

**CATALINA MARKETING UK LIMITED**

**Company Registration Number:  
02567566 (England and Wales)**

**Unaudited statutory accounts for the year ended 31 December 2020**

**Period of accounts**

**Start date: 1 January 2020**

**End date: 31 December 2020**

# **CATALINA MARKETING UK LIMITED**

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# CATALINA MARKETING UK LIMITED

## Directors' report period ended 31 December 2020

The directors present their report with the financial statements of the company for the period ended 31 December 2020

### Principal activities of the company

The principal activity of the company is the provision of targeted marketing services to the retail industry. The company has an exclusive license for the UK to market the point of sale marketing system developed by the US parent company Catalina Marketing Corporation, Inc. This proprietary system is used in the delivery of the targeted marketing services offered by the company.

### Directors

The directors shown below have held office during the whole of the period from  
**1 January 2020 to 31 December 2020**

William Joseph René Faivre  
Premal Patel

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006

This report was approved by the board of directors on  
**23 September 2021**

And signed on behalf of the board by:

**Name: Premal Patel**

**Status: Director**

# CATALINA MARKETING UK LIMITED

## Profit And Loss Account for the Period Ended 31 December 2020

	2020	2019
	£	£
Turnover:	5,456,235	10,437,734
Cost of sales:	0	( 4,602,511 )
<b>Gross profit(or loss):</b>	<u>5,456,235</u>	<u>5,835,223</u>
Administrative expenses:	( 5,265,266 )	( 5,630,991 )
<b>Operating profit(or loss):</b>	<u>190,969</u>	<u>204,232</u>
Interest receivable and similar income:	10,470	2,996
Interest payable and similar charges:	( 17,898 )	( 17,361 )
<b>Profit(or loss) before tax:</b>	<u>183,541</u>	<u>189,867</u>
Tax:	( 76,508 )	( 30,198 )
<b>Profit(or loss) for the financial year:</b>	<u>107,033</u>	<u>159,669</u>

# CATALINA MARKETING UK LIMITED

## Balance sheet

As at 31 December 2020

	<i>Notes</i>	<i>2020</i>	<i>2019</i>
		£	£
<b>Fixed assets</b>			
Intangible assets:		0	0
Tangible assets:	3	1,775,161	1,773,294
Investments:		0	0
<b>Total fixed assets:</b>		<u>1,775,161</u>	<u>1,773,294</u>
<b>Current assets</b>			
Stocks:	4	317,771	260,808
Debtors:	5	3,593,282	4,144,128
Cash at bank and in hand:		3,782,025	4,677,730
Investments:		0	0
<b>Total current assets:</b>		<u>7,693,078</u>	<u>9,082,666</u>
Prepayments and accrued income:		0	0
Creditors: amounts falling due within one year:	6	( 3,772,774 )	( 5,218,678 )
<b>Net current assets (liabilities):</b>		<u>3,920,304</u>	<u>3,863,988</u>
<b>Total assets less current liabilities:</b>		<u>5,695,465</u>	<u>5,637,282</u>
Creditors: amounts falling due after more than one year:	7	0	( 48,850 )
Provision for liabilities:		0	0
Accruals and deferred income:		0	0
<b>Total net assets (liabilities):</b>		<u>5,695,465</u>	<u>5,588,432</u>
<b>Capital and reserves</b>			
Called up share capital:		11,141	11,141
Share premium account:		214,556	214,556
Other reserves:		0	0
Profit and loss account:		5,469,768	5,362,735
<b>Total Shareholders' funds:</b>		<u>5,695,465</u>	<u>5,588,432</u>

The notes form part of these financial statements

# CATALINA MARKETING UK LIMITED

## Balance sheet statements

For the year ending 31 December 2020 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

**This report was approved by the board of directors on 23 September 2021  
and signed on behalf of the board by:**

Name: Premal Patel  
Status: Director

The notes form part of these financial statements

# **CATALINA MARKETING UK LIMITED**

## **Notes to the Financial Statements**

**for the Period Ended 31 December 2020**

### **1. Accounting policies**

#### **Basis of measurement and preparation**

These financial statements have been prepared in accordance with the provisions of Financial Reporting Standard 101

# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements for the Period Ended 31 December 2020

### 2. Employees

	<i>2020</i>	<i>2019</i>
Average number of employees during the period	32	34



# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements

for the Period Ended 31 December 2020

### 3. Tangible assets

	Land & buildings	Plant & machinery	Fixtures & fittings	Office equipment	Motor vehicles	Total
Cost	£	£	£	£	£	£
At 1 January 2020	0	0	13,598,326	0	0	13,598,326
Additions	0	0	697,987	0	0	697,987
Disposals	0	0	( 65,255 )	0	0	( 65,255 )
Revaluations	0	0	0	0	0	0
Transfers	0	0		0	0	0
At 31 December 2020	0	0	14,231,058	0	0	14,231,058
<b>Depreciation</b>						
At 1 January 2020	0	0	11,825,032	0	0	11,825,032
Charge for year	0	0	630,865	0	0	630,865
On disposals	0	0		0	0	0
Other adjustments	0	0	0	0	0	0
At 31 December 2020	0	0	12,455,897	0	0	12,455,897
<b>Net book value</b>						
At 31 December 2020	0	0	1,775,161	0	0	1,775,161
At 31 December 2019	0	0	1,773,294	0	0	1,773,294

# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements for the Period Ended 31 December 2020

### 4. Stocks

	<i>2020</i>	<i>2019</i>
	£	£
Stocks	317,771	260,808
Total	<u>317,771</u>	<u>260,808</u>

# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements for the Period Ended 31 December 2020

### 5. Debtors

	<i>2020</i>	<i>2019</i>
	£	£
Trade debtors	<b>1,474,883</b>	3,160,358
Prepayments and accrued income	<b>352,319</b>	528,376
Other debtors	<b>1,766,080</b>	455,394
Total	<b><u>3,593,282</u></b>	<b><u>4,144,128</u></b>
Debtors due after more than one year:	<b>0</b>	0

# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements

for the Period Ended 31 December 2020

### 6. Creditors: amounts falling due within one year note

	<i>2020</i>	<i>2019</i>
	£	£
Bank loans and overdrafts	0	0
Amounts due under finance leases and hire purchase contracts	70,154	86,111
Trade creditors	32,435	58,179
Taxation and social security	317,162	565,210
Accruals and deferred income	459,091	713,268
Other creditors	2,893,932	3,795,910
Total	<u>3,772,774</u>	<u>5,218,678</u>

# CATALINA MARKETING UK LIMITED

## Notes to the Financial Statements

for the Period Ended 31 December 2020

### 7. Creditors: amounts falling due after more than one year note

	<i>2020</i>	<i>2019</i>
	£	£
Bank loans and overdrafts	0	0
Amounts due under finance leases and hire purchase contracts	0	48,850
Other creditors	0	0
Total	<u>0</u>	<u>48,850</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.