REGISTERED NUMBER: 04171401 (England and Wales)

Group Strategic Report,

Report of the Directors and

Consolidated Financial Statements

For The Year Ended 31 December 2021

for

Metia Group Limited

Contents of the Consolidated Financial Statements
For The Year Ended 31 December 2021

Company Information
For The Year Ended 31 December 2021

DIRECTORS:	Mr S A Ellis P Burcher
SECRETARY:	Mrs E R Ellis
REGISTERED OFFICE:	77 Shaftesbury Avenue London W1D 5DU
REGISTERED NUMBER:	04171401 (England and Wales)
AUDITORS:	Giess Wallis Crisp LLP Registered Auditor 10-12 Mulberry Green Old Harlow Essex CM17 0ET
BANKERS:	Coutts & Co 188 Fleet Street London EC4A 2HT

Group Strategic Report
For The Year Ended 31 December 2021

The directors present their strategic report of the Company and the Group for the year ended 31st December 2021.

BUSINESS OVERVIEW
Founded in 1988, Metia is an independent B2B marketing agency serving leading global brands worldwide. Our purpose is to be an essential business partner to client organisations by providing customer-focused marketing that is authentic, innovative and measurable.

We do this at scale, using technology platforms and audience expertise. Metia is an international business with offices in London, Seattle, Austin, and Singapore. Recently we have successfully delivered marketing programmes into more than 88 countries and in 39 languages.

Today we employ nearly 100 highly skilled marketing professionals including developers, designers, UX specialists, copywriters, editors, project managers, data analysts, systems architects, insight, analytics and marketing consultants. Metia extends its delivery capability through our Global Content Network, a retained team of subject matter specialists. Our multi-disciplinary teams enable us to deliver highly integrated and effective performance marketing campaigns at scale.

REVIEW OF THE BUSINESS
Metia has a record of profitability and cash generation. This is made possible by our enviable record of maintaining long-term client relationships, evidenced by an average tenure with our top eight global clients which remains in excess of ten years, and also by attracting new client brands through our innovative and differentiated service offerings.

Total reported revenue fell to £12.52 million, a 4.50% decrease on 2020 revenue of £13.11 million.

Reported operating profit was £0.18 million, compared to an operating profit of £0.43 million in 2020. .

Our underlying profit, as measured on an EBITDA basis (operating profit excluding tax, depreciation, amortisation and interest), was £0.30 million (2020: £0.48 million).

Metia Group's balance sheet remains strong with cash balances at year end of £5.71 million (2020: £3.51 million), zero debt and a liquidity cover of 188.1% (2020 196.3%).

Our results over the past two years was driven by strong growth in our international operations across the United States, Asia and continental Europe

Metia continues to invest in talent and technology to support our core digital and demand marketing capabilities, and grow our client relationships. During the year, we extended our product offerings around Insight (data science and analytics), Demand (ABM and paid media) and Content (written and video). Since the year end we have continued to augment these offerings and invested further in differentiated systems and tools to support them. Our Content Resonance System (CRS) is being used by both existing and new clients, including some of the world's largest brands, to measure the gap between their corporate content and their customer's conversations.

We have recruited specialist experts to work with our clients and teams to integrate these capabilities into customer programmes. We continue to grow our team and capabilities in these and other new areas of innovation.

PRINCIPAL RISKS AND UNCERTAINTIES
The Group seeks to maximise revenue and profitability while taking a sensible approach to risk. We aim to be diverse in our revenue streams, including the contributions from individual clients and geographic territories. We manage our cash reserves conservatively, retaining considerable positive balances.

EMPLOYEE INVOLVEMENT AND EQUAL OPPORTUNITIES
Metia places considerable value on the involvement of its employees and has continued its previous practice of keeping them informed on matters affecting them as employees and on the various factors affecting the performance of the Group. Metia is an equal opportunities employer and does not discriminate against any current or potential employees on any basis.

We are hugely grateful for the hard work of all the talented Metia people around the world over the last twelve months; their passion, creativity and innovation makes us what we are.

OUTLOOK

Our reputation as a thought leader in our areas of specialization continues to gain recognition in the market. We continue to benefit from the broader changes in the marketplace, led by digital transformation in all industries, driving toward greater use of data led insight and digital techniques to improve the return on investment from marketing programmes.

ON BEHALF OF THE BOARD:

Mr S A Ellis - Director

20 September 2022

Report of the Directors
For The Year Ended 31 December 2021

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

DIVIDENDS
No dividends are to be paid in the year ended 31st December 2021.

DIRECTORS
The directors shown below have held office during the whole of the period from 1 January 2021 to the date of this report.

Mr S A Ellis
P Burcher

STATEMENT OF DIRECTORS' RESPONSIBILITIES
The directors are responsible for preparing the Group Strategic Report, the Report of the Directors 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), including Financial Reporting Standard 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 the group and of the profit or loss of the group 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;
- 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 and the group's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group 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 the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS
So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the group's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the group's auditors are aware of that information.

AUDITORS
The auditors, Giess Wallis Crisp LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:

Mr S A Ellis - Director

20 September 2022

Opinion
We have audited the financial statements of Metia Group Limited (the 'parent company') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the Consolidated Income Statement, Consolidated Other Comprehensive Income, Consolidated Statement of Financial Position, Company Statement of Financial Position, Consolidated Statement of Changes in Equity, Company Statement of Changes in Equity, Consolidated Statement of Cash Flows and Notes to the Consolidated Statement of Cash Flows, Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:
- give a true and fair view of the state of the group's and of the parent company affairs as at 31 December 2021 and of the group's profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
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.

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 parent 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.

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

Other information
The directors are responsible for the other information. The other information comprises the information in the Group Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

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 such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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 in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:
- the information given in the Group Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Group Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the group and the parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the Group Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:
- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company 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.

Responsibilities of directors
As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine 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 parent 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 parent 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 a Report of the Auditors 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.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the the company and the industry in which they operate, we identified the significant laws and regulations in relation to this company as being: financial reporting legislation (including Companies Act 2006) and taxation legislation (including corporation tax act 2010), and we considered the extent to which non-compliance might have a material effect on the financial statements. These laws and regulations could have a direct impact on the financial statements. As part of the planning process we evaluated the management's incentives and opportunities for fraudulent manipulation of the financial statements and concluded that the principal risk is related to the possible override of controls by management. The results of the above assessment were communicated to the engagement team during the engagement team briefing prior to the commencement of the audit field work.

Audit procedures performed in response to the potential risks relating to irregularities , fraud and non-compliance with laws and regulations comprised of:

- Enquiries of management and those charged with governance.
- Evaluation and testing of the effectiveness of internal controls via a combination of walkthrough testing and detailed controls testing.
- Testing the appropriateness of entries in the nominal ledger, including journal entries.
- Review and testing of transactions either side of the end of the reporting period.
- Analytical review of the financial statements at both planning and completion stage to identify any anomalies or unexpected movements in account balances which may be indicative of fraud.

The results of the above audit procedures were that no instances of non-compliance with laws and regulations were identified and no instances of material fraud were identified.

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. There is therefore an unavoidable risk that material misstatements may not be detected, even though the audit has been planned and performed in accordance with ISA's (UK).

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report
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 a Report of the Auditors 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.

Laurence Miles FCA (Senior Statutory Auditor)
for and on behalf of Giess Wallis Crisp LLP
Registered Auditor
10-12 Mulberry Green
Old Harlow
Essex
CM17 0ET

20 September 2022

Consolidated Income Statement
For The Year Ended 31 December 2021

	Notes	2021 £	2020 £
TURNOVER	4	**12,520,930**	13,110,383
Cost of sales		**2,935,429**	3,452,332
GROSS PROFIT		**9,585,501**	9,658,051
Administrative expenses		**10,460,420**	9,554,655
		(874,919)	103,396
Other operating income		**1,052,650**	331,025
OPERATING PROFIT	6	**177,731**	434,421
Interest receivable and similar income		**536**	1,457
PROFIT BEFORE TAXATION		**178,267**	435,878
Tax on profit	8	**(39,339)**	28,203
PROFIT FOR THE FINANCIAL YEAR		**217,606**	407,675
Profit attributable to:			
Owners of the parent		**217,606**	407,675

The notes form part of these financial statements

Consolidated Other Comprehensive Income
For The Year Ended 31 December 2021

	Notes	2021 £	2020 £
PROFIT FOR THE YEAR		**217,606**	407,675
OTHER COMPREHENSIVE INCOME			
Exchange rate movement		**(1,589)**	(105,498)
Income tax relating to other comprehensive income		**-**	-
OTHER COMPREHENSIVE INCOME FOR THE YEAR, NET OF INCOME TAX		**(1,589)**	(105,498)
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		**216,017**	302,177
Total comprehensive income attributable to:			
Owners of the parent		**216,017**	302,177

The notes form part of these financial statements

Consolidated Statement of Financial Position
31 December 2021

	Notes	2021 £	2021 £	2020 £	2020 £
FIXED ASSETS					
Intangible assets	10		**214,540**		248,522
Tangible assets	11		**3,154**		-
Investments	12		**-**		-
			217,694		248,522
CURRENT ASSETS					
Debtors	13	**3,216,262**		4,512,273	
Cash at bank and in hand		**5,709,202**		3,509,262	
		8,925,464		8,021,535	
CREDITORS					
Amounts falling due within one year	14	**4,744,295**		4,087,211	
NET CURRENT ASSETS			**4,181,169**		3,934,324
TOTAL ASSETS LESS CURRENT LIABILITIES			**4,398,863**		4,182,846
CAPITAL AND RESERVES					
Called up share capital	15		**7,123**		7,123
Capital redemption reserve	16		**2,877**		2,877
Other reserves	16		**99,748**		101,337
Retained earnings	16		**4,289,115**		4,071,509
SHAREHOLDERS' FUNDS			**4,398,863**		4,182,846

The financial statements were approved by the Board of Directors and authorised for issue on 20 September 2022 and were signed on its behalf by:

Mr S A Ellis - Director

Company Statement of Financial Position
31 December 2021

	Notes	2021 £	2021 £	2020 £	2020 £
FIXED ASSETS					
Intangible assets	10		-		-
Tangible assets	11		-		-
Investments	12		24,746		24,746
			24,746		24,746
CURRENT ASSETS					
Debtors	13	547,825		-	
Cash at bank		364,840		364,510	
		912,665		364,510	
CREDITORS					
Amounts falling due within one year	14	8,207		8,207	
NET CURRENT ASSETS			904,458		356,303
TOTAL ASSETS LESS CURRENT LIABILITIES			929,204		381,049
CAPITAL AND RESERVES					
Called up share capital	15		7,123		7,123
Capital redemption reserve	16		2,877		2,877
Retained earnings	16		919,204		371,049
SHAREHOLDERS' FUNDS			929,204		381,049
Company's profit/(loss) for the financial year			548,155		(5,314)

The financial statements were approved by the Board of Directors and authorised for issue on 20 September 2022 and were signed on its behalf by:

Mr S A Ellis - Director

The notes form part of these financial statements

Consolidated Statement of Changes in Equity
For The Year Ended 31 December 2021

	Called up share capital £	Retained earnings £	Capital redemption reserve £	Other reserves £	Total equity £
Balance at 1 January 2020	7,123	3,663,834	2,877	206,835	3,880,669
Changes in equity					
Total comprehensive income	-	407,675	-	(105,498)	302,177
Balance at 31 December 2020	7,123	4,071,509	2,877	101,337	4,182,846
Changes in equity					
Total comprehensive income	-	217,606	-	(1,589)	216,017
Balance at 31 December 2021	7,123	4,289,115	2,877	99,748	4,398,863

The notes form part of these financial statements

Company Statement of Changes in Equity
For The Year Ended 31 December 2021

	Called up share capital £	Retained earnings £	Capital redemption reserve £	Total equity £
Balance at 1 January 2020	7,123	376,363	2,877	386,363
Changes in equity				
Total comprehensive income	-	(5,314)	-	(5,314)
Balance at 31 December 2020	7,123	371,049	2,877	381,049
Changes in equity				
Total comprehensive income	-	548,155	-	548,155
Balance at 31 December 2021	7,123	919,204	2,877	929,204

The notes form part of these financial statements

Consolidated Statement of Cash Flows
For The Year Ended 31 December 2021

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	1	**2,334,559**	1,208,218
Tax paid		**(43,588)**	49,986
Net cash from operating activities		**2,290,971**	1,258,204
Cash flows from investing activities			
Purchase of intangible fixed assets		**(84,584)**	(271,114)
Purchase of tangible fixed assets		**(5,394)**	-
Exchange differences		**-**	(6,021)
Interest received		**536**	1,457
Net cash from investing activities		**(89,442)**	(275,678)
Increase in cash and cash equivalents		**2,201,529**	982,526
Cash and cash equivalents at beginning of year	2	**3,509,262**	2,632,234
Effect of foreign exchange rate changes		**(1,589)**	(105,498)
Cash and cash equivalents at end of year	2	**5,709,202**	3,509,262

The notes form part of these financial statements

Notes to the Consolidated Statement of Cash Flows
For The Year Ended 31 December 2021

1. **RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS**

	2021	2020
	£	£
Profit before taxation	**178,267**	435,878
Depreciation charges	**120,806**	40,913
Finance income	**(536)**	(1,457)
	298,537	475,334
Decrease/(increase) in trade and other debtors	**1,355,586**	(429,405)
Increase in trade and other creditors	**680,436**	1,162,289
Cash generated from operations	**2,334,559**	1,208,218

2. **CASH AND CASH EQUIVALENTS**

The amounts disclosed on the Statement of Cash Flows in respect of cash and cash equivalents are in respect of these Statement of Financial Position amounts:

Year ended 31 December 2021

	31/12/21	**1/1/21**
	£	**£**
Cash and cash equivalents	**5,709,202**	**3,509,262**

Year ended 31 December 2020

	31/12/20	1/1/20
	£	£
Cash and cash equivalents	3,509,262	2,632,234

3. **ANALYSIS OF CHANGES IN NET FUNDS**

	At 1/1/21	**Cash flow**	**At 31/12/21**
	£	**£**	**£**
Net cash			
Cash at bank and in hand	**3,509,262**	**2,199,940**	**5,709,202**
	3,509,262	**2,199,940**	**5,709,202**
Total	**3,509,262**	**2,199,940**	**5,709,202**

The notes form part of these financial statements

Notes to the Consolidated Financial Statements
For The Year Ended 31 December 2021

1. **STATUTORY INFORMATION**

Metia Group Limited is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address can be found on the General Information page.

2. **STATEMENT OF COMPLIANCE**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

3. **ACCOUNTING POLICIES**

Basis of preparing the financial statements
The financial statements have been prepared under the historical cost convention.

Basis of consolidation
The company and its subsidiaries comprise a medium sized group. The company has therefore prepared group accounts including 100% of its material subsidiaries, made up to 31st December each year.
The only subsidiary not included within the consolidation is Metia Canada Ltd, because it is not a material component.

The company and its subsidiaries have uniform accounting policies. The subsidiary companies prepare their accounts in the local currency. The group accounts have been prepared using the rate ruling at the balance sheet date to retranslate the accounts into Sterling in accordance with FRS 102 in order to consolidate. The profit and loss is translated at an average rate throughout the year.

The group has also taken advantage of the reduced disclosure provisions of FRS8.

The group has also taken advantage of exemption, under the terms of Financial Reporting standard 8 Related party disclosures, not to disclose related party transactions with wholly owned subsidiaries within the group.

Significant judgements and estimates
In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There are no estimates and assumptions which have had a significant risk of causing a material adjustment to the carrying amount of assets and liabilities

Turnover
Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

Intangible assets
Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Computer software is being amortised evenly over its estimated useful life of three years.

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3. **ACCOUNTING POLICIES - continued**

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Improvements to property	- 33% on cost
Plant and machinery	- 33% on cost
Fixtures and fittings	- 33% on cost
Computer equipment	- 33% on cost

Government grants
Government grants relating to revenue expenditure are recognised as income on a systematic basis over the periods in which the related costs are recognised for which the grant is intended to compensate.

Grants the Company received and were entitled to receive during the year were the CJRS (Coronavirus Job Retention Scheme) grant.

Financial instruments
The company has elected to apply the provisions of Section 11:'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues ' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's statement of financial position when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally 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.

Basic financial assets
Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Other financial assets
Other financial assets, including investments in equity instruments which are not subsidiaries, associates or joint ventures, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in profit or loss, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

Impairment of financial assets
Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

continued...

3. **ACCOUNTING POLICIES - continued**

Derecognition of financial assets
Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Classification of financial liabilities
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities
Basic financial liabilities, including trade and other payables, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Other financial liabilities
Derivatives, including interest rate swaps and forward foreign exchange contracts, are not basic financial instruments. Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss In finance costs or finance income as appropriate unless hedge accounting is applied and the hedge is a cash flow hedge.

Debt instruments that do not meet the conditions in FRS 102 paragraph 11.9 are subsequently measured at fair value through profit or loss. Debt instruments may be designated as being measured at fair value though profit or loss to eliminate or reduce an accounting mismatch or if the instruments are measured and their performance evaluated on a fair value basis in accordance with a documented risk management or investment strategy.

Derecognition of financial liabilities
Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Consolidated Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the statement of financial position date.

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

continued...

3. **ACCOUNTING POLICIES - continued**

Hire purchase and leasing commitments
Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits
The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the period to which they relate.

Management of liquid resources
Liquid resources comprise cash at bank and in hand, debtors, demand deposits with banks and other financial institutions, short-term, highly liquid investments that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value, having been within three months of maturity at acquisition.

Investments in subsidiaries
Investments is subsidiaries are recognised at cost.

4. **TURNOVER**

An analysis of turnover and profits between geographical markets has not been given because, in the opinion of the directors, this disclosure would be seriously prejudicial to the company. Turnover relates entirely to services and not sale of goods.

5. **EMPLOYEES AND DIRECTORS**

	2021	2020
	£	£
Wages and salaries	**7,231,873**	6,554,930
Social security costs	**723,089**	613,489
Other pension costs	**57,622**	67,148
	8,012,584	7,235,567

The average number of employees during the year was as follows:

	2021	2020
Management	**8**	8
Administration	**7**	9
Delivery	**42**	42
Consulting	**42**	45
	99	104

The average number of employees by undertakings that were proportionately consolidated during the year was NIL (2020 - NIL).

	2021	2020
	£	£
Directors' remuneration	**725,036**	307,456

Information regarding the highest paid director is as follows:

	2021	2020
	£	£
Emoluments etc	**630,151**	202,356

continued...

6. OPERATING PROFIT

The operating profit is stated after charging/(crediting):

	2021	2020
	£	£
Other operating leases	563,031	703,382
Depreciation - owned assets	2,240	18,321
Computer software amortisation	118,566	22,592
Foreign exchange differences	1,983	25,011
Government grants	-	(57,905)

Government grants recognised relate to amounts received for the Coronavirus Job Retention Scheme and have been presented as other operating income in the Income Statement.

7. AUDITORS' REMUNERATION

Fees payable to the Company's auditors and its associates for the audit of the Company's annual financial statements were £25,300 (2020: £24,000)

8. TAXATION

Analysis of the tax (credit)/charge
The tax (credit)/charge on the profit for the year was as follows:

	2021	2020
	£	£
Current tax:		
UK corporation tax	(88,059)	-
Foreign tax	48,720	28,203
Tax on profit	(39,339)	28,203

Reconciliation of total tax (credit)/charge included in profit and loss
The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	2021	2020
	£	£
Profit before tax	178,267	435,878
Profit multiplied by the standard rate of corporation tax in the UK of 19 % (2020 - 19 %)	33,871	82,817
Effects of:		
Capital allowances in excess of depreciation	(3,494)	(4,261)
Utilisation of tax losses	(30,371)	(78,556)
Adjustments to tax charge in respect of previous periods	(88,065)	-
Overseas Tax	48,720	28,203
Total tax (credit)/charge	(39,339)	28,203

continued...

8. **TAXATION - continued**

Tax effects relating to effects of other comprehensive income

	2021 Gross £	2021 Tax £	2021 Net £
Exchange rate movement	(1,589)	-	(1,589)

	2020 Gross £	2020 Tax £	2020 Net £
Exchange rate movement	(105,498)	-	(105,498)

9. **INDIVIDUAL INCOME STATEMENT**

As permitted by Section 408 of the Companies Act 2006, the Income Statement of the parent company is not presented as part of these financial statements.

10. **INTANGIBLE FIXED ASSETS**

Group

	Computer software £
COST	
At 1 January 2021	271,114
Additions	84,584
At 31 December 2021	355,698
AMORTISATION	
At 1 January 2021	22,592
Amortisation for year	118,566
At 31 December 2021	141,158
NET BOOK VALUE	
At 31 December 2021	214,540
At 31 December 2020	248,522

The intangible asset relates to software development and continues to be written off over its remaining useful economic life of 1 year and 9 months.

continued...

11. TANGIBLE FIXED ASSETS

Group

	Improvements to property £	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
COST					
At 1 January 2021	463,512	163,811	109,220	11,020	747,563
Additions	-	4,878	516	-	5,394
At 31 December 2021	463,512	168,689	109,736	11,020	752,957
DEPRECIATION					
At 1 January 2021	463,512	163,811	109,220	11,020	747,563
Charge for year	-	2,068	172	-	2,240
At 31 December 2021	463,512	165,879	109,392	11,020	749,803
NET BOOK VALUE					
At 31 December 2021	-	2,810	344	-	3,154
At 31 December 2020	-	-	-	-	-

12. FIXED ASSET INVESTMENTS

Company

	Shares in group undertakings £
COST	
At 1 January 2021 and 31 December 2021	24,746
NET BOOK VALUE	
At 31 December 2021	24,746
At 31 December 2020	24,746

The group or the company's investments at the Statement of Financial Position date in the share capital of companies include the following:

Subsidiaries

Metia Limited
Registered office: 77 Shaftesbury Avenue, London, England, W1D 5DU
Nature of business: Marketing agency

Class of shares:	% holding
Ordinary	100.00

Metia Solutions Inc
Registered office: 10220, NE Points Drive, Kirkland, Washington, 98033, United States of America
Nature of business: Marketing agency

Class of shares:	% holding
Ordinary	100.00

12. **FIXED ASSET INVESTMENTS - continued**

Metia Pte Limited
Registered office: 111 Amoy Street, 069931, Singapore
Nature of business: Marketing agency

Class of shares:	% holding
Ordinary	100.00

Metia Canada Ltd
Registered office: 422 Richards Street, Vancouver
Nature of business: Marketing agency

Class of shares:	% holding
Class A	49.51

The financial statements of Metia Canada Ltd are not included in the consolidated financial statements of Metia Group Ltd as they are not a material component.

13. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	Group		Company	
	2021	2020	**2021**	2020
	£	£	**£**	£
Trade debtors	**2,051,838**	3,648,295	**-**	-
Amounts owed by group undertakings	**-**	-	**547,825**	-
Other debtors	**-**	273,120	**-**	-
Corporation tax recoverable	**220,488**	160,913	**-**	-
Prepayments and accrued income	**943,936**	429,945	**-**	-
	3,216,262	4,512,273	**547,825**	-

14. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	Group		Company	
	2021	2020	**2021**	2020
	£	£	**£**	£
Trade creditors	**165,084**	171,601	**-**	-
Tax	**3,769**	27,121	**-**	-
Social security and other taxes	**328,630**	66,474	**-**	-
VAT	**171,241**	220,184	**-**	-
Other creditors	**69,225**	115,070	**3,207**	3,207
Accruals and deferred income	**4,006,346**	3,486,761	**5,000**	5,000
	4,744,295	4,087,211	**8,207**	8,207

15. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	**2021**	2020
			£	£
7,123,000	Ordinary	0.1p	**7,123**	7,123

continued...

16. **RESERVES**

Group

	Retained earnings £	Capital redemption reserve £	Other reserves £	Totals £
At 1 January 2021	4,071,509	2,877	101,337	4,175,723
Profit for the year	217,606			217,606
Exchange rate movement	-	-	(1,589)	(1,589)
At 31 December 2021	4,289,115	2,877	99,748	4,391,740

Company

	Retained earnings £	Capital redemption reserve £	Totals £
At 1 January 2021	371,049	2,877	373,926
Profit for the year	548,155		548,155
At 31 December 2021	919,204	2,877	922,081