

DATA MANAGEMENT SERVICES GROUP LIMITED
(Registered number 03011070)
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 30 APRIL 2015

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**DATA MANAGEMENT SERVICES GROUP LIMITED
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 30 APRIL 2015**

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DATA MANAGEMENT SERVICES GROUP LIMITED
STRATEGIC REPORT
YEAR ENDED 30 APRIL 2015

The Directors present their strategic report on Data Management Services Group Limited ("the Company") for the year ended 30 April 2015.

REVIEW OF THE BUSINESS

The Company did not trade during the current or prior year.

The Company is a wholly owned subsidiary of The Register Group Limited, a company incorporated in England and Wales, which itself is ultimately owned by Ebiquity plc, a company incorporated in England and Wales.

The Company has not traded during the current or preceding financial year and accordingly no profit and loss account has been prepared.

The Balance Sheet position remained at total net assets of £100 (2014: £100) since the Company has not traded in the year.

KEY PERFORMANCE INDICATORS ("KPIs")

The Directors' of Ebiquity plc manage the Group's operations on a divisional basis. For this reason, the Company's Directors believe that analysis using KPIs for the Company is not necessary or appropriate for an understanding of the development, performance or position of the Company. The development, performance and position of the central division of Ebiquity plc, which includes the Company, is discussed on pages 14 to 25 of the Group's Annual Report and Accounts which does not form part of this report. KPIs for the Group are discussed on pages 19, 21, 23 and 25 of the same report.

DISCLOSURES OF PRINCIPAL RISKS AND UNCERTAINTIES

From the perspective of the Company, the principal risks and uncertainties are integrated with the principal risks of the Group and are not managed separately. Accordingly, the principal risks and uncertainties of Ebiquity plc, which includes those of this company, are discussed on pages 19, 21, 23 and 25 of the Group's Annual Report and Accounts which does not form part of this report.

Approved by the Board of Directors and signed on its behalf by



A W Beach
Director
6 October 2015

DATA MANAGEMENT SERVICES GROUP LIMITED DIRECTORS' REPORT

The Directors present their report together with the financial statements of Data Management Services Group Limited for the year ended 30 April 2015.

FUTURE DEVELOPMENTS

The Company will continue to undertake similar business activities in the future.

DIVIDENDS

The Directors do not recommend the payment of a dividend (2014: £nil).

FINANCIAL RISK MANAGEMENT

From the perspective of the Company, the financial risks (that include but are not limited to credit risk, interest rate risk, currency risk and liquidity risk) are integrated with the financial risks of the Group and are not managed separately. Accordingly, the financial risks of Ebiquity plc, which includes those of the Company, are discussed on pages 99-104 of the Group's Annual Report and Accounts which does not form part of this report.

POST BALANCE SHEET EVENTS

There are no post Balance Sheet events subsequent to the year end.

DIRECTORS

The Directors of the Company who served throughout the financial year and up to the date of signing of the financial statements were as follows:

A W Beach
M E Greenlees
N V Manning

DIRECTORS' INDEMNITY

The Company purchased and maintained throughout the year and up to the date of approval of this report, Directors' and officers' liability insurance in respect of its Directors and Officers.

GOING CONCERN

The Directors are responsible for considering whether it is appropriate to prepare financial statements on a going concern basis. After making appropriate enquiries the Directors concluded that the Company has adequate resources to continue in operation for the foreseeable future. For this reason the Company continues to adopt the going concern basis in preparing the financial statements.

The financial statements on pages 4 to 5 were approved by the Board of Directors on 6 October 2015 and are signed on its behalf by



A W Beach
Director
6 October 2015

DATA MANAGEMENT SERVICES GROUP LIMITED STATEMENT OF DIRECTORS' RESPONSIBILITIES

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

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

In preparing these financial statements, the directors are required to:

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

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

DATA MANAGEMENT SERVICES GROUP LIMITED
BALANCE SHEET
30 APRIL 2015

Company number: 03011070

	Notes	<u>2015</u> £	<u>2014</u> £
CURRENT ASSETS	2		
Debtors		<u>100</u>	<u>100</u>
CAPITAL AND RESERVES			
Share capital	3	100	100
Profit and loss account	4	<u>-</u>	<u>-</u>
EQUITY SHAREHOLDERS' FUNDS		<u>100</u>	<u>100</u>

The Company did not trade during the current or preceding period and accordingly no profit and loss account has been prepared. The Company has not received any income or incurred any expense or recognised any other gains or losses during the current or preceding period.

For the year ended 30 April 2015 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Director's responsibilities;

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements on pages 4 to 5 were approved by the Board of Directors on 6 October 2015 and are signed on its behalf by.



A W Beach
 Director
 6 October 2015

DATA MANAGEMENT SERVICES GROUP LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 30 APRIL 2015

1 ACCOUNTING POLICIES

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

2 DEBTORS

	<u>2015</u>	<u>2014</u>
	£	£
Amounts falling due within one year:		
Amounts due by group undertakings	<u>100</u>	<u>100</u>

3 SHARE CAPITAL

	<u>2015</u>	<u>2014</u>
	£	£
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

4 RESERVES

	£
Profit and Loss Account	
At 1 May 2014 and 30 April 2015	<u>-</u>

5 RELATED PARTY TRANSACTIONS

The Company has taken advantage of the exemption allowed by FRS 8, "Related party transactions", not to disclose any related party transactions with entities that are included in the consolidated financial statements of Ebiquity plc.

There were no other related party transactions in either year

6 PARENT UNDERTAKINGS AND ULTIMATE HOLDING COMPANY

The immediate parent company is The Register Group Limited which is incorporated in England and Wales.

The Company's ultimate parent undertaking and controlling party is Ebiquity plc which is the parent undertaking of the smallest and largest group to consolidate these financial statements. Copies of the consolidated financial statements of Ebiquity plc may be obtained from the Company Secretary at CityPoint, One Ropemaker Street, London, EC2Y 9AW.