

Registered number: 01040587

## **Euromonitor International Limited**

### **Annual report and financial statements**

**For the year ended 31 March 2021**



## **Euromonitor International Limited**

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**Euromonitor International Limited**

**Company information**

<b>Directors</b>	R N Senior T J Fenwick T R E Kitchin L A Wake
<b>Company secretary</b>	T J Fenwick
<b>Registered number</b>	01040587
<b>Registered office</b>	60-61 Britton Street London England EC1M 5UX
<b>Independent auditors</b>	PricewaterhouseCoopers LLP Chartered Accountants and Statutory Auditors 1 Embankment Place London England WC2N 6RH
<b>Bankers</b>	Bank of Scotland 33 Old Broad Street London England EC2N 1HZ

## Euromonitor International Limited

### Strategic report For the year ended 31 March 2021

The directors present their Strategic report on the group and company for the year ended 31 March 2021.

#### Business review and future developments

In light of the economic climate caused by the global Covid-19 pandemic, the directors are pleased to report that gross sales in constant currency remained in line with the year ending 31 March 2020. Revenue for the year ending 31 March 2021, declined by 2% to £148,120k, driven by the movement in GBP against USD and the timing of subscription sales. In comparison to prior years, a greater percentage of subscription sales occurred in the final quarter of the year, this has resulted in an increase of 3% in deferred income as at 31 March 2021 and will have a positive impact on the results for the year ending 31 March 2022. At 31 March 2021 the net assets of the group total £21,625k (2020: £23,529k). The group has continued to invest in the year and the directors believe the group is well positioned to deliver growth in 2022.

Subsequent to the year end, the quarter ending 30 June 2021 has seen strong sales growth compared with the quarter ending 30 June 2020 and 30 June 2019 and the Directors are confident that the group and company are in a strong position to grow in 2021/2022.

#### Financial key performance indicators

	2021	2020
Return on Capital Employed Percentage	154%	175%
Gross Margin Percentage	74%	75%
Debtor Days	89	90

Return on Capital Employed (ROCE) = Operating profit as a percentage of shareholders' funds plus interests bearing long term liabilities.

Euromonitor International Limited aims to increase shareholder value and measures performance against this objective by measuring ROCE. Source data is taken from the audited financial statements.

Gross Margin = Gross Profit as a percentage of turnover

Euromonitor International Limited aims to maximise profit available for distribution to shareholders as measured by gross margin. Source data is taken from audited financial statements.

Debtor days = the average number of days it takes a company to receive payment from its debtors

Euromonitor International Limited aims to decrease its debtor days. Source data is taken from the audited financial statements.

Euromonitor International Limited aims to increase shareholder value through growth in revenue, linked to profitability (see gross margin above). Source data is taken from the audited financial statements.

#### Employee involvement

Euromonitor International Limited 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 while employed 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 appraised of the performance of the entity via regular company presentations.

## **Euromonitor International Limited**

### **Strategic report (continued) For the year ended 31 March 2021**

#### **Principal risks and uncertainties**

##### **Financial risk management objectives and policies**

The group's operations expose it to changes in the rate of exchange, particularly with regards to the US dollar and currencies linked to the dollar. The group's principal financial instruments comprise sterling cash and bank deposits, US dollar cash and bank deposits, Singapore dollar cash and bank deposits, other loans and obligations under finance leases together with trade debtors and trade creditors that arise directly from its operations.

The main risks arising from the group's financial instruments can be analysed as follows:

##### **Price risk**

The group has no significant exposure to securities price risk, as it holds no listed equity investments.

##### **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 Statement of financial position are net of allowances for doubtful debts, which are estimated by the group based on prior experience.

##### **Liquidity risk**

The group's bank balance is high therefore the group has no significant exposure in this area.

##### **Business risk management objectives and policies**

##### **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 the 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 key employees**

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.

**Euromonitor International Limited****Strategic report (continued)  
For the year ended 31 March 2021****Statement of Greenhouse Gas (GHG) Emissions for UK offices**

GHG emissions in tonnes of CO2 equivalent:

		2020-2021
Emissions From		Total
The combustion of fuel gas for heating and fuel for vehicles (Scope 1)	UK	19kWh
The purchase of electricity heat, steam or cooling by the company for its own use (Scope 2)	UK	67kWh
Total Emissions (CO2e Tonnes)	Total	86kWh
Intensity Ratio (CO2e Tonnes per £1 million)		0.6

We have reported on all of the emission sources required under the Companies Act 2006 (Strategic Report and Directors' Reports) Regulations 2018.

**Methodology**

The footprint is calculated in accordance with the Greenhouse Gas (GHG) Protocol and Environmental Reporting Guidelines: including streamlined energy and carbon reporting guidance. Activity data has been converted into carbon emissions using published emissions factors.

**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 our company 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.

**Euromonitor International Limited**

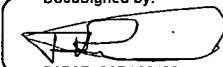
**Strategic report (continued)  
For the year ended 31 March 2021**

**Board responsibilities (continued)**

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 instill 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 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 28 July 2021 and signed on its behalf.

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**T J Fenwick**  
Director

## **Euromonitor International Limited**

### **Directors' report**

#### **For the year ended 31 March 2021**

The directors present their report and the audited financial statements of the group and company for the year ended 31 March 2021.

### **Principal activities**

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

The results for the year and financial position of the group and company are shown in the annexed financial statements.

### **Results and dividends**

The profit for the financial year, after taxation, amounted to £25,922k (2020: £32,678k).

Dividends of £26,740k (2020: £24,560k) were paid during the year.

### **Future developments**

Future developments are included within the section business review and future developments, 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 Kitchen  
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**

The directors have a reasonable expectation having reviewed the company's forecasts, its current level of cash and the low level of debt that the company and the group has sufficient resources to continue for the foreseeable future. The directors have prepared the financial statements on a going concern basis. Refer to note 3.3 for further details.

### **Branches outside the UK**

The company has branches in Japan and Dubai.

### **Research and Development**

The company maintains a substantial database of marketing and research information. In accordance with FRS 102, the expenditure on the enlargement of this database is written off in the year it is incurred.

### **Financial risk management**

Financial risk management is included within the principle risks and uncertainties section, detailed in the Strategic report.



## **Euromonitor International Limited**

### **Directors' report (continued) For the year ended 31 March 2021**

#### **Stakeholder Engagement**

The Board considers 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.

#### **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. An example of this has been how the business has adapted to the needs of our clients during the Covid-19 pandemic.

#### **Employee Engagement**

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.

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. The CEO addresses the entire organisation at least quarterly to update all employees on company performance, structural changes and our strategic objectives. Business update meetings are held at least quarterly in each office and provide all employees with the opportunity for questions and answers. 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 align to our objectives of growth.

We have transparent and structured career paths in Research, Consulting and Sales to enable employees to manage their own progression ensuring all employees have the same opportunity for personal growth. 90% of our employee population work within one of these divisions.

All employees are invited to join a Local Diversity, Equity and Inclusion Committee. These local committees meet regularly and representatives from each Regional present to the Global Leadership Team bi-annually to propose initiatives to continue to strengthen our focus on attracting and retaining a diverse workforce.

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

We provide all employees with Development opportunities which align to our competencies, ensure a comprehensive induction for new starters and also invite our highest performers onto our Global Mentoring Scheme.

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.

#### **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**

### **Directors' report (continued) For the year ended 31 March 2021**

#### **Community Engagement**

We have a Corporate Social Responsibility (CSR) programme that makes a difference. Each year we commit to spending 1% of our 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. Over £1.2 million has been donated directly to charitable causes, among them were 10 Headline charity partners, 2 Environmental partners and 160 Regional charity partners. Volunteering was the area most negatively impacted by Covid-19. However, we have also seen an increase in employee giving and in the number of charities nominated for our Regional charity programme. We were able to respond to causes our employees cared about and quadruple a fundraiser for Covid-19 in each of our office locations and a fundraiser for charities fighting racial injustice in Chicago.

#### **Shareholders' Engagement**

Our shareholders are both on the Board and therefore thoroughly involved in the business decisions as indicated in the role of the Board.

#### **Statement of directors' responsibilities in respect of the financial statements**

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.

**Euromonitor International Limited**

**Directors' report (continued)  
For the year ended 31 March 2021**

**Directors' confirmations**

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.

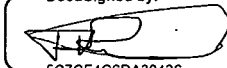
**Post balance sheet events**

There are no post Balance Sheet events to disclose.

**Independent auditors**

The auditors, PricewaterhouseCoopers LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 28 July 2021 and signed on its behalf.

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**T J Fenwick**  
Director

**Euromonitor International Limited**

# Independent auditors' report to the members of Euromonitor International Limited

## Report on the audit of the financial statements

### Opinion

In our opinion, Euromonitor International Limited's group financial statements and company financial statements (the "financial statements"):

- give a true and fair view of the state of the group's and of the company's affairs as at 31 March 2021 and of the group's profit and the group's cash flows for the year then ended;
- have been properly prepared 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); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements, included within the Annual report and financial statements (the "Annual Report"), which comprise: the Consolidated and Company statements of financial position as at 31 March 2021; the Consolidated statement of comprehensive income, the Consolidated statement of cash flows and the Consolidated and Company statements of changes in equity for the year then ended; and the notes to the financial statements, which include a description of the significant accounting policies.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Independence

We remained independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

### Conclusions relating to going concern

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's and the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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.

However, because not all future events or conditions can be predicted, this conclusion is not a guarantee as to the group's and the company's ability to continue as a going concern.

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

### Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

## **Euromonitor International Limited**

### **Independent auditors' report to the members of Euromonitor International Limited (Continued)**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

With respect to the Strategic report and Directors' report, we also considered whether the disclosures required by the UK Companies Act 2006 have been included.

Based on our work undertaken in the course of the audit, the Companies Act 2006 requires us also to report certain opinions and matters as described below.

#### **Strategic report and Directors' report**

In our opinion, based on the work undertaken in the course of the audit, the information given in the Strategic report and Directors' report for the year ended 31 March 2021 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.

In light of the knowledge and understanding of the group and company and their environment obtained in the course of the audit, we did not identify any material misstatements in the Strategic report and Directors' report.

### **Responsibilities for the financial statements and the audit**

#### **Responsibilities of the directors for the financial statements**

As explained more fully in the Statement of directors' responsibilities in respect of the financial statements, the directors are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The directors are also responsible for such internal control as they 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 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 company or to cease operations, or have no realistic alternative but to do so.

#### **Auditors' 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 auditors' 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.

Based on our understanding of the group and industry, we identified that the principal risks of non-compliance with laws and regulations related to the failure to comply with the relevant tax regulations, employee legislation and data protection in the jurisdictions in which the group and company operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the financial statements such as the Companies Act 2006. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to posting inappropriate journal entries to manipulate results and management bias in accounting estimates. Audit procedures performed by the engagement team included:

- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Understanding of controls designed to prevent and detect irregularities and fraud;
- Performing substantive audit procedures over significant judgements and estimates in particular those relating to impairment of receivables and the carrying values of intangible and tangible assets and the disclosure of these items;
- Testing journals that exhibit risk-based criteria, including unexpected account combinations that could be used to manipulate results, and journals posted by unexpected personnel;

**Euromonitor International Limited**  
**Independent auditors' report to the members of Euromonitor International Limited (Continued)**

- Review of financial statement disclosures and testing to supporting documentation where applicable, to assess compliance with applicable laws and regulations.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditors' report.

**Use of this report**

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

## Other required reporting

**Companies Act 2006 exception reporting**

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

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

We have no exceptions to report arising from this responsibility.



Brian Henderson (Senior Statutory Auditor)  
for and on behalf of PricewaterhouseCoopers LLP  
Chartered Accountants and Statutory Auditors  
London  
28 July 2021

**Euromonitor International Limited****Consolidated statement of comprehensive income  
For the year ended 31 March 2021**

	<b>Note</b>	<b>2021 £000</b>	<b>2020 £000</b>
Turnover	5	<b>148,120</b>	151,129
Cost of sales		<b>(38,317)</b>	(38,450)
<b>Gross profit</b>		<b>109,803</b>	112,679
Distribution costs		<b>(38,852)</b>	(37,863)
Administrative expenses		<b>(37,612)</b>	(33,829)
<b>Operating profit</b>	6	<b>33,339</b>	40,987
Interest receivable and similar income	10	<b>115</b>	412
<b>Profit before taxation</b>		<b>33,454</b>	41,399
Tax on profit	12	<b>(7,532)</b>	(8,721)
<b>Profit for the financial year</b>		<b>25,922</b>	32,678
<b>Other comprehensive (expense)/income for the year</b>			
Foreign exchange		<b>(1,086)</b>	75
<b>Total comprehensive income for the year</b>		<b>24,836</b>	32,753
<b>Profit for the year attributable to:</b>			
Owners of the company		<b>25,922</b>	32,678

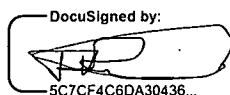
The notes on pages 19 to 41 form part of these financial statements.

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

**Consolidated statement of financial position**  
**As at 31 March 2021**

	<b>Note</b>	<b>2021 £000</b>	<b>2021 £000</b>	<b>2020 £000</b>	<b>2020 £000</b>
<b>Fixed assets</b>					
Intangible assets	13		<b>3,842</b>		-
Tangible assets	14		<b>7,514</b>		9,170
			<b>11,356</b>		9,170
<b>Current assets</b>					
Work in progress	16	<b>717</b>		776	
Debtors	17	<b>40,713</b>		40,753	
Cash at bank and in hand	18	<b>63,053</b>		66,665	
		<b>104,483</b>		108,194	
Creditors: amounts falling due within one year	19	<b>(94,214)</b>		(93,835)	
<b>Net current assets</b>			<b>10,269</b>		14,359
<b>Net assets</b>			<b>21,625</b>		23,529
<b>Capital and reserves</b>					
Called up share capital	22		<b>38</b>		38
Capital redemption reserve			<b>21</b>		21
Foreign exchange reserve			<b>1,701</b>		2,787
Retained earnings			<b>19,865</b>		20,683
<b>Total shareholders' funds</b>			<b>21,625</b>		23,529

The financial statements on pages 13 to 41 were approved and authorised for issue by the board and were signed on its behalf on 28 July 2021.

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**T J Fenwick**  
Director

The notes on pages 19 to 41 form part of these financial statements.

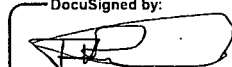


**Euromonitor International Limited**  
**Registered number: 01040587**

**Company statement of financial position**  
**As at 31 March 2021**

	Note	2021 £000	2021 £000	2020 £000	2020 £000
<b>Fixed assets</b>					
Intangible assets	13		3,840		-
Tangible assets	14		5,982		7,154
Investments	15		1,999		1,999
			<u>11,821</u>		<u>9,153</u>
<b>Current assets</b>					
Work in progress	16	717		776	
Debtors	17	36,420		36,345	
Cash at bank and in hand	18	49,038		52,827	
			<u>86,175</u>	<u>89,948</u>	
Creditors: amounts falling due within one year	19	(89,334)		(85,376)	
<b>Net current (liabilities)/assets</b>			<u>(3,159)</u>		<u>4,572</u>
<b>Net assets</b>			<u>8,662</u>		<u>13,725</u>
<b>Capital and reserves</b>					
Called up share capital	22		38		38
Capital redemption reserve			21		21
Foreign exchange reserve			(243)		39
Retained earnings brought forward		13,627		5,025	
Profit for the financial year		21,959		33,162	
Dividends paid	11	(26,740)		(24,560)	
			<u>8,846</u>		<u>13,627</u>
Retained earnings carried forward					
<b>Total shareholders' funds</b>			<u>8,662</u>		<u>13,725</u>

The financial statements on pages 13 to 41 were approved and authorised for issue by the board and were signed on its behalf on 28 July 2021.

DocuSigned by:  
  
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**T J Fenwick**  
Director

The notes on pages 19 to 41 form part of these financial statements.

## Euromonitor International Limited

Consolidated statement of changes in equity  
For the year ended 31 March 2021

	Called up share capital	Capital redemption reserve	Foreign exchange reserve	Retained earnings	Total shareholders' funds
	£000	£000	£000	£000	£000
<b>At 1 April 2019</b>	<b>38</b>	<b>21</b>	<b>2,712</b>	<b>12,565</b>	<b>15,336</b>
<b>Comprehensive income for the year</b>					
Profit for the financial year	-	-	-	32,678	32,678
Foreign exchange movement	-	-	75	-	75
<b>Total comprehensive (expense)/income for the year</b>	<b>-</b>	<b>-</b>	<b>75</b>	<b>32,678</b>	<b>32,753</b>
Dividends paid (note 11)	-	-	-	(24,560)	(24,560)
<b>Total transactions with owners</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(24,560)</b>	<b>(24,560)</b>
<b>At 31 March 2020 and 1 April 2020</b>	<b>38</b>	<b>21</b>	<b>2,787</b>	<b>20,683</b>	<b>23,529</b>
<b>Comprehensive income/(expense) for the year</b>					
Profit for the financial year	-	-	-	25,922	25,922
Foreign exchange movement	-	-	(1,086)	-	(1,086)
<b>Total comprehensive income for the year</b>	<b>-</b>	<b>-</b>	<b>(1,086)</b>	<b>25,922</b>	<b>24,836</b>
Dividends paid (note 11)	-	-	-	(26,740)	(26,740)
<b>Total transactions with owners</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(26,740)</b>	<b>(26,740)</b>
<b>At 31 March 2021</b>	<b>38</b>	<b>21</b>	<b>1,701</b>	<b>19,865</b>	<b>21,625</b>

The notes on pages 19 to 41 form part of these financial statements.

**Euromonitor International Limited****Company statement of changes in equity  
For the year ended 31 March 2021**

	<b>Called up share capital £000</b>	<b>Capital redemption reserve £000</b>	<b>Foreign exchange reserve £000</b>	<b>Retained earnings £000</b>	<b>Total shareholders' funds £000</b>
<b>At 1 April 2019</b>	<b>38</b>	<b>21</b>	<b>(195)</b>	<b>5,025</b>	<b>4,889</b>
<b>Comprehensive income for the year</b>					
Profit for the financial year	-	-	-	33,162	33,162
Foreign exchange movement	-	-	234	-	234
<b>Total comprehensive income for the year</b>	<b>-</b>	<b>-</b>	<b>234</b>	<b>33,162</b>	<b>33,396</b>
Dividends paid (note 11)	-	-	-	(24,560)	(24,560)
<b>Total transactions with owners</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(24,560)</b>	<b>(24,560)</b>
<b>At 31 March 2020 and 1 April 2020</b>	<b>38</b>	<b>21</b>	<b>39</b>	<b>13,627</b>	<b>13,725</b>
<b>Comprehensive income/(expense) for the year</b>					
Profit for the financial year	-	-	-	21,959	21,959
Foreign exchange movement	-	-	(282)	-	(282)
<b>Total comprehensive income for the year</b>	<b>-</b>	<b>-</b>	<b>(282)</b>	<b>21,959</b>	<b>21,677</b>
Dividends paid (note 11)	-	-	-	(26,740)	(26,740)
<b>Total transactions with owners</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(26,740)</b>	<b>(26,740)</b>
<b>At 31 March 2021</b>	<b>38</b>	<b>21</b>	<b>(243)</b>	<b>8,846</b>	<b>8,662</b>

The notes on pages 19 to 41 form part of these financial statements.

**Euromonitor International Limited****Consolidated statement of cash flows  
For the year ended 31 March 2021**

	<b>2021</b>	<b>2020</b>
	<b>£000</b>	<b>£000</b>
<b>Cash flows from operating activities</b>		
Profit for the financial year	<b>25,922</b>	32,678
<b>Adjustments for:</b>		
Amortisation of intangible assets	<b>316</b>	-
Depreciation of tangible assets	<b>1,008</b>	1,365
(Loss)/profit on disposal of tangible assets	<b>231</b>	(10)
Interest receivable and similar income	<b>(115)</b>	(412)
Tax on profit	<b>7,532</b>	8,721
Movement in Work in progress	<b>59</b>	360
Movement in debtors	<b>265</b>	806
Movement in deferred income	<b>2,218</b>	1,748
Movement in creditors	<b>(768)</b>	(1,199)
Corporation tax paid	<b>(8,858)</b>	(9,348)
<b>Net cash generated from operating activities</b>	<b>27,810</b>	34,709
<b>Cash flows from investing activities</b>		
Purchase of intangible assets	<b>(3,256)</b>	-
Purchase of tangible assets	<b>(867)</b>	(1,058)
Interest received	<b>115</b>	412
<b>Net cash used in investing activities</b>	<b>(4,008)</b>	(646)
<b>Cash flows from financing activities</b>		
Dividends paid	<b>(26,740)</b>	(24,560)
<b>Net cash used in financing activities</b>	<b>(26,740)</b>	(24,560)
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>(2,938)</b>	9,503
Cash and cash equivalents at beginning of year	<b>66,665</b>	57,251
Foreign exchange	<b>(674)</b>	(89)
<b>Cash and cash equivalents at the end of year</b>	<b>63,053</b>	66,665
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	<b>63,053</b>	66,665

The notes on pages 19 to 41 form part of these financial statements.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

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

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.

#### **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 statement of financial position include the financial statements of the group and its subsidiary undertakings made up to 31 March 2021. Intra group transactions, any unrealised profits/losses arising and intercompany balances are eliminated fully on consolidation.

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

The directors have a reasonable expectation having reviewed the company's forecasts, its current level of cash and the low level of debt, that the company and the group has sufficient resources to continue for the foreseeable future. The directors have prepared the financial statements on a going concern basis.

The directors have performed a risk assessment to understand the potential impact of the potential economic crisis caused by Covid-19, we can confirm that it is not expected to have any future material impact on the performance of the business or the cash position. The global reach of the business mitigates the risk of certain regions being impacted for longer by Covid-19.

##### **3.4 New standards, amendments and interpretations issued but not yet effective**

The FRC completed its triennial review of FRS 102 in December 2017. The key amendments which are effective from 1 January 2019 have had no material impact on the group and on the company.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

##### **3.5 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 company has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of comprehensive income in these financial statements;
- from preparing a 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
- from disclosing the company's key management personnel compensation, as required by FRS 102 paragraph 33.7.

##### **3.6 Revenue recognition**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company 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.

The company recognises revenue when (a) the significant risks and rewards of ownership have been transferred to the buyer; (b) the company retains no continuing involvement of control over the goods; (c) the amount of revenue can be measured reliably; (d) it is probable that future economic benefits will flow to the entity (e) when the specific criteria relating to each of the company'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, as the risks and rewards of ownership pass to the customer.

###### **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 company 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 risks and rewards are passed to the customers. For extract sales this is the point at which the customer receives access to the report.

Revenues invoiced but relating to future periods are deferred and treated as deferred income in the statement of financial position.

##### **3.7 Interest income**

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

## Euromonitor International Limited

### Notes to the financial statements For the year ended 31 March 2021

#### 3. Accounting policies (continued)

##### 3.8 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 company 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 company. 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
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 Statement of comprehensive income.

##### 3.9 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:

- 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.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

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

##### **3.10 Investments**

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.

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.

##### **3.11 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.

##### **3.12 Research and development**

The company maintains a substantial database of marketing and research information. In accordance with FRS 102, the expenditure on the enlargement of this database is written off in the year it is incurred.

##### **3.13 Operating leases**

Rentals under operating leases are charged to the 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.



## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

##### **3.14 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 (£).

###### **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.

##### **3.15 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.

##### **3.16 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

##### **3.17 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

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

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

##### **3.18 Creditors**

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

##### **3.19 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 accounts debtors and creditors, loans from banks 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 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 statement of financial position. Finance costs and gains or losses relating to financial liabilities are included in the statement of comprehensive income. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

##### **3.20 Holiday pay accrual**

A liability is recognised to the extent of any unused holiday pay entitlement which is accrued at the 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 Statement of financial position date.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

##### **3.21 Long term incentive plan**

In the year ending 31 March 2020, certain members of the management team were remunerated through a long term incentive plan. The plan was a cash based scheme with amounts payable linked to performance of Euromonitor International Limited. The year ending 31 March 2020 was the final year of the scheme and the accrual was paid in September 2021.

##### **3.22 Pensions**

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

##### **3.23 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 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 Statement of financial position.

##### **3.24 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 company's control. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

##### **3.25 Work in progress**

Work in progress is valued on the basis of costs incurred for future publications. This is expensed to the 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.

##### **3.26 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.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

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

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the 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.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

##### **3.27 Share capital**

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.

##### **3.28 Related party transactions**

The group discloses transactions with related parties which are not wholly owned with the same group. It does not disclose transactions with members of the same group that are wholly owned.

## **Euromonitor International Limited**

### **Notes to the financial statements For the year ended 31 March 2021**

#### **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**

- **Taxation**

The group's tax expense on profit is the sum of the total current and deferred tax expense.

The group is a multinational with tax affairs in many geographical locations. This inherently leads to complexity in the group's tax structure and makes the degree of judgement challenging. The group make an assessment based on the best estimation and judgement.

The uncertain tax provisions are calculated by determining the single most likely cash flow for each issue rather than by applying a probability threshold and this methodology has been applied consistently year-on-year.

- **Capitalisation of development costs**

The group has capitalised costs incurred in the development of internally generated assets. Judgement is required to determine if the cost incurred meet the capitalisation criteria, for example is it technically feasible to complete the intangible asset and does the group have adequate resources to complete the development.

##### **4.2 Key accounting estimates and assumptions**

- **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 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 Statement of financial position.

- **Useful economic lives of assets**

The group is required to estimate of the useful economic life of tangible and intangible assets. Estimates are based on the period of economic benefit the group will receive, the frequency of use of the asset, and technological obsolescence.

#### **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.

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****6. Operating profit**

Operating profit is stated after charging/(crediting):

	<b>2021</b>	<b>2020</b>
	<b>£000</b>	<b>£000</b>
Amortisation of intangible assets	<b>316</b>	-
Depreciation of tangible assets	<b>1,008</b>	1,395
Market research costs	<b>38,317</b>	38,450
Loss/(profit) loss on disposal of tangible assets	<b>231</b>	(10)
Work in progress recognised as an expense	<b>776</b>	1,136
Foreign exchange loss/(gains)	<b>3,811</b>	(3,376)
Operating lease rentals	<b>5,119</b>	4,758

**7. Auditors' remuneration**

	<b>2021</b>	<b>2020</b>
	<b>£000</b>	<b>£000</b>
Fees payable to the group's auditors and their associates for the audit of the group's annual financial statements	<b>65</b>	60

**Fees payable to the group's auditors and their associates in respect of:**

All other services	-	87
All other non-audit services not included above	-	3

**8. Employees**

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

	<b>Group</b>	<b>Group</b>	<b>Company</b>	<b>Company</b>
	<b>2021</b>	<b>2020</b>	<b>2021</b>	<b>2020</b>
	<b>£000</b>	<b>£000</b>	<b>£000</b>	<b>£000</b>
Wages and salaries	<b>75,568</b>	73,400	<b>31,703</b>	30,245
Social security costs	<b>5,820</b>	5,026	<b>3,395</b>	2,981
Other pension costs	<b>2,907</b>	2,645	<b>1,147</b>	1,019
	<b>84,295</b>	81,071	<b>36,245</b>	34,245

**Euromonitor International Limited**  
**Notes to the financial statements**  
**For the year ended 31 March 2020**

**8. Employees (continued)**

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

	<b>Group 2021 Number</b>	<b>Group 2020 Number</b>	<b>Company 2021 Number</b>	<b>Company 2020 Number</b>
Sales and marketing	446	482	181	184
Content and delivery	729	753	164	174
Operations	106	99	63	58
	<b>1,281</b>	<b>1,334</b>	<b>408</b>	<b>416</b>

**9. Directors' remuneration**

	<b>2021 £000</b>	<b>2020 £000</b>
Directors' emoluments	3,075	3,661
Company contributions to defined contribution pension schemes	7	15
Aggregate remuneration	<b>3,082</b>	<b>3,676</b>

During the year retirement benefits were accruing to 2 directors (2020: 2) in respect of defined contribution pension schemes.

The highest paid director received remuneration of £1.448m (2020: £1.939m).

**10. Interest receivable and similar income**

	<b>2021 £000</b>	<b>2020 £000</b>
Other interest receivable	115	412

**11. Dividends**

	<b>2021 £000</b>	<b>2020 £000</b>
Dividends declared and paid on equity capital	26,740	24,560

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****12. Tax on profit**

	<b>2021 £000</b>	<b>2020 £000</b>
<b>Corporation tax</b>		
Current tax on profits for the year	<b>3,392</b>	6,607
Adjustments in respect of previous periods	<b>(42)</b>	(10)
	<b>3,350</b>	6,597
<b>Foreign tax</b>		
Foreign tax on income for the year	<b>2,848</b>	2,271
Foreign tax in respect of previous periods	<b>112</b>	177
	<b>2,960</b>	2,448
<b>Total current tax</b>	<b>6,310</b>	9,045
<b>Deferred tax</b>		
Origination and reversal of timing differences	<b>1,069</b>	(148)
Adjustments in respect of previous periods	<b>153</b>	(105)
Effect of change in tax rate	-	(71)
<b>Total deferred tax</b>	<b>1,222</b>	(324)
<b>Total tax charge for the year</b>	<b>7,532</b>	8,721



**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****12. Tax on profit (continued)****Factors affecting tax charge for the year**

The tax assessed for the year is higher than (2020 - higher than) the standard rate of corporation tax in the UK of 19% (2020: 19%). The differences are explained below:

	<b>2021 £000</b>	2020 £000
Profit before taxation	<b>33,454</b>	41,399
	<b>6,356</b>	7,866
Profit before taxation multiplied by standard rate of corporation tax in the UK of 19% (2020: 19%)		
<b>Effects of:</b>		
Expenses not deductible for tax purposes	<b>311</b>	98
Capital allowances for year in excess of depreciation	<b>77</b>	66
Higher rate taxes on overseas earnings	<b>571</b>	421
Adjustments in respect of previous periods	<b>111</b>	(115)
Other short term timing differences	<b>(128)</b>	(98)
Non-taxable income	<b>(169)</b>	(90)
Unrelieved foreign tax	<b>314</b>	150
Under provision in respect of previous periods (overseas)	<b>110</b>	177
Effect of changes in tax rates	<b>-</b>	(71)
Tax losses	<b>(21)</b>	47
Transfer pricing adjustments	<b>-</b>	270
<b>Total tax charge for the year</b>	<b>7,532</b>	8,721

**Factors that may affect future tax charges**

In the April 2021 Budget the Government announced that the corporation tax rate will remain at 19% until April 2023, it will then increase to 25%. The proposal to increase the rate to 25% has not been substantively enacted at the date of the Consolidated statement of financial position, the effects have not been reflected in the financial statements.

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****13. Intangible assets****Group**

	<b>Software £000</b>	<b>Total £000</b>
<b>Cost</b>		
At 1 April 2020	-	-
Reclassification	1,856	1,856
Additions	3,256	3,256
Foreign exchange	(4)	(4)
At 31 March 2021	<u>5,108</u>	<u>5,108</u>
<b>Accumulated depreciation</b>		
At 1 April 2020	-	-
Reclassification	955	955
Charge for the year	316	316
Foreign exchange	(5)	(5)
At 31 March 2021	<u>1,266</u>	<u>1,266</u>
<b>Net book value</b>		
At 31 March 2021	<u>3,842</u>	<u>3,842</u>
At 31 March 2020	<u>-</u>	<u>-</u>

**Company**

	<b>Software £000</b>	<b>Total £000</b>
<b>Cost</b>		
At 1 April 2020	-	-
Reclassification	1,822	1,822
Additions	3,256	3,256
At 31 March 2021	<u>5,078</u>	<u>5,078</u>
<b>Accumulated depreciation</b>		
At 1 April 2020	-	-
Reclassification	924	924
Charge for the year	314	314
At 31 March 2021	<u>1,238</u>	<u>1,238</u>
<b>Net book value</b>		
At 31 March 2021	<u>3,840</u>	<u>3,840</u>
At 31 March 2020	<u>-</u>	<u>-</u>

Costs capitalised for the group and company as at 1 April 2020, which meet the definition of intangible assets have been reclassified from tangible assets to intangible assets.

## Euromonitor International Limited

Notes to the financial statements  
For the year ended 31 March 2021

## 14. Tangible assets

## Group

	Freehold property £000	Long-term leasehold property £000	Motor vehicles £000	Fixtures and fittings £000	Computer equipment £000	Total £000
<b>Cost</b>						
At 1 April 2020	6,117	4,037	94	1,378	5,343	16,969
Reclassification	-	-	-	-	(1,856)	(1,856)
Additions	203	18	-	56	590	867
Disposals	-	(401)	-	(517)	(728)	(1,646)
Exchange adjustments	-	(332)	-	(37)	(216)	(585)
At 31 March 2021	6,320	3,322	94	880	3,133	13,749
<b>Accumulated depreciation</b>						
At 1 April 2020	1,477	1,736	35	878	3,673	7,799
Reclassification	-	-	-	-	(955)	(955)
Charge for the year	165	308	15	79	441	1,008
Disposals	(81)	(143)	-	(472)	(719)	(1,415)
Exchange adjustments	-	(90)	-	(18)	(94)	(202)
At 31 March 2021	1,561	1,811	50	467	2,346	6,235
<b>Net book value</b>						
At 31 March 2021	4,759	1,511	44	413	787	7,514
At 31 March 2020	4,640	2,301	59	500	1,670	9,170

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****14. Tangible assets (continued)****Company**

	<b>Freehold property £000</b>	<b>Long-term leasehold property £000</b>	<b>Motor vehicles £000</b>	<b>Fixtures and fittings £000</b>	<b>Computer equipment £000</b>	<b>Total £000</b>
<b>Cost</b>						
At 1 April 2020	6,117	1,971	94	574	2,898	11,654
Reclassification	-	-	-	-	(1,822)	(1,822)
Additions	203	-	-	3	262	468
Disposals	-	(295)	-	(96)	-	(391)
Exchange adjustments	-	(4)	-	(12)	(98)	(114)
At 31 March 2021	6,320	1,672	94	469	1,240	9,795
<b>Accumulated depreciation</b>						
At 1 April 2020	1,396	970	35	338	1,761	4,500
Reclassification	-	-	-	-	(924)	(924)
Charge for the year	165	119	15	37	137	473
Disposals	-	(118)	-	(74)	-	(192)
Exchange adjustments	-	(8)	-	(5)	(31)	(44)
At 31 March 2021	1,561	963	50	296	943	3,813
<b>Net book value</b>						
At 31 March 2021	4,759	709	44	173	297	5,982
At 31 March 2020	4,721	1,001	59	236	1,137	7,154

Costs capitalised for the group and company as at 1 April 2020, which meet the definition of intangible assets have been reclassified from tangible assets to intangible assets.

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****15. Investments****Company**

	<b>Investments in subsidiary companies £000</b>
<b>Cost or valuation</b>	
At 1 April 2020	1,999
Additions	
At 31 March 2021	<u>1,999</u>

**Net book value**

At 31 March 2021	<u>1,999</u>
At 31 March 2020	<u>1,999</u>

**Direct subsidiary undertakings**

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 Publications Limited	England	Ordinary	100%	Holding company	60-61 Britton Street, London, EC1M 5UX
Euromonitor International (Asia) PTE Limited	Singapore	Ordinary	100%	Publishers and market researchers	11 Keppel Road #06-00, ABI Plaza, Singapore, 089057
Euromonitor International (Shanghai) Co., Limited	China	Ordinary	95%	Publishers and market researchers	Unite 01-08, 11/F Cross Tower, No.318 Fuzhou Road, Shanghai, 200001
UAB Euromonitor International - Eastern Europe	Lithuania	Ordinary	100%	Publishers and market researchers	Joggilos Street, 4 Vilnius, LT-01116
Euromonitor International Pty Limited	South Africa	Ordinary	100%	Publishers and market researchers	1 Waterford Place, Century Boulevard Century City, Cape Town, 744

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****15. 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	Suite 401, Level 4134, William Street, Sydney, NSW 2011
Euromonitor International Research & Consulting Ltda.	Brazil	Ordinary	100%	Publishers and market researchers	Alameda Xingu, 350, Edificio I-Tower16 andar, 1603 Alphaville, Barueri, SP06455-030
Euromonitor International Research and Consulting (India) Pvt Limited	India	Ordinary	100%	Publishers and market researchers	Unit No.N1503, 15 <sup>th</sup> 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	9/F V-Point, 18 Tang Lung Street, Causeway Bay, Hong King, China
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 Limited****Notes to the financial statements  
For the year ended 31 March 2021****15. Investments (continued) Indirect****subsidiary undertakings**

The following is an indirect subsidiary undertaking 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 North Deaburn, Suite 1700, Chicago, Illinois, 60602

**16. Work in progress**

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
Work in progress	<b>717</b>	776	<b>717</b>	776

Work in progress recognised in cost of sales during the year as an expense was £776k (2020: £1,136k).

**17. Debtors**

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
Trade debtors	<b>35,165</b>	35,508	<b>31,809</b>	32,218
Amounts owed by group undertakings	-	-	-	1,044
Other debtors	<b>9</b>	137	-	46
Deferred tax asset (note 21)	<b>316</b>	1,607	-	799
Prepayments and accrued income	<b>3,708</b>	3,501	<b>2,424</b>	2,238
Corporation tax	<b>1,515</b>	-	<b>2,187</b>	-
	<b>40,713</b>	40,753	<b>36,420</b>	36,345

Trade debtors are stated after provisions for impairment of £804k (2020: £1,605k).

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

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

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
Cash at bank and in hand	<b>63,053</b>	66,665	<b>49,038</b>	52,827

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****19. Creditors: amounts falling due within one year**

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
Trade creditors	1,641	1,860	1,262	1,441
Amounts owed to group undertakings	-	-	5,434	-
Corporation tax	-	1,474	-	1,278
Other taxation and social security	2,037	2,091	1,223	1,317
Other creditors	1,105	1,708	828	1,197
Accruals	14,603	14,092	8,384	10,285
Deferred income	74,828	72,610	71,652	69,858
Deferred tax liability (Note 21)	-	-	551	-
	<b>94,214</b>	<b>93,835</b>	<b>89,334</b>	<b>85,376</b>

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

**20. Financial instruments**

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
<b>Financial assets</b>				
Financial assets measured at amortised cost	<b>98,943</b>	103,087	<b>81,564</b>	86,912
<b>Financial liabilities</b>				
Financial liabilities measured at amortised cost	<b>(17,349)</b>	(17,658)	<b>(15,908)</b>	(12,926)

Financial assets measured at amortised cost comprise cash and cash equivalents, trade debtors, other debtors and amounts due by group undertakings.

Financial liabilities measured at amortised cost comprise bank loans, trade creditors, accruals, other creditors and amounts due to group undertakings.



**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****21. Deferred taxation****Group**

	<b>2021 £000</b>	<b>2020 £000</b>
At beginning of year	1,607	1,287
(Expensed)/Credited to Consolidated statement of comprehensive income	(1,222)	324
Foreign exchange	(69)	(4)
<b>At end of year</b>	<b>316</b>	<b>1,607</b>

**Company**

	<b>2021 £000</b>	<b>2020 £000</b>
At beginning of year	799	626
Credited to Consolidated statement of comprehensive income	(1,350)	173
<b>At end of year</b>	<b>(551)</b>	<b>799</b>

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

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
Accelerated capital allowances	(422)	(199)	(552)	(361)
Other timing differences	738	1,806	1	1,160
	<b>316</b>	<b>1,607</b>	<b>(551)</b>	<b>799</b>

**22. Called up share capital****Group and Company**

	<b>2021 £000</b>	<b>2020 £000</b>
<b>Allotted and fully paid</b>		
50,009 (2020: 50,009) Z Ordinary shares of £0.51 each	26	26
20,004 (2020: 20,004) Y1 Ordinary shares of £0.24 each	5	5
30,005 (2020: 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.

**Euromonitor International Limited****Notes to the financial statements  
For the year ended 31 March 2021****23. Contingent liabilities**

In 2011 the company incentivised senior management to grow the business and increase profitability via a Growth Share Ownership Plan. The plan was a success, the company's goals were achieved and the plan paid out in 2014.

HMRC are currently querying the tax treatment of the Growth Share Ownership Plan. It is the directors' opinion that any challenge for additional tax is unlikely to be successful and therefore no provision has been made.

If there was found to be a payment subject to employment tax the obligation is estimated to be approximately £14,567k plus interest and fines. This liability has been indemnified by participants and the company would look to reclaim £6,708k, leaving the potential exposure to the company estimated to be £7,858k plus interest and fines.

**24. Pension commitments**

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

The pension cost for the year was £2,907k (2020: £2,644k). There was no significant prepaid or outstanding contribution at 31 March 2021.

**25. Commitments under operating leases**

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

	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
<b>Land and buildings</b>				
Within 1 year	<b>4,047</b>	4,651	<b>976</b>	1,463
Between 2 and 5 years	<b>8,882</b>	8,922	<b>630</b>	1,224
After more than 5 years	<b>3,440</b>	6,151	-	-
	<b>Group 2021 £000</b>	<b>Group 2020 £000</b>	<b>Company 2021 £000</b>	<b>Company 2020 £000</b>
<b>Other operating leases</b>				
Within 1 year	<b>1,762</b>	1,622	<b>1,762</b>	1,622
Between 2 and 5 years	<b>2,039</b>	3,178	<b>2,039</b>	3,178

**Euromonitor International Limited**

**Notes to the financial statements  
For the year ended 31 March 2021**

**26. 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 9.

**27. Post balance sheet events**

There are no post balance sheet events to disclose.

**28. Ultimate beneficial owners**

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