



DM plc

REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2016

DM plc
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DM plc

THE BOARD OF DIRECTORS

Adrian John Williams (aged 59) Chairman

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

Mark Winter (aged 52) Finance Director

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

ADVISERS

Solicitors

Davies and Partners, 135 Aztec West, Almondsbury, Bristol, BS32 4UB

Accountants and Auditor

Wildin & Co, King's Buildings, Lydney, Gloucestershire, GL15 5HE

Bankers

Barclays Corporate Banking, 4th Floor, Bridgewater House, Counterslip, Finzels Reach, Bristol, BS1 6BX

DM plc

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

DIRECTORS' REPORT**Directors' report**

The directors present their annual report and the audited financial statements for the year ended 31 December 2016.

Dividends

No dividends were paid this year. The directors propose that no final dividend should be paid in respect of the year ended 31 December 2016.

Directors

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

All directors and their beneficial interests	Shareholding at 1 January 2016 Ordinary Shares of 1p each	Shareholding at 31 December 2016 Ordinary Shares of 1p each	% of Issued Share Capital at 31 December 2016
A J Williams	163,334,094	163,334,094	100%
M Winter	-	-	-

Directors' responsibilities statement

The directors are responsible for preparing the directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the group financial statements in accordance with International Financial Reporting Standards as adopted by the European Union and to prepare the parent company financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and the group and of the profit or loss of the group for that period.

In preparing these financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the group financial statements have been prepared in accordance with IFRSs as adopted by the European Union, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company and the group will continue in business.

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

DIRECTORS' REPORT (continued)

Statement regarding information given to auditor

Each of the persons who are directors at the time when this directors' report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditor in connection with preparing its report and to establish that the company's auditor is aware of that information.

Auditor

A resolution to appoint Wildin & Co as auditor will be proposed at the Annual General Meeting.

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

By order of the board



Mark Winter
Finance Director

31 May 2017

STRATEGIC REPORT

Principal activities

The principal activity of the group during the year was that of customer recruitment and database management.

Business review and future developments

This has been a difficult trading year for the group. Nonetheless, the group has an increasingly positive net cash position.

Turnover has decreased by 8% to £10,449k (2015: £12,357k) and operating profit has decreased to a loss of £437k (2015: profit £344k). Markets are expected to remain challenging.

The group's cash position remains strong. The net cash surplus, after deducting any bank debt from the group's total cash, plus realisable financial investments held at fair value increased to a combined total of £3,353k (2015: £3,554k).

Risks and uncertainties

Business risk arises mainly from legislative changes, and this situation is constantly under review. The possibility of a postal strike is also judged to be a risk. The board keeps this matter under review so that, should there be a postal strike, the impact on profits is kept to a minimum by forward planning.

Liquidity, interest rate and cash flow risk

In order to create adequate finance for the group's operations, the group uses various financial instruments including cash, bank loans, trade receivables and trade payables. The main risks arising from these financial instruments are cash flow risk, interest rate risk and liquidity risk.

The group seeks to manage financial risk by ensuring sufficient liquidity is available to meet foreseeable needs. Management review cash flow forecasts on a regular basis to determine whether the group has sufficient cash reserves to meet future working capital requirements. Management also consider the exposure to variable interest rates to be acceptable given that the group currently has no net debt and that the current climate has been one where the recent trend has been for rates to be reasonably steady and low by historical standards.

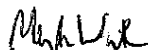
The directors do not consider credit or currency risk to be significant given the group's pattern of trading in this market. The group has not used any financial hedges.

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

KPIs

The general market for data, the size and quantity of customer databases and the response rates to individual competitions are the key drivers of revenue and gross profit. The general market for data is still low by historical standards and the response rates in tests have been improving throughout 2016 and beyond suggesting an improvement in trade in future.

By order of the board



Mark Winter
Finance Director

31 May 2017

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF DM PLC

We have audited the group financial statements of DM plc for the year ended 31 December 2016 which comprise the consolidated statement of comprehensive income, the consolidated statement of financial position, the consolidated statement of changes in equity, the consolidated statement of cash flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union.

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the statement of directors' responsibilities, the directors are responsible for the preparation of the group financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the group financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Financial Reporting Council's (FRC's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the FRC's website at www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the group financial statements:

- give a true and fair view of the state of the group's affairs as at 31 December 2016 and its profit for the year then ended;
- have been properly prepared in accordance with IFRSs as adopted by the European Union; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the strategic report and directors' report for the financial year for which the group financial statements are prepared is consistent with the group financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following:

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- 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.

Other matter

We have reported separately on the parent company financial statements of DM plc for the year ended 31 December 2016.



Graham Michael Wildin (Senior statutory auditor)
For and on behalf of Wildin & Co, statutory auditor

Lydney, UK
31 May 2017

DM plc

**CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2016**

	Notes	Group 2016 £'000	Group 2015 £'000
Continuing Operations			
Revenue	5	10,449	12,357
Cost of sales		(5,474)	(6,568)
Gross Profit		<u>4,975</u>	<u>5,789</u>
Administrative expenses		(5,412)	(5,445)
Operating Profit/(Loss)		<u>(437)</u>	<u>344</u>
Investment (loss)/income		72	818
Finance income		68	79
Finance refunds/(costs)	9	<u>3</u>	<u>(5)</u>
Profit/(Loss) Before Tax		(294)	1,236
Income tax credit/(expense)	10	<u>193</u>	<u>(144)</u>
Profit		<u>(101)</u>	<u>1,092</u>
Profit for the year attributable to:			
Owners of the parent		(56)	1,079
Non-controlling interest		(45)	13
		<u>(101)</u>	<u>1,092</u>

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

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

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2016**

	Notes	Group 2016 £'000	Group 2015 £'000
Assets			
Non-current assets			
Property, plant and equipment	11	335	389
Goodwill	12	7,853	7,853
Other intangible assets	13	129	153
		8,317	8,395
Current assets			
Inventories	14	63	82
Trade and other receivables	15	2,636	2,434
Financial assets at fair value through profit or loss	16	2,808	2,882
Cash and cash equivalents	16	545	672
		6,052	6,070
Total assets		14,369	14,465
Liabilities			
Current liabilities			
Trade and other payables	17	(2,164)	(2,169)
		(2,164)	(2,169)
Assets less current liabilities		12,205	12,296
Non-current liabilities			
Deferred tax	18	(176)	(166)
		(176)	(166)
Net assets		12,029	12,130
Equity attributable to equity holders of the parent			
Ordinary shares	19	1,633	1,633
Capital redemption reserve		46	46
Merger reserve		(3,108)	(3,108)
Share premium		3,685	3,685
Non-controlling interest		(15)	30
Retained earnings		9,788	9,844
Total equity		12,029	12,130

Total equity


A J Williams
Chairman

**CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2016**

Attributable to equity holders of the parent

Group	Ordinary Shares	Capital Redemption Reserve	Merger Reserve	Share Premium	Non- controlling interest	Retained Earnings	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Balance at 1 January 2015	1,633	46	(3,108)	3,685	13	8,769	11,038
Changes in equity for 2015							
Creation of non-controlling interest	-	-	-	-	4	(4)	-
Total comprehensive income for the year	-	-	-	-	13	1,079	1,092
Balance at 31 December 2015	1,633	46	(3,108)	3,685	30	9,844	12,130
Changes in equity for 2016							
Creation of non-controlling interest	-	-	-	-	-	-	-
Total comprehensive income for the year	-	-	-	-	(45)	(56)	(101)
Balance at 31 December 2016	1,633	46	(3,108)	3,685	(15)	9,788	12,029

Share capital

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

Share premium

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

Merger reserve

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

Capital redemption reserve

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

Retained earnings

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

Non-controlling interests

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

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

DM plc

**CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2016**

	Notes	Group 2016 £'000	Group 2015 £'000
Cash flows from operating activities			
Profit/(loss) before taxation		(294)	1,236
Adjustments for:			
Depreciation and amortisation		102	85
Investment loss/(income)		(72)	(818)
Finance income		(68)	(79)
Finance costs		(3)	5
Loss on disposal of property, plant and equipment		3	-
Decrease in trade and other receivables		1	45
Decrease/(increase) in inventories		19	(11)
Increase/(decrease) in trade and other payables		13	(28)
Cash generated from operations		<u>(299)</u>	<u>435</u>
Interest and dividends received		68	79
Interest received/(paid)		3	(5)
Income taxes (paid)/received		(19)	(26)
<i>Net cash from operating activities</i>		<u>(247)</u>	<u>483</u>
Cash flows from investing activities			
Purchase of property, plant and equipment		(19)	(10)
Purchase of intangible assets		(8)	-
Purchase of intangible as part of acquisition of new subsidiary		-	(150)
Sale of investments at fair value		147	800
Purchase of investments at fair value		-	(234)
Investment to acquire new subsidiary, net of cash acquired		-	(1,030)
<i>Net cash used in investing activities</i>		<u>120</u>	<u>(624)</u>
Cash flows from financing activities			
Issue of ordinary shares		-	1
<i>Net cash used in financing activities</i>		<u>-</u>	<u>1</u>
Net decrease in cash and cash equivalents		(127)	(140)
Cash and cash equivalents at beginning of year		672	812
Cash and cash equivalents at end of year	16	545	672

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

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

ACCOUNTING POLICIES

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

1. Basis of preparation

These financial statements have been prepared in accordance with IFRS as adopted by the European Union, and with those parts of the Companies Act 2006 applicable to companies reporting under IFRS.

The preparation of financial statements in conformity with IFRS requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts in the financial statements. The areas involving a higher degree of judgement or complexity, or areas where assumptions or estimates are significant to the financial statements are disclosed in note 3.

1.1 Adoption of standards effective in 2016

The directors have reviewed each of the new standards, interpretations and amendments effective for the first time from 1 January 2016, none have had a material effect on the financial statements.

1.2 Recent accounting developments

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

2. ACCOUNTING POLICIES

2.1 Consolidation

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

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

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

2.2 Goodwill

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

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

2.3 Other intangible assets

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

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

- Lists/databases – 2 - 5 years

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

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

ACCOUNTING POLICIES (continued)

2.4 Property, plant and equipment

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

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

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

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

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

2.5 Impairment of assets

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

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

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

2.6 Financial instruments

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

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

2.6.1 Trade receivables

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

2.6.2 Trade payables

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

2.6.3 Interest-bearing borrowings

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

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

2.7 Retirement benefit

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

2.8 Revenue

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

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

ACCOUNTING POLICIES (continued)

2.9 Inventories

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

2.10 Leases

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

2.11 Deferred taxation

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

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

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

2.12 Provisions

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

2.13 Cash and cash equivalents

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

2.14 Financial assets at fair value

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

3. Accounting estimates and judgements

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

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

ACCOUNTING POLICIES (continued)**3.1 Key sources of estimation uncertainty**

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

Goodwill - Goodwill is tested for impairment annually. The recoverable amounts of cash generating units have been estimated based on value in use calculations. These calculations require the use of estimates (see note 12). If the discount rate used to assess the recoverable amount was to be increased by 1% then there would be no impact on impairment.

Economic life of databases – The economic life of a database affects the amortisation charge and therefore the reported profit. The view of the board is that small databases with a limited number of variables per individual have a useful life of two years or, in some cases, less than one year in which case the cost of the database is expensed. Larger databases where there is a greater range of data per individual have a useful life of up to five years. In both cases the judgement is based on extensive market experience. If the economic life of the large databases had been reduced by one year then the effect on the profit before tax this year would have been a reduction of £3k.

4. SEGMENT REPORTING

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

Turnover arises in the UK, Europe and USA. The amount arising outside the UK is £222k (2015: £198k). All turnover relates to the monetisation of databases.

5. REVENUE

	2016 £'000	2015 £'000
The group's revenue comprises:		
Customer recruitment and database management	<u>10,449</u>	<u>12,357</u>

6. OPERATING PROFIT

	2016 £'000	2015 £'000
Group operating profit for the year is stated after the following:		
Exchange losses	4	1
Staff costs	4,062	4,097
Depreciation of property, plant and equipment	70	82
Amortisation of other intangible assets	2	3
Profit/(loss) on disposal of property, plant and equipment	(3)	-
Operating lease expense – land and buildings	<u>190</u>	<u>225</u>

7. AUDITOR'S REMUNERATION

	2016 £	2015 £
Fees payable to the group's auditor for:		
The audit of the group's annual financial statements	6,000	10,500
The audit of the group's subsidiaries, pursuant to legislation	20,000	5,000
Other services pursuant to legislation	<u>12,800</u>	<u>-</u>

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

8. STAFF COSTS

	2016	2015
	£'000	£'000
Staff costs comprised:		
Wages and salaries	3,647	3,688
Social security costs	380	382
Pension scheme contributions (direct contribution)	35	27
	<u>4,062</u>	<u>4,097</u>

The number of employees can be categorised as follows:

	Number	Number
Directors	2	2
Administration	94	95
	<u>96</u>	<u>97</u>

9. FINANCE COSTS

	2016	2015
	£'000	£'000
Interest and charges paid/(refunded) on borrowings	<u>(3)</u>	<u>5</u>

10. INCOME TAX EXPENSE

	2016	2015
	£'000	£'000
Current tax:		
UK corporation tax charge	(203)	19
Deferred tax (credit)/charge	10	125
	<u>(193)</u>	<u>144</u>

Corporation tax is calculated at 20% (2015: 20%) of the estimated assessable profit for the year.

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

	2016	2015
	£'000	£'000
Profit before tax	(294)	1,236
UK standard rate tax expense/(credit)	(57)	247
Tax repayment re losses carried forward	(33)	(103)
Tax repayment from R&D tax credits	(103)	-
Timing differences	(10)	(125)
Tax (credit)/charge	<u>(203)</u>	<u>19</u>

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016

11. PROPERTY, PLANT AND EQUIPMENT

	Motor vehicles	Property, plant and equipment	Total
	£'000	£'000	£'000
Cost			
Opening cost at 1 January 2015	7	694	701
Additions	-	10	10
Disposals	-	-	-
Opening cost at 1 January 2016	<u>7</u>	<u>704</u>	<u>711</u>
Additions	-	19	19
Disposals	-	9	9
Closing cost at 31 December 2016	<u>7</u>	<u>714</u>	<u>721</u>
Accumulated depreciation			
Opening balance at 1 January 2015	7	233	240
Depreciation	-	82	82
Disposals	-	-	-
Opening balance at 1 January 2016	<u>7</u>	<u>315</u>	<u>322</u>
Depreciation	-	70	70
Disposals	-	6	6
Closing balance at 31 December 2016	<u>7</u>	<u>379</u>	<u>386</u>
Carrying value at 31 December 2015	<u>-</u>	<u>389</u>	<u>389</u>
Carrying value at 31 December 2016	<u>-</u>	<u>335</u>	<u>335</u>

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

12. GOODWILL

	£'000
Cost	
Cost at 1 January 2015	13,164
Additions	1,059
Cost at 1 January 2016	14,223
Closing cost at 31 December 2016	14,223
Accumulated impairment	
Opening balance at 1 January 2015 and 1 January 2016	6,370
Impairment loss	-
	<hr/>
	<hr/>
Closing balance at 31 December 2016	6,370
Opening carrying value at 1 January 2015	6,794
Opening carrying value at 1 January 2016	7,853
Closing carrying value at 31 December 2015	7,853

The directors carried out an impairment review of the carrying value of intangible fixed assets in accordance with the accounting policies stated in note 2. At 31 December 2016, in the opinion of the directors, the current and longer term projected EBITDA levels are sufficient to support the carrying value of goodwill in the accounts.

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

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

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

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

The carrying amount of goodwill comprises £4,600k relating to the trade carried out by Wye Valley Promotions Ltd, £2,194k relating to the trade carried out by Data Locator Group Limited and £1,059k relating to the trade carried out by Accolade Publishing Limited. The goodwill assessment was made on the basis that DLG and Accolade have been treated as one CGU.

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

13. OTHER INTANGIBLE ASSETS

	Data Lists
	£'000
Cost	
Opening cost at 1 January 2015	1,140
Opening cost at 1 January 2016	1,290
Additions	8
Closing cost at 31 December 2016	1,298
Accumulated Amortisation	
Opening balance at 1 January 2015	1,134
Amortisation	3
Opening balance at 1 January 2016	1,137
Amortisation	32
Closing balance at 31 December 2016	1,169
Opening carrying value at 1 January 2015	6
Opening carrying value at 1 January 2016	153
Closing carrying value at 31 December 2016	129

Additions in 2015 relate to the data lists acquired as part of the acquisition of Accolade Publishing Limited and are being amortised over 5 years.

14. INVENTORIES

	2016	2015
	£'000	£'000
Finished goods	63	82

15. TRADE AND OTHER RECEIVABLES

	2016	2015
	£'000	£'000
Prepayments	504	419
Accrued income	145	128
Related party receivables (see note 22)	-	-
Trade receivables	1,987	1,887
	2,636	2,434

Trade receivables are stated net of provisions of £158k (2015: £126k).

Provision for doubtful debts:	2016	2015
	£'000	£'000
Opening balance	126	52
Bad debts provided for now written off	(59)	(91)
New and increased doubtful debts provided for	91	165
Closing balance	158	126

Trade receivables are aged as follows: -

Not impaired but past due by the following periods

	Current	30 days or less	Between 31 and 60 days	Between 61 and 90 days	More than 90 days	Total carrying amount
	£'000	£'000	£'000	£'000	£'000	£'000
2016	1,033	540	258	93	63	1,987
2015	882	394	314	91	206	1,887

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016

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

	2016 £'000	2015 £'000
Cash and cash equivalents	545	672
Financial assets at fair value – Equity securities - UK	2,808	2,882

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

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

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

17. TRADE AND OTHER PAYABLES

	2016 £'000	2015 £'000
Accrued expenses	460	340
Trade payables	1,704	1,829
	<u>2,164</u>	<u>2,169</u>

18. DEFERRED TAX

	Accelerated Capital Allowances £'000
Deferred tax liabilities:	
Balance at 1 January 2015	12
Charge recognised in the income statement	125
Timing difference recognised on acquisition of Accolade database	29
	<u>166</u>
Balance at 1 January 2016	10
Charge recognised in the income statement	176
	<u>176</u>
Balance at 31 December 2016	176

19. ORDINARY SHARES

	2016 £'000	2015 £'000
Issued and fully paid for		
Ordinary shares of 1p each (163,334,094 Ordinary shares of 1p each)	1,633	1,633
	<u>1,633</u>	<u>1,633</u>
Reconciliation of the number of shares outstanding:		
Opening balance	163,334,094	163,334,094
Shares issued/(repurchased)	-	-
Closing balance	<u>163,334,094</u>	<u>163,334,094</u>

20. RETIREMENT BENEFIT OBLIGATIONS

The group pension arrangements are operated through defined contribution schemes.

Defined contribution schemes

	2016 £'000	2015 £'000
Amount recognised as an expense	35	27

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

21. OPERATING LEASE COMMITMENTS

	2016	2015
	£'000	£'000
As a lessee:		
Total future minimum lease payments under non-cancellable operating leases:		
Within one year	190	190
From one to five years	97	287
	<u>287</u>	<u>477</u>

The group does not sub-lease any of its leased premises.

22. RELATED PARTIES

The group's investments in subsidiaries have been disclosed in note 25. DM plc considers A J Williams to be the ultimate controlling party by virtue of his majority shareholding at 31 December 2016. A J Williams is the only shareholder.

Transactions:

<u>Relationship</u>	<u>Sales of goods</u>		<u>Purchase of goods</u>		<u>Amounts owed to related party</u>		<u>Amount owed by related party</u>	
	2016 £'000	2015 £'000	2016 £'000	2015 £'000	2016 £'000	2015 £'000	2016 £'000	2015 £'000
Related companies of which A J Williams is a director	-	-	-	-	274	-	-	-
Directors:							2016	2015
Aggregate emoluments							£	£
					190,927		191,952	

There was £5,546 (2015: £5,200) paid into Money Purchase Schemes.

The highest paid director received remuneration of £175,081 (2015: £174,781).

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

23. FINANCIAL RISK MANAGEMENT

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

Credit risk - The group invests some of its surplus funds in high quality liquid market instruments. The difference between the book and fair value of these instruments is not significant. To reduce the risk of counterparty default the group deposits the rest of its surplus funds in approved high quality banks. Concentrations of credit risk with respect to customers are limited due to the group's most significant customer debts being with PLC's and the remainder of the customer base being large and unrelated. The maximum exposure to credit risk is the trade receivables balance and cash at bank amounts disclosed in notes 15 and 16 respectively. No collateral is held as security on these amounts.

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

Financial instruments include trade receivables, trade payables, assets held for resale and cash and cash equivalents that sum to an asset balance of £3,839k (2015: asset balance of £3,612k) which are treated as loans and receivables for IFRS 7 classification purposes. They would also include borrowings, if there were any, which would be treated as financial liabilities measured at amortised cost.

The group had no outstanding loan balance at 31 December 2016 (2015: £nil) and a projected average capital balance outstanding of £nil for 2017. Therefore, a change in LIBOR of 1% would not change the profit before tax (2015: £nil).

Price risk - The group holds investments at fair value through the profit and loss account valued at £2,808k (2015: £2,882k) therefore the group is exposed to price risk. Investments are in blue chip companies and tracker funds. These investments are categorised as Level 1, as defined by IFRS 7.

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

The average creditor payment period is 64 days (2015: 47 days).

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

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

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

**NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2016**

24. CAPITAL MANAGEMENT

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

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

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

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

Quantitative data	2016	2015
	£'000	£'000
Cash and cash equivalents (as per note 16)	545	672
Financial assets at fair value (as per note 16)	2,808	2,882
Net cash surplus plus financial assets at fair value	3,353	3,554
Equity (as per consolidated statement of changes in equity)	12,029	12,130

25. INVESTMENTS IN SUBSIDIARIES

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

Name of Company	Class of Share	Nature of Business	Proportion of voting shares held
Strike Lucky Games Ltd	Ordinary	Database	100%
Purely Creative Ltd	Ordinary	Database	100%
Wye Valley Promotions Ltd	Ordinary	Database	100%
Data Locator Group Ltd (DM plc owns 90% of the total shares in Data Locator Group Ltd)	Ordinary	Database	100%
Database Holdings Ltd	Ordinary	Database	100%
PDV Ltd	Ordinary	Database	100%
Accolade Publishing Ltd	Ordinary	Database	100%

The investment in Purely Creative Ltd is held by Strike Lucky Games Ltd. The investment in Data Locator Group Limited and Accolade Publishing Limited is held by Database Holdings Limited.

During the year Purely Creative Ltd issued new shares to its immediate parent, Strike Lucky Games Ltd, which did not change the percentage ownership.

DM plc - Company only

PARENT COMPANY FINANCIAL STATEMENTS

The separate financial statements of DM plc are presented on pages 26 to 28, as required by the Companies Act 2006 ("the Act").

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

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF DM PLC

We have audited the parent company financial statements of DM plc for the year ended 31 December 2016 which comprise the balance sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard for Smaller Entities (effective January 2015) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the statement of directors' responsibilities, the directors are responsible for the preparation of the parent company financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the parent company financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Financial Reporting Council's (FRC's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the FRC's website at www.frc.org.uk/auditscopeukprivate.

Opinion on financial statements

In our opinion the parent company financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2016
- 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.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the strategic report and directors' report for the financial year for which the financial statements are prepared is consistent with the parent company financial statements.

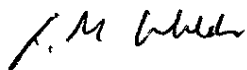
Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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 and the part of the directors' remuneration report to be audited 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.

Other matter

We have reported separately on the group financial statements of DM plc for the year ended 31 December 2016.



Graham Michael Wildin (Senior statutory auditor)
For and on behalf of Wildin & Co, statutory auditor

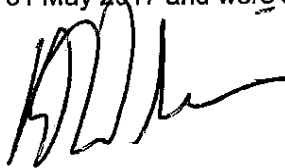
Lydney, UK
31 May 2017

**DM plc
Company only**

**COMPANY BALANCE SHEET
AT 31 DECEMBER 2016**

	Notes	2016 £'000	2015 £'000
Fixed assets			
Property, plant and equipment	4	3	1
Investments	5	9,979	9,979
		<u>9,982</u>	<u>9,980</u>
Current Assets			
Stock		13	-
Debtors	6	2,803	2,352
Current Asset Investments	7	2,808	2,882
Cash and bank		23	83
		<u>5,647</u>	<u>5,317</u>
Creditors			
Amounts falling due within one year	8	3,504	3,152
Net current assets/(liabilities)		<u>2,143</u>	<u>2,165</u>
Total assets less current liabilities		<u>12,125</u>	<u>12,145</u>
Net assets		<u>12,125</u>	<u>12,145</u>
Capital and reserves			
Called up share capital	9	1,633	1,633
Capital redemption reserve	10	46	46
Share premium	10	3,685	3,685
Merger reserves	10	2,286	2,286
Available for sale fair value reserve	10	775	683
Profit and loss account	10	3,700	3,812
Shareholders' funds		<u>12,125</u>	<u>12,145</u>

The financial statements were approved and authorised for issue by the Board of Directors on 31 May 2017 and were signed on its behalf by:



A J Williams
Director

DM plc
Company only

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

Basis of preparation

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

Turnover

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

Deferred tax

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

Investments

Investments are included at cost less provision for impairment.

Current Asset Investments

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

2. PROFIT AND LOSS ACCOUNT

The Company loss for the year is £112,240 (2015: profit of £64,028). As permitted by s 408 of the Companies Act 2006, a separate profit and loss account has not been prepared.

3. AUDITOR'S REMUNERATION

	2016	2015
	£'000	£'000
Fees payable to Company's auditor for the audit of the Company's accounts	<u>6</u>	<u>10</u>

4. PROPERTY, PLANT & EQUIPMENT

	Furniture and Fittings £'000
Cost	
As at 1 January 2016	<u>2</u>
Additions	<u>3</u>
As at 31 December 2016	5
Accumulated depreciation	
As at 1 January 2016	<u>1</u>
Depreciation	<u>1</u>
As at 31 December 2016	<u>2</u>
Closing carrying value at 31 December 2016	<u><u>3</u></u>

5. FIXED ASSET INVESTMENTS

	Investments £'000
Cost	
At 1 January 2016 and at 31 December 2016	<u>16,009</u>
Net Book Value	
At 31 December 2016	<u>9,979</u>
At 31 December 2015	<u>9,979</u>

DM plc
Company only

NOTES TO THE FINANCIAL STATEMENTS (continued)

5. FIXED ASSET INVESTMENTS (continued)

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

Name of Company	Class of Share	Nature of Business	Proportion of voting shares held
Strike Lucky Games Ltd	Ordinary	Database	100%
Purely Creative Ltd	Ordinary	Database	100%
Wye Valley Promotions Ltd	Ordinary	Database	100%
Data Locator Group Ltd	Ordinary	Database	100%
Database Holdings Ltd	Ordinary	Database	100%
PDV Ltd	Ordinary	Database	100%
Accolade Publishing Ltd	Ordinary	Database	100%

All trading subsidiaries are included in the consolidation.

The investment in Purely Creative Ltd is held by Strike Lucky Games Ltd. The investment in Data Locator Group Ltd and Accolade Publishing Ltd is held by Database Holdings Ltd.

6. DEBTORS

	2016	2015
	£'000	£'000
Due from group undertakings	<u>2,803</u>	<u>2,352</u>
	2,803	2,352

7. CURRENT ASSET INVESTMENTS

	2016	2015
	£'000	£'000
Listed investments	<u>2,808</u>	<u>2,882</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015
	£'000	£'000
Trade creditors	14	6
Taxation and social security	8	35
Amount owed to Group undertakings	3,191	3,100
Accruals	<u>291</u>	<u>11</u>
	3,504	3,152

9. CALLED UP SHARE CAPITAL

	2016	2015
	£'000	£'000
Allotted, issued and fully paid		
163,334,094 Ordinary Shares of 1p each	<u>1,633</u>	<u>1,633</u>

DM plc
Company only

NOTES TO THE FINANCIAL STATEMENTS (continued)

10. RESERVES

	Profit and Loss Account £'000	Capital Redemption Reserve £'000	Share Premium £'000	Merger Reserves £'000	Fair Value Reserve £'000	Totals £'000
At 1 January 2016	3,812	46	3,685	2,286	683	10,512
Profit for the year	(112)					
Movement on current investments fair value reserve					92	
At 31 December 2016	<u>3,700</u>	<u>46</u>	<u>3,685</u>	<u>2,286</u>	<u>775</u>	<u>10,492</u>

11. RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS

	2016 £'000	2015 £'000
(Loss)/Profit for the financial year	(112)	64
Movement on current investments fair value reserve	92	624
Net movement on shareholders' funds	<u>(20)</u>	<u>688</u>
Opening shareholders' funds	<u>12,145</u>	<u>11,457</u>
Closing shareholders' funds	<u>12,125</u>	<u>12,145</u>

12. RELATED PARTIES

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

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

	2016 £	2015 £
Directors:		
Aggregate emoluments	190,927	191,592

The above includes £5,500 (2015: £5,200) contributed to a Money Purchase Pension Scheme for A J Williams.