

VODAFONE MARKETING UK
COMPANY NO: 6858585
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

THURSDAY



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VODAFONE MARKETING UK

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VODAFONE MARKETING UK

Company No: 6858585

STRATEGIC REPORT

The directors, in preparing this strategic report, have complied with s414C of the Companies Act 2006 for the year ended 31 March 2021.

Principal activity and review of business

The principal activity of Vodafone Marketing UK ("the Company") is the holding of intercompany balances associated with the management of funding and related treasury matters for the Vodafone Group Plc group of companies ("the Group"). The directors are satisfied with the position and performance of the Company.

Results and dividends

The income statement is set out on page 4 of the financial statements. For the year ended 31 March 2021, there was a loss on ordinary activities after taxation of €131,150,000 (2020: loss of €120,887,000). The loss for the year has increased compared to the prior year as a result of higher interest payable on intercompany balances. The net asset position at 31 March 2021 was €18,093,359,000 (2020: net asset position of €28,278,509,000).

The directors do not recommend the payment of a dividend (2020: €nil).

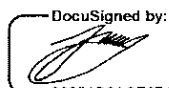
Principal risks and uncertainties and financial risk management

Details of principal risks and uncertainties and financial risk management can be found in the report of the directors on page 2 and form part of this report by cross reference.

Future developments

The directors do not anticipate that the business of the Company will change in the foreseeable future. There have been no subsequent events that would suggest future changes.

The strategic report was approved by the Board on 22 September 2021 and was authorised for issue and signed on its behalf by:

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J P Mitchell
Director

VODAFONE MARKETING UK

Company No: 6858585

REPORT OF THE DIRECTORS

The directors submit their annual report and unaudited financial statements for the year ended 31 March 2021.

Future developments

Details of future developments can be found in the strategic report on page 1 and form part of this report by cross reference.

Principal risks and uncertainties and financial risk management

The Company's principal risk is interest rate risk on intercompany balances. The Company monitors net levels of borrowings and interest, aligned with Group practice.

Dividends

Details of dividends can be found in the strategic report on page 1 and form part of this report by cross reference.

Going concern

The directors are satisfied that, at the time of approving the financial statements, it is appropriate to adopt the going concern basis in preparing the financial statements.

Directors' of the company

The directors of the Company who, unless stated otherwise, held office throughout the year and up to the date of signing of the financial statements, are as follows:

S Bailey (alternate) (appointed 21 August 2020 and resigned 16 June 2021)

M Finn (resigned 21 August 2020)

J P Mitchell

A T Raggett

The following director was appointed after the year end:

S Pretorius (appointed 16 June 2021)

Secretary

The secretary of the Company, who served throughout the year and up to the date of signing the financial statements, was Vodafone Corporate Secretaries Limited.

Registered office

The registered office of the Company is Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN, England.

VODAFONE MARKETING UK

Company No: 6858585

REPORT OF THE DIRECTORS (CONTINUED)

Statement of directors responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulation.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 101, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgments and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The directors are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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.

Indemnification of directors

In accordance with the Company's articles of association and to the extent permitted by law the directors may be granted an indemnity from the Company in respect of liabilities incurred as a result of their office. In respect of those matters for which the directors may not be indemnified, Vodafone Group Plc maintained a directors' and officers' liability insurance policy throughout the financial year. This policy is renewed annually in August. Neither the Company's indemnity nor the insurance provides cover in the event that the director is proven to have acted dishonestly or fraudulently.

The report of the directors was approved by the Board on 22 September 2021 and signed on its behalf by:

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J P Mitchell

Director

VODAFONE MARKETING UK

INCOME STATEMENT

FOR THE YEAR ENDED 31 MARCH 2021

	Note	2021 € 000	2020 € 000
Administrative expenses	2	<u>(8)</u>	<u>(8)</u>
Operating loss		(8)	(8)
Interest payable and similar charges	3	<u>(131,142)</u>	<u>(120,879)</u>
Loss before tax		(131,150)	(120,887)
Income tax credit	4	<u>-</u>	<u>-</u>
Loss for the financial year		<u><u>(131,150)</u></u>	<u><u>(120,887)</u></u>

A statement of comprehensive income has not been presented as no items of comprehensive income or loss other than the loss for the financial year were incurred during the year. As such total comprehensive loss for the financial year amounted to a loss of €131,150,000 (2020: loss of €120,887,000).

All results are derived from continuing operations.

The accompanying notes are an integral part of these financial statements.

VODAFONE MARKETING UK**Company No: 6858585****STATEMENT OF FINANCIAL POSITION****AT 31 MARCH 2021**

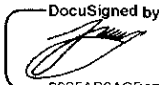
	Note	2021 € 000	2020 € 000
CURRENT ASSETS			
Debtors: Amounts falling due within one year	5	18,093,414	28,278,557
CREDITORS: Amounts falling due within one year	6	<u>(55)</u>	<u>(48)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>18,093,359</u>	<u>28,278,509</u>
CAPITAL AND RESERVES			
Called up share capital	7	1	1
Share premium account		18,545,981	28,599,981
Profit and loss account		<u>(452,623)</u>	<u>(321,473)</u>
TOTAL SHAREHOLDERS' FUNDS		<u>18,093,359</u>	<u>28,278,509</u>

For the financial year ended 31 March 2021 the Company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

Members have not required the Company to obtain an audit in accordance with Section 476 of the Companies Act 2006.

The directors' acknowledge their responsibility for ensuring the Company keeps accounting records and for preparing accounts which give a true and fair view of the state of affairs of the Company at the end of the financial year and of its profit and loss for the financial year.

The financial statements on pages 4 to 13 were approved by the Board on 22 September 2021 and signed on its behalf by:

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J P Mitchell

Director

The accompanying notes are an integral part of these financial statements.

VODAFONE MARKETING UK

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 MARCH 2021

	Called up share capital € 000	Share premium account € 000	Profit and loss account € 000	Total shareholders' funds € 000
Balance as at 1 April 2019	1	28,455,981	(200,586)	28,255,396
Loss for the financial year	-	-	(120,887)	(120,887)
Shares issued during the year	-	-	-	-
Premium on issue of shares	-	144,000	-	144,000
Balance as at 31 March 2020	1	28,599,981	(321,473)	28,278,509
Balance as at 1 April 2020	1	28,599,981	(321,473)	28,278,509
Loss for the financial year	-	-	(131,150)	(131,150)
Shares issued during the year	-	-	-	-
Premium on issue of shares	-	33,000	-	33,000
Capital reduction	-	(10,087,000)	-	(10,087,000)
Balance as at 31 March 2021	1	18,545,981	(452,623)	18,093,359

On 30 July 2020, the Company returned capital to its immediate parent, Vodafone International 1 S.à r.l., by means of a capital reduction, reducing the Company's share premium account by €87,000,000. The return of capital was financed by recalling amounts owed by group undertakings.

On 15 December 2020, the Company returned capital to its immediate parent, Vodafone International 1 S.à r.l., by means of a capital reduction, reducing the Company's share premium account by €10,000,000,000. The return of capital was financed by recalling amounts owed by group undertakings.

On 31 March 2021, the Company received a capital contribution from its immediate parent, Vodafone International 1 S.à r.l., for a total consideration of €33,000,000. The Company received an intercompany receivable as consideration for the capital contribution.

A statement of comprehensive income has not been presented as no items of comprehensive income or loss other than the loss for the financial year were incurred during the year. As such total comprehensive loss for the financial year amounted to a loss of €131,150,000 (2020: loss of €120,887,000).

The accompanying notes are an integral part of these financial statements.

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

The particular accounting policies adopted are described below. The accounting policies have been applied on a consistent basis during the current and the preceding year.

1.1 Basis of preparation of financial statements

The Company's financial statements have been prepared using the historical cost convention as modified by the revaluation of certain financial assets and financial liabilities measured at fair value through profit or loss and in accordance with the Companies Act 2006 and applicable United Kingdom accounting standards. The Company meets the definition of a qualifying entity and has accordingly adopted Financial Reporting Standard 101 "Reduced disclosure framework" ("FRS 101"). Therefore the recognition and measurement requirements of international accounting standards have been applied in conformity with the requirements of the Companies Act 2006 and The Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008 (SI 2008/410) as these are Companies Act 2006 financial statements. The Company will continue to prepare its financial statements in accordance with FRS 101 on an ongoing basis until such time as it notifies shareholders of any change to its chosen accounting framework. The financial statements have been prepared on a going concern basis.

The following exemptions available under FRS 101 have been applied:

- IFRS 7 "Financial Instruments: Disclosures";
- Paragraph 91 to 99 of IFRS 13, "Fair value measurement" (disclosure of valuation techniques and inputs used for fair value measurements of assets and liabilities);
- The requirements in paragraph 38 of IAS 1 "Presentation of financial statements" comparative information requirements in respect of paragraph 79(a)(iv) of IAS 1;
- The following requirements of IAS 1 "Presentation of financial statements":
 - 10(d) (statement of cash flows);
 - 16 (statement of compliance with all IFRS);
 - 38A (requirement for minimum of two primary statements, including cash flow statements);
 - 38B-D (additional comparative information);
 - 40A-D (requirements for a third statement of financial position);
 - 111 (cash flow statement information); and
 - 134-136 (capital management disclosures).

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

1 Accounting policies (continued)

- The requirements of IAS 7 “Statement of cash flows”;
- The requirements of paragraph 30 and 31 of IAS 8 “Accounting policies, changes in accounting estimates and errors” (requirement for the disclosure of information when an entity has not applied a new IFRS that has been issued but is not yet effective);
- The requirements in paragraphs 134(d)-134(f) and 135(c)-135(e) of IAS 36 “Impairment of assets” relating to estimates used to measure recoverable amounts;
- The requirements in paragraph 17 of IAS 24 “Related party disclosures” relating to key management compensation; and
- The requirements in IAS 24 “Related party disclosures” to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary is a party to the transaction is wholly owned by such a member.

Where required, equivalent disclosures are given in the consolidated financial statements of Vodafone Group Plc which are available to the public and can be obtained from the Vodafone website www.vodafone.com.

1.2 Corporate information

The Company is a private unlimited company incorporated and domiciled in England and Wales.

The address of its registered office is Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN.

The information on its ultimate parent is presented in Note 9.

1.3 Critical accounting judgements and key sources of estimation uncertainty

In preparing the financial statements for the year, management has not used any assumptions that give rise to a significant risk of adjustment within the next financial year.

1.4 Presentation and functional currency

The Company’s financial statements are presented in euro, which is its functional and presentational currency. The euro is the primary currency in which the Company’s financing activities and investment returns are denominated.

The euro to sterling exchange rate at 31 March 2021 was 0.85 (2020: 0.88). The average euro to sterling exchange rate for the year ended 31 March 2021 was 0.89 (2020: 0.87).

VODAFONE MARKETING UK
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

1 Accounting policies (continued)

1.5 Foreign currency

Transactions in foreign currencies are initially recorded at the functional rate of currency prevailing on the date of the transaction. Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated. All other assets and liabilities denominated in foreign currencies are retranslated into the Company's functional currency at the rates prevailing on the reporting period date. Exchange differences arising on retranslation or settlement are recognised in the income statement for the period.

1.6 Debtors

Amounts owed by group undertakings are classified and recorded at amortised cost and reduced by allowances for expected credit losses. Estimate future credit losses are first recorded on initial recognition of a receivable and are based on estimated probability of default. Individual balances are written off when management deems them not to be collectible.

1.7 Creditors

Interest bearing loans are initially measured at fair value (which is equal to cost at inception) and are subsequently measured at amortised cost using the effective interest rate method. Any difference between the proceeds net of transaction costs and the amount due on settlement or redemption of borrowings is recognised over the term of the borrowing. Short term creditors are measured at transaction cost, less any impairment.

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

1 Accounting policies (continued)

1.8 Impairment of financial assets

The Company assesses at the end of each reporting period whether there is any objective evidence that a financial asset or group of financial assets is impaired. If there is objective evidence that an impairment loss has been incurred, the amount of the loss is measured as the difference between the assets carrying amount and the present value of estimated future cash flows (excluding future credit losses that have not been incurred) discounted at the financial assets original effective interest rate (i.e. the effective interest rate computed at initial recognition). The carrying amount of the asset is reduced either directly or through use of an allowance account. The amount of the loss is recognised in the income statement. If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised (such as an improvement in the debtor's credit rating), the previously recognised impairment loss is reversed either directly or by adjusting an allowance account. The reversal does not result in a carrying amount of the financial asset that exceeds what the amortised cost would have been had the impairment not been recognised at the date the impairment is reversed. The amount of the reversal is recognised in the income statement.

1.9 Cash flow statement

In accordance with the provisions of FRS 101, a cash flow statement has not been prepared since the Company is a wholly owned subsidiary of Vodafone Group Plc, a company registered in England and Wales, which prepares consolidated financial statements that include a consolidated cash flow statement, and which are publicly available.

1.10 Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid, or recovered, using the tax rates and laws that have been enacted or substantively enacted at the reporting period date.

Deferred tax is provided in full on timing differences that exist at the reporting period date and that result in an obligation to pay more tax, or a right to pay less tax in the future. The deferred tax is measured at the rate expected to apply in the periods in which the timing differences are expected to reverse, based on the tax rates and laws that are enacted or substantively enacted at the reporting period date. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those which are included in the Company financial statements. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

1 Accounting policies (continued)

1.11 Share capital and share premium

Equity instruments issued by the Company are recorded as the proceeds received, net of direct issuance costs.

1.12 Interest receivable and payable

Interest receivable and payable are recognised in the income statement in the year in which they are accrued.

1.13 New standards, amendments and IFRIC interpretations

No new accounting standards, or amendments to accounting standards, or IFRIC interpretations that are effective for the year ended 31 March 2021, have had a material impact on the Company.

2 Administrative expenses

As the Company is exempt from audit, no audit fees were borne by the Company in the current year (2020: €nil).

The directors did not receive any remuneration from the Company in the financial year (2020: €nil). Their remuneration was paid by Vodafone Group Services Limited, a company within the Group.

There were no employees employed directly by the Company during the current or preceding year.

Employees who are involved in the management and operation of the Company have contracts of service with other Group entities and therefore their remuneration is included within those entities' financial statements.

3 Interest payable and similar expenses

	2021	2020
	€ 000	€ 000
Interest payable to group undertakings	<u>131,142</u>	<u>120,879</u>

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

4 Income tax

Tax credited in the income statement:

	2021	2020
	€ 000	€ 000
Total tax credit in the income statement	<u>-</u>	<u>-</u>

The actual tax credit for the current and previous year differs from the tax credit at the standard rate of corporation tax in the UK of 19% (2020: 19%) for the reasons set out in the reconciliation below:

	2021	2020
	€ 000	€ 000
Loss before tax	<u>(131,150)</u>	<u>(120,887)</u>
Corporation tax at the standard rate of 19% (2020: 19%)	24,919	22,968
Factors affecting the tax credit for the year:		
Non-payment of group relief	<u>(24,919)</u>	<u>(22,968)</u>
Total tax credit	<u>-</u>	<u>-</u>

In the Spring Budget 2021, the UK Government announced the corporation tax rate will remain at 19% until 31 March 2023 but will increase to 25% with effect from 1 April 2023.

5 Debtors: amounts falling due within one year

	2021	2020
	€ 000	€ 000
Amounts owed by group undertakings	<u>18,093,414</u>	<u>28,278,557</u>

6 Creditors: amounts falling due within one year

	2021	2020
	€ 000	€ 000
Amounts owed to ultimate parent undertaking	<u>55</u>	<u>48</u>

VODAFONE MARKETING UK

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021 (CONTINUED)

7 Called up share capital

Allotted, called up and fully paid

	2021	2020
	€ 000	€ 000
1,448 (2020: 1,348) ordinary shares of €1 each	<u>1</u>	<u>1</u>

New shares allotted

On 31 March 2021, the Company issued 100 ordinary shares having an aggregate nominal value of €100. The shares were allotted for an aggregate consideration of €33,000,000. The Company received an intercompany receivable as consideration for the shares.

8 Related party transactions

The Company is a wholly owned subsidiary of Vodafone Group Plc and has taken advantage of the exemption granted by paragraph 8(k) FRS 101, not to disclose transactions with Vodafone Group Plc Group companies or interests of the Group who are wholly owned related parties.

9 Parent and ultimate parent undertaking

The Company's immediate parent is Vodafone International 1 S.à r.l., a company registered in Luxembourg. The ultimate parent company and controlling entity of Vodafone Marketing UK, and the smallest and largest group which prepares consolidated financial statements and of which the Company forms a part, is Vodafone Group Plc, a company registered in England and Wales with registered number 1833679.

A copy of the financial statements of Vodafone Group Plc for the year ended 31 March 2021 may be obtained from Vodafone's website www.vodafone.com or from The Company Secretary, Vodafone Group Plc, Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN, England.

10 Non adjusting events after the financial period

On 27 July 2021, the Company returned capital to its immediate parent, Vodafone International 1 S.à r.l., by means of a capital reduction, reducing the Company's share premium account by €89,000,000. The return of capital was financed by recalling amounts owed by group undertakings.