

## **REPORT FOR THE YEAR ENDED 31 DECEMBER 2021 BY ADRIAN JOHN WILLIAMS (CHAIRMAN)**

### **Principal activities**

The principal activities of the group during the year were database management, lead generation and investment in UK equities.

### **Business review and future developments**

In the medium term our group continues to be well placed to deal with a continuing focus on compliance by our customers and has already signed large contracts with Blue Chip companies to supply their data and lead generation needs. We expect to make further market share gains in future.

Turnover has increased by 50% to £8,303k (2020: £5,519k) and the operating profit this year is £1,493k (2020: loss £734k).

Our investment activities in UK equities have been successful generating dividend income of £14k and recognisable capital value gains of £73k in the year. The long-term success of our equity investments is a significant factor in the group's continuing strong net cash position. The net cash surplus, after deducting any bank debt from the group's total cash, plus realisable financial investments held at fair value decreased to a combined total of £4,069k (2020: £2,808k). Pre-tax profit, excluding losses on disposal and goodwill impairment, has improved to a profit of £1,578k from a loss in the prior year of £1,092k.

### **Risks and uncertainties**

The challenging environment created by the initial phase of the Covid 19 pandemic was managed successfully largely by the ability of key workers to work from home. The impact in 2021 has been reduced further by a return to work strategy accompanied by the implementation of additional safe working practices.

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

Other major risks include leakage of database details and cyber attacks. The group has this risk constantly under review and has all the latest versions of all relevant protections in place.

### **Liquidity, interest rate and cash flow risk**

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

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

### **KPIs**

The price and volume of data and lead generation products are the key drivers for gross profit.

**Adrian John Williams**  
**Chairman**

20<sup>th</sup> September 2022