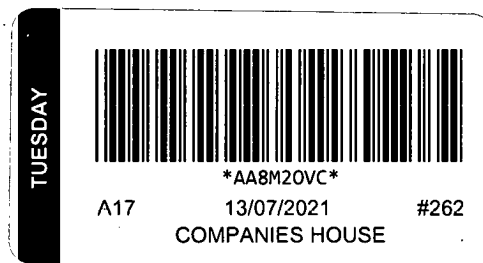


**Moneysupermarket.com Financial
Group Limited**

Statutory accounts

Registered number 03157344

31 December 2020



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Officers and professional advisors

Directors	P B Duffy S Grimble
Company secretary	K Bellau
Registered and head office	Moneysupermarket House St David's Park Ewloe Chester CH5 3UZ
Legal advisors	Herbert Smith Exchange House Primrose Street London EC2A 2EG Addleshaw Goddard One Saint Peter's Square Manchester M2 3AE
Auditor	KPMG LLP 15 Canada Square London E14 5GL
Bankers	Lloyds Banking Group plc City Office PO Box 1000 Barclays Bank plc 3 Hardman Street Manchester M3 3AX

Strategic report

The directors present their strategic report, directors' report and the audited financial statements for the year ended 31 December 2020.

Principal activities

The Company's principal activity is that of a holding Company. The Company also acts as the employer of staff from other subsidiaries and recharges staff costs to those subsidiaries. The Company's activities are expected to continue in future periods.

Moneysupermarket.com Financial Group Limited is regulated by the Financial Conduct Authority (FCA) as the Company is engaged in providing regulated products and services. Moneysupermarket.com Limited, Moneysavingexpert.com Limited and Decision Technologies Limited are appointed representatives and can act on behalf of Moneysupermarket.com Financial Group Limited.

As the Company is regulated by the FCA, the Company is required to maintain capital above the capital requirement of £5.2m (2019: £5.2m). The Company's capital resources are £69.1m (2019: £84.6m) and comprise of its net assets. The capital requirement was exceeded throughout the year and at the year end (2019: throughout the year and at year end).

Performance of the business and dividends

The results of the business are presented on page 10.

The Company made a profit before tax of £184.4m for the year ended 31 December 2020 (2019: loss before tax of £2.1m). During the year, the Company received dividends of £125.0m (2019: £nil) from Moneysupermarket.com Limited and £60.0m (2019: £nil) from MoneySavingExpert.com Limited.

At 31 December 2020, the Company had net assets of £69.0m (2019: £84.6m) and cash balances of £1.3m (2019: £0.8m).

The Company declared an interim dividend to Moneysupermarket Financial Group Holdings Limited during the year of £200.0m (2019: £nil). The directors do not recommend the payment of a final dividend (2019: £nil).

Principal risks and uncertainties

On the basis that the Company is a holding company and does not trade, the directors consider the key risks to the business to be that of valuation of its investments in subsidiaries and the recoverability of amounts owed by fellow group companies. See Notes 8 and 9 to the financial statements.

The Company also acts as the employer of staff from other subsidiaries and recharges staff costs to those subsidiaries.

During the year and post year end the COVID-19 global pandemic continued to disrupt businesses worldwide. However there has been no direct impact on the Company given it is a holding Company.

Section 172 statement

The directors of the Company must act in accordance with a set of general duties. These duties are detailed in the Companies Act 2006 (the "Act") and include a duty to promote the success of the Company.

The directors of the Company are also the two executive directors of Moneysupermarket.com Group plc ("the Group"). A summary of how the directors have performed their duties under s.172 of the Act in respect of the Group is presented in the following table.

Strategic report (continued)

Section 172 statement (continued)

<p>Long-term decision-making (s.172 (a)) The Board delegates day-to-day management and decision making to its senior management whilst maintaining oversight of the Company's performance, and reserves to itself specific matters for approval, including the strategic direction of the Group, M&A activity and entering into material contracts above set thresholds.</p>	<p>In 2020 the Board:</p> <ul style="list-style-type: none"> Received presentations on specific business areas and through ongoing discussion with members of senior management, determined strategic priorities in the context of our three-year plan, and the development of robust supporting operating plans. Agreed the Group's principal risks, considered emerging risks and received regular risk management and internal control reviews throughout the year, including specific consideration of risks arising from COVID-19.
<p>Employee interests (s.172(b)) The success of the Group depends upon a highly skilled and motivated workforce, and an entrepreneurial and innovative culture, set within structures that provide fairness for all.</p>	<p>In 2020 the Board:</p> <ul style="list-style-type: none"> Received updates from the NED Employee Champion, Sarah Warby on employee engagement. Reviewed and amended employee engagement mechanisms to respond to a move to homeworking. Received the results of the employee engagement surveys. Assessed progress against the Group's Diversity and Inclusion Strategy, including a new commitment to the Race Equity at Work Charter. Reviewed succession planning across the Group to ensure that both short-term and long-term interests are aligned between all stakeholder groups and the Company's values and culture.
<p>Relations with external parties (s.172(c)) The Group works with a significant number and variety of customers, suppliers, providers and other third parties. It is of great importance that relations with those parties are appropriate.</p>	<p>In 2020 the Board:</p> <ul style="list-style-type: none"> Regularly considered the marketplaces within which the Group's customers operate and the challenges they face, and opportunities available. This helped shape the way in which resources were allocated in order to ensure that the Group was well-positioned to meet the needs of its third parties. Received updates on provider surveys and implemented plans to address any issues raised.
<p>Community and environment (s.172(d)) The Group seeks to ensure that it provides a positive contribution to the communities in which it operates and to the environment.</p>	<p>In 2020 the Board:</p> <ul style="list-style-type: none"> Continued its support of The Prince's Trust in addition to supporting local charities. Achieved its aim of becoming Beyond Carbon Neutral, offsetting 150% of the Group's 2019 carbon emissions.
<p>Reputation for high standards of business conduct (s.172(e)) The Board is responsible for developing a corporate culture across the Group that promotes integrity and transparency. It has established a comprehensive corporate governance framework and approves policies and procedures which promote corporate responsibility and ethical behaviour.</p>	<p>In 2020 the Board:</p> <ul style="list-style-type: none"> Received regular reports from the Chief Risk Officer designed to strengthen governance and compliance, and the identification and management of existing and emerging risks. Received regular governance updates and training on key areas of law and regulation. Approved the Company's Modern Slavery Act Statement, describing the steps it had taken to ensure that slavery and human trafficking were not taking place. Reviewed the Group's implementation of the 2018 UK Corporate Governance Code, with steps taken to achieve full compliance in 2020.

Strategic report (continued)

Section 172 statement (continued)

Acting fairly as between members of the Company (s.172(f)) The Board aims to understand the views of shareholders and to always act in their best interests.	In 2020 the Board: <ul style="list-style-type: none">• Maintained close relations with its main shareholders through regular dialogue, both after the publication of full-year and half-year results.• Recommended a final dividend payment be paid to shareholders.• Received Investor Relations updates at every Board meeting and direct feedback from investors during specific consultation exercises and on publication of trading results and updates.
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By order of the board



K Bellau
Secretary
25 June 2021

Moneysupermarket House
St David's Park
Ewloe
Chester, UK
CH5 3UZ

Directors' report

Directors

The directors who held office during the current year were as follows:

M P Lewis (resigned 31 August 2020)

P B Duffy (appointed 1 September 2020)

S Grimble

Company secretary

K Bellau

Political and charitable contributions

The Company has not made any charitable donations or incurred any political expenditure during the year (2019: £nil).

Directors' indemnities

The Company has made qualifying third party indemnity provisions for the benefit of its directors which were made during the year and remain in force at the date of this report.

Going concern

The directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for at least 12 months from the date of approval of these financial statements. Thus they continue to adopt the going concern basis in preparing the financial statements. In making this assessment the directors have considered the following:

- The Company had net assets at the balance sheet date of £69.0m (2019: £84.6m); and
- The Company had access to £1.3m (2019: £0.8m) of liquid assets in the form of cash at the balance sheet date; and
- Moneysupermarket.com Group plc will continue to provide support to the Company for its short term day to day cash management if required.

During the year and post year end COVID-19 has affected trade in the subsidiaries of this Company, however they all continue to be profitable and cash generative. Based on the above, the directors are confident that the going concern assumption is appropriate given the support available from Moneysupermarket Group plc.

Employees

As the pandemic took hold, we moved all our employees to working from home ahead of official Government guidance. We are particularly proud of how our employees rose to the challenge, moving seamlessly to remote working and continuing to maintain and innovate our services for our users.

As well as increasing the frequency of our internal communications, we developed guidance on working remotely, introduced paid COVID-19 care leave and provided employees with access to enhanced mental health and wellbeing support. Rather than furloughing employees, we safeguarded jobs and balanced resources by redeploying 30 employees of the Group to different areas of the business, offering individuals the chance to learn new skills and further develop their careers.

The Moneysupermarket.com Group, of which the Company is a part, actively encourages employee involvement and consultation and places considerable emphasis on keeping its employees informed of the Group's activities via formal half yearly business performance updates, regular update briefings, regular team meetings, the Group's intranet site which enables easy access to the latest Group information as well as Group policies, and the circulation to employees of relevant information including corporate announcements. This also helps to achieve a common awareness amongst employees of the financial and economic factors affecting the performance of the Group.

Directors' report (continued)

Employees (continued)

The Group has an established employee forum through which nominated representatives ensure that employees' views are taken into account regarding issues that are likely to affect them. A robust employee engagement survey process is also in place to ensure that employees are given a voice in the organisation and that the Group can take action based on employee feedback.

The Group is committed to an equal opportunities policy. The Group aims to ensure that no employee is discriminated against, directly or indirectly, on the grounds of colour, race, ethnic and national origins, sexual orientation or gender, marital status, disability, religion or belief, being part time, or on the grounds of age.

The Group recognises the importance of health and safety and the positive benefits to the Group. Therefore our commitment to health and safety makes good business sense. The Group has a health and safety policy which is communicated to all employees through a health and safety handbook, which is regularly reviewed and updated.

Disabled persons have equal opportunity when applying for vacancies, with due regard to their skills and abilities. Procedures ensure that disabled employees are fairly treated in respect of training and career development. For those employees becoming disabled during the course of their employment, the Group is supportive so as to provide an opportunity for them to remain with the Group, wherever reasonably practicable.

Post balance sheet event

On 28 January 2021, the Company acquired the remaining share capital of CYTI (Holdings) Limited. Total consideration for the acquisition of CYTI comprised £1.4m cash, the fair value of the option and the fair value of the 28% investment held as at the acquisition date.

Greenhouse gas disclosure exemption

The Company has taken the exemption under section 20A of Schedule 7A of the Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018. Disclosures regarding greenhouse gas emissions and energy consumption are included in the consolidated financial statements of the Company's ultimate parent undertaking, Moneysupermarket.com Group plc.

Other information

An indication of likely future developments in the business and particulars of any significant events which have occurred since the end of the financial year have been included in the strategic report.

Auditor

Each of the persons who is a director at the date of approval of this report confirms that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditor is unaware; and
- the director has taken all the steps that he/she ought to have taken as a director in order to make him/herself aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

Pursuant to section 487 of the Companies Act 2006, the auditor will be deemed to be reappointed and KPMG LLP will continue in office.

By order of the board



K Bellau
Secretary
25 June 2021

Moneysupermarket House
St David's Park
Ewloe
Chester, UK
CH5 3UZ

Statement of directors' responsibilities

The directors are responsible for preparing the strategic report, 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 they have elected to prepare the financial statements in accordance with UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*.

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 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;
- assess the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

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 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, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of Moneysupermarket.com Financial Group Limited

Opinion

We have audited the financial statements of Moneysupermarket.com Financial Group Limited ("the company") for the year ended 31 December 2020 which comprise the profit and loss account and other comprehensive income, balance sheet, statement of changes in equity and related notes, including the accounting policies in note 2.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2020 and of its profit for the year then ended;
- have been properly prepared in accordance with UK accounting standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities are described below. We have fulfilled our ethical responsibilities under, and are independent of the company in accordance with, UK ethical requirements including the FRC Ethical Standard. We believe that the audit evidence we have obtained is a sufficient and appropriate basis for our opinion.

Going concern

The directors have prepared the financial statements on the going concern basis as they do not intend to liquidate the company or to cease its operations, and as they have concluded that the company's financial position means that this is realistic. They have also concluded that there are no material uncertainties that could have cast significant doubt over its ability to continue as a going concern for at least a year from the date of approval of the financial statements ("the going concern period").

In our evaluation of the directors' conclusions, we considered the inherent risks to the company's business model and analysed how those risks might affect the company's financial resources or ability to continue operations over the going concern period.

Our conclusions based on this work:

- we consider that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate;
- we have not identified, and concur with the directors' assessment that there is not, a material uncertainty related to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for the going concern period.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the above conclusions are not a guarantee that the company will continue in operation.

Fraud and breaches of laws and regulations – ability to detect

Identifying and responding to risks of material misstatement due to fraud

To identify risks of material misstatement due to fraud ("fraud risks") we assessed events or conditions that could indicate an incentive or pressure to commit fraud or provide an opportunity to commit fraud. Our risk assessment procedures included enquiring of directors and inspection of policy documentation as to Moneysupermarket.com Group plc's policies and procedures to prevent and detect fraud that apply to this Company as well as enquiring whether the directors have knowledge of any actual, suspected or alleged fraud.

Independent auditor's report to the members of Moneysupermarket.com Financial Group Limited (continued)

As required by auditing standards, we perform procedures to address the risk of management override of controls, in particular the risk that management may be in a position to make inappropriate accounting entries. On this audit we do not believe there is a fraud risk related to revenue recognition because there are no revenue transactions.

We did not identify any additional fraud risks.

We performed procedures including agreeing all accounting entries in the period to supporting documentation.

Identifying and responding to risks of material misstatement due to non-compliance with laws and regulations

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience, and through discussion with the directors and other management (as required by auditing standards), and discussed with the directors and other management the policies and procedures regarding compliance with laws and regulations.

We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance throughout the audit.

The potential effect of these laws and regulations on the financial statements varies considerably.

Firstly, the Company is subject to laws and regulations that directly affect the financial statements including financial reporting legislation (including related companies legislation), distributable profits legislation, and taxation legislation and we assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

Secondly, the Company is subject to many other laws and regulations where the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through the imposition of fines or litigation. We identified the following areas as those most likely to have such an effect: data protection law and laws and regulations of various bodies that regulate the Company's activities including the Competition and Market Authority (CMA), the Financial Conduct Authority (FCA), the Information Commissioners Office (ICO), the Office of Gas and Electricity (Ofgem) and the Office of Communications (Ofcom). Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the directors and other management and inspection of regulatory and legal correspondence, if any. Therefore, if a breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will not detect that breach.

Context of the ability of the audit to detect fraud or breaches of law or regulation

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it.

In addition, as with any audit, there remained a higher risk of non-detection of fraud, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. Our audit procedures are designed to detect material misstatement. We are not responsible for preventing non-compliance or fraud and cannot be expected to detect non-compliance with all laws and regulations.

Strategic report and directors' report

The directors are responsible for the strategic report and the directors' report. Our opinion on the financial statements does not cover those reports and we do not express an audit opinion thereon.

Our responsibility is to read the strategic report and the directors' report and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work:

Independent auditor's report to the members of Moneysupermarket.com Financial Group Limited (continued)

- we have not identified material misstatements in the strategic report and the directors' report;
- in our opinion the information given in those reports for the financial year is consistent with the financial statements; and
- in our opinion those reports have been prepared in accordance with the Companies Act 2006.

Matters on which we are required to report by exception

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

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

We have nothing to report in these respects.

Directors' responsibilities

As explained more fully in their statement set out on page 7, the directors are responsible for: the preparation of the financial statements and for being satisfied that they give a true and fair view; 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; assessing 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 they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

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 our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not 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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

A fuller description of our responsibilities is provided on the FRC's website at www.frc.org.uk/auditorsresponsibilities.

The purpose of our audit work and to whom we owe our responsibilities

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



William Greenfield (Senior Statutory Auditor)
for and on behalf of KPMG LLP, Statutory Auditor
Chartered Accountants
15 Canada Square
London
E14 5GL
25 June 2021

Profit and loss account and other comprehensive income

For the year ended 31 December 2020

	<i>Note</i>	2020 £m	2019 £m
Administrative expenses		(3.3)	(1.7)
Operating profit	3	(3.3)	(1.7)
Change in fair value of financial instruments	9	3.5	-
Dividends received from subsidiary		185.0	-
Share of loss of joint ventures		(0.7)	(0.3)
Finance expense	6	(0.1)	(0.1)
Profit/(loss) before taxation		184.4	(2.1)
Taxation	7	-	-
Profit/(loss) after taxation and total comprehensive income		184.4	(2.1)

All results relate to continuing operations.

Balance sheet

As at 31 December 2020

	<i>Note</i>	2020 £m	2019 £m
Fixed assets			
Investments	8	61.9	59.5
Current assets			
Derivative financial assets	9	3.5	-
Debtors	10	123.9	609.3
Cash and cash equivalents		1.3	0.8
		<hr/>	<hr/>
		128.7	610.1
Creditors: amounts falling due within one year	11	(121.6)	(585.0)
		<hr/>	<hr/>
Net current assets		7.1	25.1
		<hr/>	<hr/>
Total assets less current liabilities		69.0	84.6
		<hr/>	<hr/>
Net assets		69.0	84.6
		<hr/>	<hr/>
Capital and reserves			
Called up share capital	12	10.0	10.0
Share premium account		0.7	0.7
Profit and loss account		58.3	73.9
		<hr/>	<hr/>
Total shareholder's funds		69.0	84.6
		<hr/>	<hr/>

These financial statements were approved by the Board of Directors on 25 June 2021 and were signed on its behalf by:



S Grimble
Director

Registered number 03157344

Statement of changes in equity

For the year ended 31 December 2020

	Called up share capital £m	Share premium account £m	Profit and loss account £m	Total shareholder's funds £m
At 1 January 2019	10.0	0.7	76.0	86.7
Total comprehensive income	-	-	(2.1)	(2.1)
At 31 December 2019	10.0	0.7	73.9	84.6
Total comprehensive income	-	-	184.4	184.4
Equity dividends			(200.0)	(200.0)
At 31 December 2020	10.0	0.7	58.3	69.0

Notes to the financial statements

1. Company information

Moneysupermarket.com Financial Group Limited is a private limited liability Company incorporated, registered and domiciled in England and Wales in the UK. The registered number is 03157344 and the registered address is MoneySuperMarket House, St David's Park, Ewloe, Chester, CH5 3UZ.

2. Statement of accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the Company's financial statements.

Basis of preparation

These financial statements were prepared in accordance with Financial Reporting Standard 102 – The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The presentation currency of these Financial Statements is Sterling. All amounts in the financial statements have been rounded to the nearest million. These financial statements are prepared on the historical cost basis.

The Company is exempt by virtue of s400 of the Companies Act 2006 from the requirement to prepare group financial statements. These financial statements present information about the Company as an individual undertaking and not about its group.

The Company's ultimate parent undertaking, Moneysupermarket.com Group plc, includes the Company in its own published consolidated financial statements. The consolidated financial statements of Moneysupermarket.com Group plc are prepared in accordance with international accounting standards in conformity with the requirements of the Companies Act 2006 and applicable law and are available to the public, and a copy may be obtained from its registered address, Moneysupermarket House, St David's Park, Ewloe, CH5 3UZ. In these financial statements, the Company is considered to be a qualifying entity for the purposes of this FRS and has applied the exemptions available under FRS 102 in respect of the following disclosures:

- Cash flow statement and related notes; and
- Key management personnel compensation.

As the consolidated financial statements of Moneysupermarket.com Group plc include the equivalent disclosures, the Company has also taken the exemptions under FRS 102 available in respect of the following disclosures:

- Certain disclosures required by FRS 102.26 *Share Based Payments*; and,
- The disclosures required by FRS 102.11 *Basic Financial Instruments* and FRS 102.12 *Other Financial Instrument Issues* in respect of financial instruments not falling within the fair value accounting rules of Paragraph 36(4) of Schedule 1.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements and there are no significant judgements.

Use of estimates and judgements

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

The key judgements in the accounts are:

- The classification of investments (see note 8)
- The valuation of derivative financial assets (see note 9)
- The recoverability of amounts owed by fellow group companies (see note 10)

Notes to the financial statements (continued)

2. Statement of accounting policies (continued)

Going concern

The Company is an intermediate holding company with net assets of £69.0m and net current assets of £7.1m.

The directors have prepared cash flow forecasts for the Company, including its cash position, for a period of at least the next 12 months from the date of approval of these financial statements and have also considered the impact of COVID-19 upon the Company's business, financial position and liquidity in severe, but plausible, downside scenarios, using stress testing and scenario modelling techniques. The scenarios modelled take into account the impacts of COVID-19 and include a base scenario derived from the Company's latest forecasts.

Those forecasts are dependent on the Company's ultimate parent Company, Moneysupermarket.com Group plc not seeking repayment of the amounts currently due to the group, which at 31 December 2020 amounted to £114.9m. Moneysupermarket.com Group plc has indicated that it does not intend to seek repayment of these amounts for the period covered by the forecasts. As with any Company placing reliance on other group entities for financial support, the directors acknowledge that there can be no certainty that this support will continue although, at the date of approval of these financial statements, they have no reason to believe that it will not do so.

Consequently, the directors are confident that the company will have sufficient funds to continue to meet its liabilities as they fall due for a period of at least the next 12 months from the date of approval of the financial statements and therefore have prepared the financial statements on a going concern basis.

Investments

Subsidiary undertakings

Investments in subsidiary undertakings are presented at cost less provision for impairment.

Joint ventures

Joint ventures are treated as equity-accounted investments. They are initially measured at cost and subsequently remeasured to include the Company's share of the profit or loss of the joint venture. To the extent that the Company's share of losses exceeds the carrying value of the investment, subsequent losses are recorded in a loss memo. Any future share of profits is then offset against these losses before the carrying value of the investment is reinstated.

Other investments

The Company's other investments represent holdings of less than 10%. These investments are presented at cost less provision for impairment.

Impairment

The carrying amounts of the Company's assets are reviewed annually to determine whether there is any indication of impairment. If such indication exists, the asset's recoverable amount is estimated. For the purposes of impairment reviews, the recoverable amount of the Company's assets is taken to be the higher of their fair value less costs to sell and their value in use.

Employee benefits

Defined contribution plans and other long term employee benefits

A defined contribution plan is a post-employment benefit plan under which the Company pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an expense in the profit and loss account in the periods during which services are rendered by employees.

Short-term employee benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are recognised in the profit and loss account and other comprehensive income as the related service is provided. A provision is recognised for the amount expected to be paid under short-term cash bonus or deferred bonus plan if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated

reliably. The Company's deferred bonus plans currently do not have any ongoing performance obligations and are therefore provided for as described above in the period to which they related.

Notes to the financial statements (continued)

2. Statement of accounting policies (continued)

Basic financial instruments

Trade and other debtors / creditors

Trade and other debtors are recognised initially at transaction price less attributable transaction costs. Trade and other creditors are recognised initially at transaction price plus attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses in the case of trade debtors. If the arrangement constitutes a financing transaction, for example if payment is deferred beyond normal business terms, then it is measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits.

Other financial instruments

Derivative financial assets

Other financial instruments not meeting the definition of basic financial instruments are recognised initially at fair value. Subsequent to initial recognition other financial instruments are measured at fair value with changes recognised in profit or loss.

Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the profit and loss account except to the extent that it relates to items recognised directly in equity, in which case it is recognised in equity.

Current tax is the expected tax payable on the taxable income for the year, using tax rates in force for the year, and any adjustment to tax payable in respect of previous years.

3. Operating profit

	2020 £m	2019 £m
<i>Operating profit is stated after charging/(crediting):</i>		
Long term employee benefits	2.8	1.6
Payroll costs	38.6	42.0
Recharged payroll costs	(38.6)	(42.0)
	<hr/>	<hr/>

Long term employee benefits relate to shares issues to senior management on acquisition of a subsidiary and have a three year maturity.

The audit fee for the year ended 31 December 2020 was £15,000 (2019: £13,300).

4. Remuneration of directors

The directors of this Company are also directors of other companies within the Moneysupermarket.com Group and accordingly the cost of their remuneration has been fully incurred by the ultimate parent Company. £71,000 (2019: £119,500) of the total cost of this remuneration has been allocated to this Company on the basis of their services as directors of each group Company. The above amount includes salary, bonus, pension and LTIPs.

Notes to the financial statements (continued)

5. Staff numbers and costs

The average number of persons employed by the Company (excluding directors) during the year was as follows:

	2020	2019
Number of employees	640	657

The aggregate payroll costs of these persons were as follows:

	2020 £m	2019 £m
Wages and salaries	33.1	36.2
Social security costs	0.3	4.2
Pension costs	1.5	1.3
Social security costs related to share awards and options	3.7	0.3
	<u>38.6</u>	<u>42.0</u>

With the exception of the executive directors and employees of MoneySavingExpert.com Limited and Decision Technologies Limited, all UK-based employees of the Moneysupermarket.com Group have employment contracts with Moneysupermarket.com Financial Group Limited. However, their payroll costs are recharged to one of the other entities in the Group.

6. Finance expense

The finance charge of £0.1m (2019: £0.1m) relates to the unwind of the discount on the loan notes payable as deferred consideration in respect of the acquisition of Decision Technologies Limited.

7. Taxation

Analysis of charge in the year:

	2020 £m	2019 £m
<i>UK corporation tax</i>		
Current tax on income for the year	-	-
<i>Deferred tax:</i>		
Adjustments in relation to prior periods	-	-
	<u>-</u>	<u>-</u>
Taxation	<u>-</u>	<u>-</u>

Notes to the financial statements (continued)

7. Taxation (continued)

Factors affecting taxation for the current year:

Taxation for the year is lower (2019: higher) than the standard rate of corporation tax in the UK of 19% (2019: 19%). The differences are explained below.

	2020 £m	2019 £m
Profit/(loss) before taxation	184.4	(2.1)
Current tax at 19% (2019: 19%)	35.0	(0.4)
<i>Effects of:</i>		
Expenses not deductible for tax purposes	0.8	0.4
Exempt dividend income	(35.1)	-
Change in fair value of financial derivatives	(0.7)	-
Taxation	-	-

The standard rate of corporation tax in the UK was due to change from 19% to 17% with effect from 1 April 2020. Following the budget announcement on 11 March 2020, the repeal of the legislation to reduce the tax rate was substantively enacted on 17 March 2020. Accordingly, the reduction in tax rate did not take place.

On 3 March 2021, the UK government announced that the standard rate of corporation tax for the year commencing 1 April 2023 would rise to 25%. This increase has not yet been substantively enacted.

8. Fixed asset investments

	Subsidiary undertakings £m	Joint ventures £m	Other investments £m	Total £m
At 1 January 2020	55.5	0.5	3.5	59.5
Additions	-	2.8	0.3	3.1
Share of loss of joint ventures	-	(0.7)	-	(0.7)
At 31 December 2020	55.5	2.6	3.8	61.9

Notes to the financial statements (continued)

8. Fixed asset investments (continued)

Subsidiary undertakings

The Company's subsidiary undertakings are listed in the table below.

Subsidiary undertakings	Principal activity	Class and percentage of shares held		Aggregate of capital & reserves £m	Profit for the year £m
Moneysupermarket.com Limited	Internet price comparison	Ordinary	100%	45.1	44.6
Moneysavingexpert.com Limited	Personal finance website	Ordinary	100%	35.3	23.3
Mortgage 2000 Limited	Financial intermediary services	Ordinary	100%	0.8	-
Decision Technologies Limited	Internet price comparison	Ordinary	100%	22.4	6.2
Townside Limited	Internet price comparison	Ordinary	100%	0.7	0.3
Sellmymobile.com Limited	Internet price comparison	Ordinary	100%	1.5	0.6
Insuresupermarket.com Limited	Dormant	Ordinary	100%	-	-
Travelsupermarket.com Limited	Dormant	Ordinary	100%	-	-
Moneysupermarket Limited	Dormant	Ordinary	100%	-	-

Townside Limited and Sellmymobile.com Limited are indirect subsidiaries of the Company through Decision Technologies Limited. All other subsidiaries listed above are direct subsidiaries of the Company.

All of the above investments are included in the consolidated financial statements of Moneysupermarket.com Group plc. The registered office of Moneysavingexpert.com Limited is One Dean Street, London, W1D 2EP. The registered office of Decision Technologies Limited, Townside Limited and Sellmymobile.com Limited is First Floor, High Holborn House, 52-54 High Holborn, London, WC1V 6RL. All other subsidiaries have the same registered office as the Company (see note 1).

Joint ventures

	Podium £m	CYTI £m	Total £m
At 1 January 2020	0.5	-	0.5
Additions	-	2.8	2.8
Share of loss of joint ventures	(0.5)	(0.2)	(0.7)
At 31 December 2020	-	2.6	2.6

Podium Solutions Limited ('Podium') is a joint venture in which the Company obtained joint control and a 50% ownership interest on 26 March 2018. Podium is a financial technology business, principally engaged in developing digital solutions in the mortgages sector. Podium is not publicly listed and is registered at Fourth Floor, Market Square House, St James Street, Nottingham, Nottinghamshire, NG1 6FG.

Notes to the financial statements (continued)

8. Fixed asset investments (continued)

In March 2020, the Company acquired a 28% shareholding in CYTI (Holdings) Limited ('CYTI') for consideration of £2.8m paid in cash. CYTI is deemed to be under joint control of the Company and it has therefore been accounted for as a joint venture. CYTI is an existing white label partner in the Insurance vertical and the principal base of business is Belfast, UK.

As at 31 December 2020, the Company also had a call option to acquire the remaining share capital of CYTI that was exercisable between 1 January 2021 and 31 December 2023 (see note 9). Since the year end, the Company has acquired the remaining share capital (see note 16).

Other investments

	Truelayer Limited (2%) £m	Flagstone Investment Management Limited (3%) £m	By Miles Limited (5%) £m	Plum Fintech Limited (3%) £m	Total £m
At 1 January 2020	0.4	2.3	0.6	0.2	3.5
Additions	-	0.3	-	-	0.3
At 31 December 2020	0.4	2.6	0.6	0.2	3.8

During the year, the Company invested a further £0.3m into Flagstone Investment Management Limited, maintaining its 3% shareholding.

9. Derivative financial assets

	2020 £m	2019 £m
Call option	3.5	-

At 31 December 2020, the Company had a call option to acquire the remaining 72% share capital of CYTI (Holdings) Limited ('CYTI'). The call option had an exercise date of between 1 January 2021 and 31 December 2023 and is measured at its fair value at the balance sheet date.

The fair value has been determined using the income approach, converting expected future cash flows to their present value. Expected future cash flows have been derived from CYTI's latest forecasts, taking into account the travel restrictions in place at the balance sheet date. A risk premium has been factored into the expected future cash flows to reflect the view of an informed and independent market participant.

At 31 December 2020, the call option was recognised as an asset and a gain was credited to the profit and loss account due to the fair value of the business exceeding the exercise price of the option. Subsequent to the year end, the Company acquired the remaining share capital of CYTI (see note 16).

Notes to the financial statements (continued)

10. Debtors

	2020 £m	2019 £m
Amounts falling due within one year:		
Amounts owed by other group companies	123.5	609.3
Prepayments	0.4	-
	<u>123.9</u>	<u>609.3</u>

During the year, an exercise was undertaken to rationalise the intercompany balances within the Group.

11. Creditors: amounts falling due within one year

	2020 £m	2019 £m
Deferred consideration	0.8	4.8
Amounts owed to parent and other group companies	114.9	576.9
Taxation and social security	0.6	0.2
Accruals and deferred income	0.6	0.6
Other payables	4.7	2.5
	<u>121.6</u>	<u>585.0</u>

In August 2018, the Company issued £4.7m of loan notes with a 1.5% coupon as deferred consideration for the acquisition of Decision Technologies Limited. During the year ended 31 December 2020, the Company paid £4.0m of the deferred consideration. An interest charge of £0.1m (2019: £0.1m) has been recognised in respect of these loan notes which had a carrying value at 31 December 2020 of £0.8m (2019: £4.8m).

During the year, an exercise was undertaken to rationalise the intercompany balances within the Group.

12. Called up share capital

	31 December 2020		31 December 2019	
	Number of shares	£	Number of Shares	£
<i>Allotted, called up and fully paid</i>				
Ordinary shares of £0.01 each	1,000,097,054	10,000,971	1,000,097,054	10,000,971
	<u>1,000,097,054</u>	<u>10,000,971</u>	<u>1,000,097,054</u>	<u>10,000,971</u>

Ordinary shares

The holders of ordinary shares were entitled to returns of capital, receive a dividend and vote.

Notes to the financial statements (continued)

12. Called up share capital (continued)

'A' ordinary shares

The holders of 'A' ordinary shares are not entitled to receive any dividend or distribution. The shares have no voting rights. Upon winding up, the capital and assets of the Company, or other return of capital, shall be applied *pari passu* among the holders of both classes of share.

Moneysupermarket.com Financial Group Limited is regulated by the Financial Conduct Authority (FCA) as the Company is engaged in providing regulated products and services. Moneysupermarket.com Limited is an appointed representative and can act on behalf of Moneysupermarket.com Financial Group Limited

13. Pension scheme

The Group operates a defined contribution pension scheme. The contributions to this scheme are recharged to the relevant subsidiary in which the employee is based, in line with the recharge of their salaries. During the year, £1.6m (2019: £1.3m) of contributions were recharged to the subsidiary companies. No contributions were outstanding at the balance sheet date (2019: £nil).

14. Ultimate parent company

The ultimate parent company and controlling party is Moneysupermarket.com Group plc, a company registered at Moneysupermarket House, St David's Park, Ewloe, CH5 3UZ. Moneysupermarket.com Group plc accounts are both the smallest and the largest group into which this Company has been consolidated. Copies of Moneysupermarket.com Group plc accounts can be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ.

15. Related party transactions

The Company is exempt from the requirement of FRS 102.33 'Related party disclosures' to disclose related party transactions with Moneysupermarket.com Group plc and its associated undertakings on the grounds that the Company is a wholly owned subsidiary.

16. Non-adjusting post balance sheet event

On 28 January 2021, the Company acquired the remaining share capital of CYTI (Holdings) Limited. Total consideration for the acquisition of CYTI comprised £1.4m cash, the fair value of the option and the fair value of the 28% investment held as at the acquisition date.