group are recognised as intangible assets when the following criteria are met:

**3. Accounting policies (continued)**

**3.11 Intangible assets (continued)**

- it is technically feasible to complete the software so that it will be available for use;
- management intends to complete the software and use or sell it;
- there is an ability to use or sell the software;
- it can be demonstrated how the software will generate probable future economic benefits;
- adequate technical, financial and other resources to complete the development and to use or sell the software are available; and
- the expenditure attributable to the software during its development can be reliably measured.

Other development expenditures that do not meet these criteria are recognised as an expense as incurred. Development costs previously recognised as an expense are not recognised as an asset in a subsequent period.

**3.12 Investments**

The Company's investments in subsidiaries are held at cost less impairment.

**3.13 Impairment of non-financial assets**

At each balance sheet date non-financial assets not carried at fair value are assessed to determine whether there is an indication that the asset may be impaired. If there is such an indication the recoverable amount of the asset is compared to the carrying amount of the asset.

The recoverable amount of the asset is the higher of the fair value less costs to sell and value in use. Value in use is defined as the present value of the future cash flows before interest and tax obtainable as a result of the asset's continued use. These cash flows are discounted using a pre-tax discount rate that represents the current market risk-free rate and the risks inherent in the asset.

If the recoverable amount of the asset is estimated to be lower than the carrying amount, the carrying amount is reduced to its recoverable amount. An impairment loss is recognised in the profit and loss account, unless the asset has been revalued when the amount is recognised in other comprehensive income to the extent of any previously.

If an impairment loss is subsequently reversed, the carrying amount of the asset is increased to the revised estimate of its recoverable amount, but only to the extent that the revised carrying amount does not exceed the carrying amount that would have been determined (net of depreciation or amortisation) had no impairment loss been recognised in prior periods. A reversal of an impairment loss is recognised in the profit and loss account.

**3.14 Research and development**

The company produces a substantial amount of data through market research. In accordance with FRS 102, the expenditure on the enlargement of this database is written off to cost of sales in the year it is incurred. The company also invests in R&D through development of software, external costs are capitalised onto the balance sheet and internal costs are recognised in profit or loss.

**Notes to the financial statements  
For the year ended 31 March 2024**

**3. Accounting policies (continued)**

**3.15 Operating leases**

Rentals under operating leases are charged to the Consolidated statement of comprehensive income on a straight-line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight-line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

**3.16 Foreign currency translation**

**Functional currency and presentation currency**

The individual financial statements of each group entity are presented in the currency of the primary economic environment in which the entity operates (its functional currency). For the purpose of the Consolidated financial statements, the results and financial position are presented in Sterling (£), the company's functional currency. The financial statements are rounded to the nearest thousand.

**Transactions and balances**

In preparing the financial statements of the individual entities, transactions in currencies other than the functional currency of the individual entities (foreign currencies) are recognised at the spot rate at the dates of the transactions, or at an average rate where this rate approximates the actual rate at the date of the transaction. At the end of each reporting period, monetary items denominated in foreign currencies are retranslated at the rates prevailing at that date. Non-monetary items that are measured in terms of historical cost in a foreign currency are not retranslated. Exchange differences are recognised in profit or loss in the period in which they arise. However, in the Consolidated financial statements exchange differences arising on monetary items that form part of the net investment in a foreign operation are recognised in other comprehensive income and are not reclassified to profit or loss.

**Translation of group companies**

For the purpose of presenting Consolidated financial statements, the assets and liabilities of the group's foreign operations are translated from their functional currency to Sterling (£) using the closing exchange rate. Income and expenses are translated using the average rate for the period, unless exchange rates fluctuated significantly during that period, in which case the exchange rates at the dates of the transactions are used. Exchange differences arising on the translation of group companies are recognised in other comprehensive income and are not reclassified to profit or loss.

**3.17 Dividends**

Dividends are recognised when they become legally payable. Interim dividends are recognised when paid. Final dividends are recognised when approved by the shareholders at an annual general meeting. Dividends on shares recognised as liabilities are recognised as expenses and classified within interest payable.

Dividend income is recognised when the right to receive payment is established.

**3.18 Debtors**

Short term debtors are measured at transaction price, less any impairment.

**3.19 Cash at bank and in hand**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2024**

#### **3. Accounting policies (continued)**

##### **3.19 Cash at bank and in hand (continued)**

In the Consolidated statement of cash flows, cash at bank and in hand are shown net of bank overdrafts that are repayable on demand and form an integral part of the group's cash management.

##### **3.20 Creditors**

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

##### **3.21 Financial Instruments**

The group has chosen to adopt Sections 11 and 12 of FRS 102 in respect of financial instruments.

The group only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, and other third parties and loans to related parties.

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

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

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

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

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the Consolidated statement of financial position. Finance costs and gains or losses relating to financial liabilities are included in the Consolidated statement of comprehensive income. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

##### **3.22 Holiday pay accrual**

A liability is recognised to the extent of any unused holiday pay entitlement which is accrued at the Consolidated statement of financial position date and carried forward to future periods. This is measured at the undiscounted salary cost of the future holiday entitlement so accrued at the Consolidated statement of financial position date.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2024**

#### **3. Accounting policies (continued)**

##### **3.23 Pensions**

The group operates a defined contribution pension scheme and the pension charge represents the amounts payable by the group to the fund in respect of the year.

##### **3.24 Provisions for liabilities**

Provisions are made where an event has taken place that gives the group a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to the Consolidated statement of comprehensive income in the year that the group becomes aware of the obligation, and are measured at the best estimate at the Consolidated statement of financial position date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Consolidated statement of financial position.

##### **3.25 Contingent liabilities**

Contingent liabilities, arising as a result of past events, are not recognised when (i) it is not probable that there will be an outflow of resources or that the amount cannot be reliably measured at the reporting date or (ii) when the existence will be confirmed by the occurrence or non-occurrence of uncertain future events not wholly within the group's control. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

##### **3.26 Work in progress**

Work in progress is valued on the basis of costs incurred for future publications which is considered to be the lower of cost and net realisable value. This is expensed to the Consolidated statement of comprehensive income when the publications have been published. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

##### **3.27 Current and deferred taxation**

The tax expense for the year comprises current and deferred tax. Tax is recognised in the Consolidated statement of comprehensive income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company and the group operate and generate income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Consolidated statement of financial position date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits;
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met; and
- Where they relate to timing differences in respect of interests in subsidiaries, associates, branches and joint ventures and the group can control the reversal of the timing differences and such reversal is not considered probable in the foreseeable future.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2024**

#### **3. Accounting policies (continued)**

Deferred tax balances are not recognised in respect of permanent differences. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

##### **3.28 Capital and reserves**

Called up share capital represents amounts subscribed for shares at nominal value.

The Capital redemption reserve represents the nominal value of shares redeemed by the Company.

The foreign exchange reserve refers to the exchange differences on translating foreign operations recognised through other comprehensive income, net of amounts reclassified to profit and loss, when those assets have been disposed of or are determined to be impaired.

Retained earnings represents accumulated profits and losses attributable to equity shareholders, less amounts distributed to shareholders.

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from proceeds.

#### **4. Judgements in applying accounting policies and key sources of estimation uncertainty**

The preparation of financial statements in conformity with FRS 102 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. These are listed below:

##### **4.1 Critical judgements in applying accounting policies**

- **Capitalisation of development costs**

The group has capitalised costs incurred in the development of internally generated assets. Judgement is required to determine if the costs incurred meet the capitalisation criteria, such as whether it is technically feasible to complete the intangible asset and whether the group has adequate resources to complete the development. Annually, management review the ongoing investment projects to determine if the associated expenditure meets the capitalization criteria under FRS 102. The project will be reviewed to determine if its still meeting the needs of the business, will result in economic benefit and is technically feasible.

##### **4.2 Key accounting estimates**

- **Revenue recognition**

The group is required to make an estimate of the project completion levels in respect of contracts which straddle the year end for income recognition purposes. Estimates are based on expected total costs and revenues from each contract. Total expected costs are reviewed at each period end and determined based on actual's to date versus management's historic experience in relation to similar contracts. This involves a level of judgement and therefore differences may arise between the actual and estimated result. Where immaterial differences arise they are recognised in the income statement for the following reporting period. Any material changes to these estimates would affect revenue recognised in the financial statements and the level of deferred or accrued income on the Consolidated statement of financial position.

- **Bad debt provision**

Recognised within debtors is a provision for bad debts of £1,730k (2023: £1,443k) based on the directors' estimation for the value of bad debts as at the end of the reporting period. 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 debts which ultimately prove to be uncollectible.

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**5 Turnover**

The whole of the turnover is attributable to that of publishing and provision of information services.

As permitted by Paragraph 68(5) of Schedule 1 (The Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008) disclosing the amount of turnover to each class and geographical region has not been disclosed.

**6 Operating profit**

Operating profit is stated after charging/(crediting):

|   | 2024   | 2023    |
|---|--------|---------|
|   | £000   | £000    |
| Amortisation of intangible assets         | 1,342  | 1,301   |
| Exceptional administrative expenses       | -      | (359)   |
| Depreciation of tangible assets           | 1,216  | 1,142   |
| Market research costs                     | 47,229 | 48,668  |
| Loss on disposal of tangible assets       | 40     | -       |
| Work in progress recognised as an expense | 760    | 729     |
| Foreign exchange loss/(gain)              | 646    | (3,169) |
| Operating lease rentals                   | 4,285  | 4,300   |

**7 Interest expenses/(income)**

|                        | 2024  | 2023 |
|------------------------|-------|------|
|                        | £000  | £000 |
| Interest expenses      | 1     | 107  |
| Bank interest received | (744) | (71) |

**8 Auditors' remuneration**

|  | 2024 | 2023 |
|--|------|------|
|  | £000 | £000 |
| Fees payable to the group's auditors and their associates for the audit of the group's annual financial statements | 96   | 91   |
| Fees payable to the company's auditor and its associates for other services to the group:                          |      |      |
| - Accounting advisory services   | 5    | -    |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**9. Employees**

Staff costs, including directors' remuneration, were as follows:

|                       | Group<br>2024<br>£000 | Group<br>2023<br>£000 | Company<br>2024<br>£000 | Company<br>2023<br>£000 |
|-----------------------|-----------------------|-----------------------|-------------------------|-------------------------|
| Wages and salaries    | 89,577                | 85,332                | 34,444                  | 31,898                  |
| Social security costs | 6,751                 | 6,935                 | 3,418                   | 3,639                   |
| Other pension costs   | 3,378                 | 2,986                 | 1,288                   | 1,222                   |
|                       | <b>99,706</b>         | <b>95,253</b>         | <b>39,150</b>           | <b>36,759</b>           |

The average monthly number of employees, including the directors, during the year was as follows:

|                      | Group<br>2024<br>Number | Group<br>2023<br>Number | Company<br>2024<br>Number | Company<br>2023<br>Number |
|----------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Sales and marketing  | 466                     | 441                     | 172                       | 168                       |
| Content and delivery | 861                     | 848                     | 174                       | 176                       |
| Operations           | 114                     | 113                     | 66                        | 63                        |
|                      | <b>1,441</b>            | <b>1,402</b>            | <b>412</b>                | <b>407</b>                |

**10. Directors and key management personnel remuneration**

|   | 2024<br>£000 | 2023<br>£000 |
|---|--------------|--------------|
| Directors' emoluments   | 3,374        | 4,764        |
| Company contributions to defined contribution pension schemes | 20           | 8            |
| <b>Aggregate remuneration</b>                                 | <b>3,394</b> | <b>4,772</b> |

During the year retirement benefits were accruing to 2 directors (2023: 2) in respect of defined contribution pension schemes.

The highest paid director received remuneration of £1,328k (2023: £2,116k), and pension contributions of £10k (2023: £nil).

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**11. Dividends**

|   | <b>2024</b>   | <b>2023</b>   |
|---|---------------|---------------|
|   | <b>£000</b>   | <b>£000</b>   |
| Dividends declared and paid on equity capital | <b>25,400</b> | <b>24,560</b> |

**12. Tax on profit**

|  | <b>2024</b>   | <b>2023</b>  |
|--|---------------|--------------|
|  | <b>£000</b>   | <b>£000</b>  |
| <b>Corporation tax</b>                         |               |              |
| Current tax on profits for the year            | <b>7,383</b>  | <b>4,543</b> |
| Adjustments in respect of previous periods     | <b>(371)</b>  | <b>(147)</b> |
|  | <b>7,012</b>  | <b>4,396</b> |
| <b>Foreign tax</b>                             |               |              |
| Foreign tax on income for the year             | <b>3,476</b>  | <b>4,044</b> |
| Foreign tax in respect of previous periods     | <b>87</b>     | <b>121</b>   |
|  | <b>3,563</b>  | <b>4,165</b> |
| <b>Total current tax</b>                       | <b>10,575</b> | <b>8,561</b> |
| <b>Deferred tax</b>                            |               |              |
| Origination and reversal of timing differences | <b>140</b>    | <b>179</b>   |
| Adjustments in respect of previous periods     | <b>(109)</b>  | <b>78</b>    |
| Effect of change in tax rate                   | <b>-</b>      | <b>-</b>     |
| <b>Total deferred tax</b>                      | <b>31</b>     | <b>257</b>   |
| <b>Total tax charge for the year</b>           | <b>10,606</b> | <b>8,818</b> |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**13. Tax on profit (continued)**

**Factors affecting tax charge for the year**

The tax assessed for the year is higher than the standard rate of corporation tax in the UK of 25% (2023: 19%). The differences are explained below:

|  | 2024<br>£000  | 2023<br>£000 |
|--|---------------|--------------|
| Profit before taxation   | 39,056        | 38,966       |
| Profit before taxation multiplied by standard rate of corporation tax in the UK of 25% (2023: 19%) | 9,764         | 7,404        |
| <b>Effects of:</b>   |               |              |
| Expenses not deductible for tax purposes   | 565           | 197          |
| Fixed asset timing differences   | 89            | (16)         |
| Higher rate taxes on overseas earnings   | (62)          | 839          |
| Adjustments in respect of previous periods   | (371)         | (147)        |
| Other short term timing differences  | 246           | 160          |
| Non-taxable income   | (48)          | (255)        |
| Unrelieved foreign tax   | 426           | 391          |
| Under provision in respect of previous periods (overseas)  | (22)          | 199          |
| Effect of changes in tax rates   | -             | 29           |
| Tax losses   | (13)          | (17)         |
| Transfer pricing adjustments   | 32            | 34           |
| <b>Total tax charge for the year</b>   | <b>10,606</b> | <b>8,818</b> |

**Factors that may affect future tax charges**

There are no factors which may materially affect future tax charges.

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**14. Intangible assets**

**Group**

|                                 | Software<br>£000 | Software<br>under<br>development<br>£000 | Total<br>£000 |
|---------------------------------|------------------|--|---------------|
| <b>Cost</b>                     |                  |  |               |
| At 1 April 2023                 | 6,675            | 1,300                                    | 7,975         |
| Additions                       | -                | 593                                      | 593           |
| Disposals                       | -                | (32)                                     | (32)          |
| Transfers                       | 1,602            | (1,602)                                  | -             |
| Foreign exchange                | (2)              | -  | (2)           |
| At 31 March 2024                | <u>8,275</u>     | <u>259</u>                               | <u>8,534</u>  |
| <b>Accumulated amortisation</b> |                  |  |               |
| At 1 April 2023                 | 3,406            | -  | 3,406         |
| Charge for the year             | 1,342            | -  | 1,342         |
| Foreign exchange                | (1)              | -  | (1)           |
| At 31 March 2024                | <u>4,747</u>     | <u>-</u>                                 | <u>4,747</u>  |
| <b>Net book value</b>           |                  |  |               |
| At 31 March 2024                | <u>3,528</u>     | <u>259</u>                               | <u>3,787</u>  |
| At 31 March 2023                | <u>3,269</u>     | <u>1,300</u>                             | <u>4,569</u>  |

**Company**

|                                 | Software<br>£000 | Software<br>under<br>development<br>£000 | Total<br>£000 |
|---------------------------------|------------------|--|---------------|
| <b>Cost</b>                     |                  |  |               |
| At 1 April 2023                 | 6,638            | 1,300                                    | 7,938         |
| Additions                       | -                | 593                                      | 593           |
| Disposals                       | -                | (32)                                     | (32)          |
| Transfers                       | 1,602            | (1,602)                                  | -             |
| Foreign exchange                | (1)              | -  | (1)           |
| At 31 March 2024                | <u>8,239</u>     | <u>259</u>                               | <u>8,498</u>  |
| <b>Accumulated amortisation</b> |                  |  |               |
| At 1 April 2023                 | 3,369            | -  | 3,369         |
| Charge for the year             | 1,342            | -  | 1,342         |
| Foreign exchange                | -                | -  | -             |
| At 31 March 2024                | <u>4,711</u>     | <u>-</u>                                 | <u>4,711</u>  |
| <b>Net book value</b>           |                  |  |               |
| At 31 March 2024                | <u>3,528</u>     | <u>259</u>                               | <u>3,787</u>  |
| At 31 March 2023                | <u>3,269</u>     | <u>1,300</u>                             | <u>4,569</u>  |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**15. Tangible assets**

**Group**

|                                 | Freehold<br>property<br>£000 | Long-term<br>leasehold<br>property<br>£000 | Motor<br>vehicles<br>£000 | Fixtures<br>and<br>fittings<br>£000 | Computer<br>equipment<br>£000 | Total<br>£000 |
|---------------------------------|------------------------------|--|---------------------------|-------------------------------------|-------------------------------|---------------|
| <b>Cost</b>                     |                              |  |                           |                                     |                               |               |
| At 1 April 2023                 | 6,343                        | 3,577                                      | 94                        | 970                                 | 4,823                         | 15,807        |
| Additions                       | -                            | 27   | 27                        | 59                                  | 414                           | 527           |
| Disposals                       | -                            | (183)                                      | (24)                      | (102)                               | (371)                         | (680)         |
| Exchange adjustments            | -                            | (55)                                       | -                         | (26)                                | (140)                         | (221)         |
| At 31 March 2024                | 6,343                        | 3,366                                      | 97                        | 901                                 | 4,726                         | 15,433        |
| <b>Accumulated depreciation</b> |                              |  |                           |                                     |                               |               |
| At 1 April 2023                 | 1,916                        | 2,377                                      | 69                        | 592                                 | 3,449                         | 8,403         |
| Charge for the year             | 178                          | 233  | 9                         | 83                                  | 713                           | 1,216         |
| Disposals                       | -                            | (183)                                      | (19)                      | (73)                                | (358)                         | (633)         |
| Reclassifications               | -                            | -  | -                         | -                                   | (21)                          | (21)          |
| Exchange adjustments            | -                            | (52)                                       | -                         | (11)                                | (89)                          | (152)         |
| At 31 March 2024                | 2,094                        | 2,375                                      | 59                        | 591                                 | 3,694                         | 8,813         |
| <b>Net book value</b>           |                              |  |                           |                                     |                               |               |
| At 31 March 2024                | 4,249                        | 991  | 38                        | 310                                 | 1,032                         | 6,620         |
| At 31 March 2023                | 4,427                        | 1,200                                      | 25                        | 378                                 | 1,374                         | 7,404         |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**15. Tangible assets (continued)**

**Company**

|                                 | <b>Freehold<br/>property<br/>£000</b> | <b>Long-term<br/>leasehold<br/>property<br/>£000</b> | <b>Motor<br/>vehicles<br/>£000</b> | <b>Fixtures<br/>and<br/>fittings<br/>£000</b> | <b>Computer<br/>equipment<br/>£000</b> | <b>Total<br/>£000</b> |
|---------------------------------|---------------------------------------|--|------------------------------------|---|--|-----------------------|
| <b>Cost</b>                     |                                       |  |                                    |   |  |                       |
| At 1 April 2023                 | 6,343                                 | 1,663  | 94                                 | 519   | 1,659                                  | 10,278                |
| Additions                       | -                                     | 21   | 27                                 | 39  | 111                                    | 198                   |
| Disposals                       | -                                     | -  | (24)                               | (10)  | (6)                                    | (40)                  |
| Exchange adjustments            | -                                     | (17)   | -                                  | (10)  | (25)                                   | (52)                  |
| At 31 March 2024                | 6,343                                 | 1,667  | 97                                 | 538   | 1,739                                  | 10,384                |
| <b>Accumulated depreciation</b> |                                       |  |                                    |   |  |                       |
| At 1 April 2023                 | 1,916                                 | 1,122  | 69                                 | 358   | 1,286                                  | 4,751                 |
| Charge for the year             | 178                                   | 77   | 9                                  | 30  | 214                                    | 508                   |
| Disposals                       | -                                     | -  | (19)                               | (10)  | (6)                                    | (35)                  |
| Exchange adjustments            | -                                     | (16)   | -                                  | (8)   | (20)                                   | (44)                  |
| At 31 March 2024                | 2,094                                 | 1,183  | 59                                 | 370   | 1,474                                  | 5,180                 |
| <b>Net book value</b>           |                                       |  |                                    |   |  |                       |
| At 31 March 2024                | 4,249                                 | 484  | 38                                 | 168   | 265                                    | 5,204                 |
| At 31 March 2023                | 4,427                                 | 541  | 25                                 | 161   | 373                                    | 5,527                 |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**16. Investments**

**Company**

|                          | <b>Investments in<br/>subsidiary<br/>companies<br/>£000</b> |
|--------------------------|---|
| <b>Cost or valuation</b> |   |
| At 1 April 2023          | 2,007   |
| Additions                | -   |
| At 31 March 2024         | <u>2,007</u>  |
| <b>Net book value</b>    |   |
| At 31 March 2024         | <u>2,007</u>  |
| At 31 March 2023         | <u>2,007</u>  |

**Direct subsidiary undertakings**

The following are direct subsidiary undertakings of the company:

| <b>Name</b>  | <b>Country of<br/>incorporation</b> | <b>Class of<br/>shares</b> | <b>Holding</b> | <b>Principal activity</b>               | <b>Registered address</b>  |
|--|-------------------------------------|----------------------------|----------------|---|--|
| Euromonitor<br>Publications<br>Limited*                    | England                             | Ordinary                   | 100%           | Holding company                         | 60-61 Britton Street,<br>London, EC1M 5UX                                  |
| Euromonitor<br>International<br>(Asia) PTE<br>Limited      | Singapore                           | Ordinary                   | 100%           | Publishers and<br>market<br>researchers | 6 Temasek Boulevard<br>#15-01/02 Suntec<br>Tower Four, Singapore<br>038986 |
| Euromonitor<br>International<br>(Shanghai) Co.,<br>Limited | China                               | Ordinary                   | 95%**          | Publishers and<br>market<br>researchers | Unite 01-08, 11/F Cross<br>Tower, No.318 Fuzhou<br>Road, Shanghai, 200001  |
| UAB<br>Euromonitor<br>International -<br>Eastern Europe    | Lithuania                           | Ordinary                   | 100%           | Publishers and<br>market<br>researchers | Joggilos Street, 4 Vilnius,<br>LT-01116                                    |
| Euromonitor<br>International<br>Pty Limited                | South Africa                        | Ordinary                   | 100%           | Publishers and<br>market<br>researchers | 1 Waterford Place,<br>Century Boulevard<br>Century City, Cape Town,<br>744 |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**16. Investments (continued)**

**Direct subsidiary undertakings (continued)**

The following are direct subsidiary undertakings of the company:

| <b>Name</b>   | <b>Country of incorporation</b> | <b>Class of shares</b> | <b>Holding</b> | <b>Principal activity</b>         | <b>Registered address</b>   |
|---|---------------------------------|------------------------|----------------|-----------------------------------|---|
| Euromonitor International South America SPA                           | Chile                           | Ordinary               | 100%           | Publishers and market researchers | Avenida Apoquindo 4501, 11th Floor, Office 1102, Las Condes, Santiago, 7580125  |
| Euromonitor International (Australia) Pty Limited                     | Australia                       | Ordinary               | 100%           | Publishers and market researchers | Level 15/570 George St, Sydney NSW 2000, Australia  |
| Euromonitor International Research & Consulting Ltda.                 | Brazil                          | Ordinary               | 100%           | Publishers and market researchers | Av. Presidente Juscelino Kubitschek, 1327 14th floor, conjunto 142 - Itaim Bibi, São Paulo - SP, 04543-011, Brazil                        |
| Euromonitor International Research and Consulting (India) Pvt Limited | India                           | Ordinary               | 100%           | Publishers and market researchers | Unit No.N1503, 15th Floor, World Trade Centre, Brigade Gateway Camous, #26/1, Dr.Rajkumar Road, Malleswaram Rajajinagar, Bangalore 560055 |
| Euromonitor International (Hong Kong) Ltd                             | Hong Kong                       | Ordinary               | 100%           | Publishers and market researchers | 29/F, Tower 5, The Gateway, Harbour City, 15 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong   |
| Euromonitor International (Korea) Ltd                                 | South Korea                     | Ordinary               | 100%           | Publishers and market researchers | Three IFC Level 38, 10 Gukjegeumyung-ro, Youngdeungpo-gu, Seoul 07326, Korea  |
| Euromonitor International GmbH  | Germany                         | Ordinary               | 100%           | Publishers and market researchers | Zollhof 8, Dusseldorf, 40221, Germany   |
| Euromonitor International Mexico S De R.L De C.V                      | Mexico                          | Ordinary               | 100%           | Publishers and market researchers | Mario Pani No. 400, Corporativo CEO, 1er. Piso, Suite 129 Colonia Lomas de Santa Fe, Cuajimalpa de Morelos Ciudad de México, 05348 Mexico |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**16. Investments (continued)**

**Indirect subsidiary undertakings**

The following are indirect subsidiary undertakings of the company:

| <b>Name</b>                   | <b>Country of incorporation</b> | <b>Class of shares</b> | <b>Holding</b> | <b>Principal activity</b>         | <b>Registered address</b>                                    |
|-------------------------------|---------------------------------|------------------------|----------------|-----------------------------------|--|
| Euromonitor International Inc | USA                             | Ordinary               | 100%           | Publishers and market researchers | 1 N Dearborn St Suite 1700, Chicago, IL 60602, United States |

The Company holds a 100% investment in the ordinary shares of all of the above entities (except China as detailed further below), which all have the same principal activities of the Company, being that of publishing and provision of information services.

\*For the year ended 31 March 2024, this entity (Company no. 02435482) has taken advantage of the exemption from audit as conferred by s479a of the Companies Act 2006.

\*\*To hold a research licence in China, companies must have a Chinese shareholder, therefore the entity is only 95% held by the UK company. No NCI is recognised on the remaining 5% as, in substance, the UK company holds full control of the entity and the profits generated.

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**17. Work in progress**

|                  | <b>Group<br/>2024<br/>£000</b> | <b>Group<br/>2023<br/>£000</b> | <b>Company<br/>2024<br/>£000</b> | <b>Company<br/>2023<br/>£000</b> |
|------------------|--------------------------------|--------------------------------|----------------------------------|----------------------------------|
| Work in progress | 750                            | 760                            | 750                              | 760                              |

Work in progress recognised in cost of sales during the year as an expense was £760k (2023: £729k).

**18. Debtors**

|                                    | <b>Group<br/>2024<br/>£000</b> | <b>Group<br/>2023<br/>£000</b> | <b>Company<br/>2024<br/>£000</b> | <b>Company<br/>2023<br/>£000</b> |
|------------------------------------|--------------------------------|--------------------------------|----------------------------------|----------------------------------|
| Trade debtors                      | 40,362                         | 37,899                         | 36,608                           | 32,912                           |
| Amounts owed by group undertakings | -                              | -                              | 5,462                            | 6,646                            |
| Other debtors                      | 121                            | 142                            | 35                               | (18)                             |
| Prepayments and accrued income     | 5,268                          | 4,990                          | 3,497                            | 3,312                            |
| Corporation tax                    | (343)                          | 815                            | (411)                            | 1,069                            |
|                                    | <u>45,408</u>                  | <u>43,846</u>                  | <u>45,191</u>                    | <u>43,921</u>                    |

Trade debtors are stated after provisions for impairment of £1,730k (2023: £1,443k)

Amounts owed by group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

**19. Cash at bank and in hand**

|                          | <b>Group<br/>2024<br/>£000</b> | <b>Group<br/>2023<br/>£000</b> | <b>Company<br/>2024<br/>£000</b> | <b>Company<br/>2023<br/>£000</b> |
|--------------------------|--------------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cash at bank and in hand | 66,572                         | 66,014                         | 45,948                           | 49,123                           |

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2024**

**20. Creditors: amounts falling due within one year**

|                                    | Group<br>2024<br>£000 | Group<br>2023<br>£000 | Company<br>2024<br>£000 | Company<br>2023<br>£000 |
|------------------------------------|-----------------------|-----------------------|-------------------------|-------------------------|
| Trade creditors                    | 1,455                 | 1,326                 | 1,193                   | 1,060                   |
| Amounts owed to group undertakings | -                     | -                     | 8,337                   | 10,662                  |
| Other taxation and social security | 3,203                 | 2,657                 | 1,868                   | 1,590                   |
| Other creditors                    | 2,724                 | 1,663                 | 2,383                   | 1,323                   |
| Accruals                           | 13,494                | 13,763                | 6,292                   | 5,853                   |
| Deferred income                    | 81,026                | 83,865                | 77,235                  | 79,399                  |
| Deferred tax liability             | 630                   | 582                   | 950                     | 1,157                   |
|                                    | <u>102,532</u>        | <u>103,856</u>        | <u>98,258</u>           | <u>101,044</u>          |

Amounts owed to group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

**21. Deferred taxation**

**Group**

|   | 2024<br>£000 | 2023<br>£000 |
|---|--------------|--------------|
| At beginning of year  | (582)        | (317)        |
| Credited / (Expensed) to Consolidated statement of comprehensive income | (31)         | (257)        |
| Foreign exchange  | (17)         | (8)          |
| <b>At end of year (liability)/asset</b>                                 | <u>(630)</u> | <u>(582)</u> |

**Company**

|  | 2024<br>£000 | 2023<br>£000   |
|--|--------------|----------------|
| At beginning of year                                       | (1,157)      | (957)          |
| Expensed to Consolidated statement of comprehensive income | 207          | (200)          |
| <b>At end of year (liability)/asset</b>                    | <u>(950)</u> | <u>(1,157)</u> |

The deferred tax (liability)/asset is made up as follows:

|                                | Group<br>2024<br>£000 | Group<br>2023<br>£000 | Company<br>2024<br>£000 | Company<br>2023<br>£000 |
|--------------------------------|-----------------------|-----------------------|-------------------------|-------------------------|
| Accelerated capital allowances | (960)                 | (1,105)               | (1,006)                 | (1,161)                 |
| Other timing differences       | 330                   | 523                   | 56                      | 4                       |
|                                | <u>(630)</u>          | <u>(582)</u>          | <u>(950)</u>            | <u>(1,157)</u>          |

**Euromonitor International Limited**

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For the year ended 31 March 2024**

**22. Called up share capital**

| <b>Group and Company</b>                               | <b>2024<br/>£000</b> | <b>2023<br/>£000</b> |
|--|----------------------|----------------------|
| <b>Allotted and fully paid</b>                         |                      |                      |
| 50,009 (2023: 50,009) Z Ordinary shares of £0.51 each  | 26                   | 26                   |
| 20,004 (2023: 20,004) Y1 Ordinary shares of £0.24 each | 5                    | 5                    |
| 30,005 (2023: 30,005) Y2 Ordinary shares of £0.24 each | 7                    | 7                    |
|  | <b>38</b>            | <b>38</b>            |

Y1 and Y2 shares carry 100 votes per share held. Z shares carry 1 vote per share. Preference dividends exist on Z shares. The Y1 and Y2 shares have prescribed rights on a return of capital with no rights of redemption.

**23. Pension commitments**

The group operates a defined contribution pension scheme for its directors and employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

The pension cost for the year was £3,378k (2023: £3,327k). There were no prepaid or outstanding contributions at 31 March 2024.

**24. Commitments under operating leases**

At 31 March, the group and the company had future minimum payments under non-cancellable operating leases and commitments as follows:

|                           | <b>Group<br/>2024<br/>£000</b> | <b>Group<br/>2023<br/>£000</b> | <b>Company<br/>2024<br/>£000</b> | <b>Company<br/>2023<br/>£000</b> |
|---------------------------|--------------------------------|--------------------------------|----------------------------------|----------------------------------|
| <b>Land and buildings</b> |                                |                                |                                  |                                  |
| Within 1 year             | 2,894                          | 2,799                          | 368                              | 288                              |
| Between 2 and 5 years     | 8,202                          | 5,666                          | 1,288                            | -                                |
| After more than 5 years   | 1,398                          | 2,632                          | -                                | -                                |
|                           | <b>12,494</b>                  | 11,097                         | <b>1,656</b>                     | 288                              |

|                               | <b>Group<br/>2024<br/>£000</b> | <b>Group<br/>2023<br/>£000</b> | <b>Company<br/>2024<br/>£000</b> | <b>Company<br/>2023<br/>£000</b> |
|-------------------------------|--------------------------------|--------------------------------|----------------------------------|----------------------------------|
| <b>Other operating leases</b> |                                |                                |                                  |                                  |
| Within 1 year                 | 7,603                          | 7,729                          | 7,603                            | 7,729                            |
| Between 2 and 5 years         | 5,971                          | 5,002                          | 5,971                            | 5,002                            |
|                               | <b>13,574</b>                  | 12,731                         | <b>13,574</b>                    | 12,731                           |

**Euromonitor International Limited**

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For the year ended 31 March 2024**

**25. Related party transactions**

The company has taken advantage of the exemption under paragraph 33.1A from the provisions of FRS 102 not to disclose related party transactions with wholly owned subsidiaries.

The Directors of the company are considered the key management of the business. For Directors' remuneration details please refer to Note 10.

**26. Post balance sheet events**

Post year end, the board approved and paid dividends of £4.89m.

On 1 May 2024, the shareholders exchanged their shares in the company with Euromonitor Holdings Limited, a company registered in England and Wales at 60-61 Britton Street, London, United Kingdom, EC1M 5UX (Registration 15679859). As of 1 May 2024 Euromonitor Holdings Limited is the parent company of Euromonitor International Limited. The ultimate beneficial owners continue to be Robert Senior and Trevor Fenwick.

There are no other subsequent events that require disclosure.

**27. Ultimate controlling party**

The ultimate beneficial owners are Robert Senior and Trevor Fenwick.

Euromonitor International Limited is the only company to consolidate the company's financial statement results.

Paper copies of the financial statements can be obtained from:  
60-61 Britton Street  
London  
England  
EC1M 5UX