

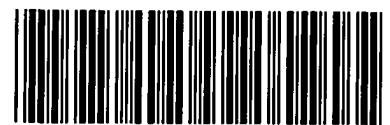
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**THE INFORMATION LAB LIMITED**

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**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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## THE INFORMATION LAB LIMITED

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### COMPANY INFORMATION

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<b>Directors</b>	T Brown L Stansil
<b>Registered number</b>	07389833
<b>Registered office</b>	25 Watling Street London EC4M 9BR
<b>Independent auditors</b>	Ecovis Wingrave Yeats LLP Chartered Accountants & Statutory Auditor 3rd Floor, Waverley House 7-12 Noel Street London W1F 8GQ

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**THE INFORMATION LAB LIMITED**

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## THE INFORMATION LAB LIMITED

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### STRATEGIC REPORT FOR THE YEAR ENDED 31 MARCH 2023

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#### Introduction

The directors present their strategic report on the Company for the year ended 31 March 2023.

#### Business review

The principal objective of The Information Lab Limited is to provide data analytics solutions through provision of Tableau and Alteryx software, and consulting and training services as organisations implement these and similar software products into their internal and external facing analytics offerings. We are a long standing Tableau partner and Alteryx partner in the UK with experience in all aspects of both products.

Growth in Tableau and Alteryx licences have been strong and our clients continue to enjoy working with these tools, and with a reseller like The Information Lab who can provide additional support and faster ROI vs buying direct with the vendor. Growth comes from three sources - existing customers expanding out analytics to new use cases and departments, new customers who are choosing Tableau or Alteryx for the first time, and customers who already use these tools but wish to buy through us to access additional benefits.

The Data School, our training program for individuals looking for careers in data analytics, continues to produce skilled individuals allowing us to deliver long term projects at our clients. We have now trained over 300 new consultants through this programme and our expertise has meant we are able to support the growth of this business model in the US and in Germany.

The challenging economic and inflationary conditions in the UK and elsewhere in the world have seen some of our existing customers pause or slow down delivery of analytics projects, either entirely or in their use of external consultancy services to complete these. This has resulted in our team reaching out to many new clients including in sectors that we have not had a strong previous presence, allowing us to build up experience in these markets.

Despite the market conditions and our slower than planned headcount growth, consulting revenue still grew year on year. Where project starts for our consultants are delayed, or cancelled, we choose to offer free support to our partners, 'trial' consulting periods to prospects, or support further training and certification efforts for our team. We continue to put in place the support and these other processes to be able to grow again quickly.

#### Principal risks and uncertainties

The management has examined the major risks that the company faces and we ensure we review this regularly. The company has developed systems to monitor and control these risks to mitigate any impact that they may have on the company in the future.

Ongoing economic uncertainty and high interest rates around the world and in the UK continue to be a source of risk to our business, particularly if there is further downturn in the economy or if customers increase their cautiousness in spending on projects as a result of an extended period of stagnation or recession. Conversely, budgetary restraint can cause clients to reexamine existing supplier arrangements and seek to find more cost effective or flexible options to their incumbents, leading to doors opening for us just as we have already seen with some new customers this year. We also have a very wide and diverse client base meaning that we are not exposed to significant risk from one particular client, or even client 'type' (by industry, size, location etc.) in this respect.

Our licence reselling business may be affected by changes (or lack of changes) to the products that put them out or market-leading positions, by removal of reseller margins, or through new significant competitors emerging. These risks have existed for many years, but have never developed into significant issues that severely and immediately impact our operations.

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## THE INFORMATION LAB LIMITED

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### STRATEGIC REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

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#### Financial key performance indicators

The Company reports a revenue of £39M (£34M excluding the European licence sale recharging) which is +14% against the prior year. The Company provides services across various sectors, and below are the Top 5 which primarily represents the revenue for FY 2023.

Finance	22%
Public Sector	16%
Travel, Transport & Hospitality	9%
Professional Services	8%
Real Estate	7%

In FY 2023, we have worked with 462 customers (2022 - 451) out of which 77% was repeat business.


The cash position of the company remains strong, although the continued investments we have made into the German and US businesses have started to outweigh the net income of the UK company. We keep a close eye on cash flow, debtbook recovery, and general expenses to ensure the funds required for operations for years to come are in good stead.

#### Other key performance indicators

- Partner with the highest number of downloads of Tableau accelerators from the Salesforce AppExchange
- Named 2022 Alteryx Europe Partner of the year
- Continued high staff retention among UK core team

This report was approved by the board on 22 December 2023

and signed on its behalf.



**T Brown**  
Director

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## THE INFORMATION LAB LIMITED

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2023

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The directors present their report and the financial statements for the year ended 31 March 2023.

#### Results and dividends

The profit for the year, after taxation, amounted to £2,226,864 (2022 - £3,735,869).

Dividends paid in the year were £3,900,000 (2022 - £600,000).

#### Principal activity

The Company's principal activities are the re-selling of software packages and support, as well as data consulting services.

#### Directors

The directors who served during the year were:

T Brown  
L Stansil

#### Future developments

Our key plans for the remainder of 2023 and 2024 are to keep headcount in the UK steady, continue to work with our key customers in expanding the work we do into new departments, and offer flexible project arrangements with new customers to introduce our services to them. This strategy aims to provide continuity in our UK team as we grow aggressively in other territories such as the US and in Germany.

In licence reselling areas of the business the growth is largely governed by the growth of the vendors themselves and the percentage of business that they see go through the reseller channels. We continue to work hard to provide added value to customers showing them that they are not better off by going direct or to another reseller. We have seen consistent growth in this area of our business over many years, and forecast growth in the year ahead of 10% as an average over all licensing lines.

From a consulting and project delivery perspective we are starting to work with a slightly broader set of technologies in the data analytics space to capture more market share. We will keep focussed on the leading analytics technologies and are not looking to bring many separate products into our remit but remain open minded about new tools that our customers start using in volume.

#### Financial instruments

The Company's principal financial instruments comprise bank balances, trade debtors and trade creditors. The main purposes of these instruments is to raise funds for and to finance the Company's operations.

#### Post balance sheet events

Subsequent to the year-end, the Company distributed dividends of £3,357,462.

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## THE INFORMATION LAB LIMITED

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### DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

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#### Directors' responsibilities statement

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 the directors have elected to prepare the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), 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 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 for the Company's financial statements and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

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

#### Disclosure of information to auditors

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

This report was approved by the board on 22 December 2023 and signed on its behalf.



**T Brown**  
Director

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## THE INFORMATION LAB LIMITED

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### INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE INFORMATION LAB LIMITED

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#### Opinion

We have audited the financial statements of The Information Lab Limited (the 'Company') for the year ended 31 March 2023, which comprise the Statement of Comprehensive Income, the Balance Sheet, the Statement of Cash Flows, the Statement of Changes in Equity and the related notes, 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 Company's affairs as at 31 March 2023 and of its 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 Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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 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.



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## THE INFORMATION LAB LIMITED

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### INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE INFORMATION LAB LIMITED (CONTINUED)

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#### Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The directors are responsible for the other information contained within the Annual Report. 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. 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 course of 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.

#### Opinion 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 Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report 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 Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Directors' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us 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.

#### Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement set out on page 4, 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 is 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 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 Company or to cease operations, or have no realistic alternative but to do so.

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## THE INFORMATION LAB LIMITED

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### INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE INFORMATION LAB LIMITED (CONTINUED)

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#### **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 an Auditors' Report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We determined that the laws and regulations which are directly relevant to the financial statements are those that relate to the reporting framework FRS 102 and the relevant tax compliance regulations in the jurisdictions in which the Company operates. We evaluated the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.
- In addition, there are other significant laws and regulations which may have an effect on the determination of the amounts and disclosures in the financial statements being environmental, occupational health and safety, employment law, data protection regulation, fraud, bribery and corruption. For these laws and regulations, the consequences of non-compliance could have a material effect on amounts or disclosures in the financial statements, for instance through fines or litigation being imposed. As required by the auditing standards, auditing procedures in respect of non-compliance with these identified laws and regulations are limited to enquiry of the Directors and other management and inspection of regulatory and legal correspondence, if any.
- We assessed the susceptibility of the Company's financial statements to material misstatement, including how fraud might occur, by meeting with a number of individuals, including with individuals outside of the finance function, and conducted interviews to understand where they considered there was susceptibility to fraud. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to areas of estimate and judgement in the financial statements.
- Based on this understanding we designed our audit procedures to identify non-compliance with such laws and regulations and fraud risks identified in the paragraphs above. In addition to the audit procedures, we remained alert to any indications of non-compliance throughout the audit. The specific audit procedures performed included:
  - Reviewed large and unusual bank transactions;
  - Identifying and testing journal entries.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' Report.

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THE INFORMATION LAB LIMITED

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE INFORMATION LAB LIMITED  
(CONTINUED)

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**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 an Auditors' 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.

*Sally Casson*

Sally Casson (Senior Statutory Auditor)

for and on behalf of

**Ecovis Wingrave Yeats LLP**

Chartered Accountants & Statutory Auditor

3rd Floor, Waverley House

7-12 Noel Street

London

W1F 8GQ

Date: 22 December 2023

THE INFORMATION LAB LIMITED

STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 31 MARCH 2023

	Note	2023 £	2022 £
Turnover	4	39,114,559	34,264,807
Cost of sales		(26,903,603)	(21,366,121)
<b>Gross profit</b>		<b>12,210,956</b>	<b>12,898,686</b>
Administrative expenses		(9,436,411)	(8,274,577)
<b>Operating profit</b>	5	<b>2,774,545</b>	<b>4,624,109</b>
Interest receivable and similar income	10	42,334	480
Interest payable and similar expenses	11	(1,449)	-
<b>Profit before tax</b>		<b>2,815,430</b>	<b>4,624,589</b>
Tax on profit	12	(588,566)	(888,720)
<b>Profit for the financial year</b>		<b>2,226,864</b>	<b>3,735,869</b>

There was no other comprehensive income for 2023 (2022:£NIL).

The notes on pages 14 to 27 form part of these financial statements.

**THE INFORMATION LAB LIMITED**  
**REGISTERED NUMBER: 07389833**

**BALANCE SHEET**  
**AS AT 31 MARCH 2023**

	Note	2023 £	2022 £
<b>Fixed assets</b>			
Tangible fixed assets	13	10,943	42,264
Investments	14	164	164
		<u>11,107</u>	<u>42,428</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	16	23,057,096	22,935,108
Cash at bank and in hand		6,271,784	7,447,746
		<u>29,328,880</u>	<u>30,382,854</u>
Creditors: amounts falling due within one year	17	(18,153,064)	(17,565,223)
<b>Net current assets</b>		<u>11,175,816</u>	<u>12,817,631</u>
<b>Total assets less current liabilities</b>		<u>11,186,923</u>	<u>12,860,059</u>
<b>Net assets</b>		<u><u>11,186,923</u></u>	<u><u>12,860,059</u></u>
<b>Capital and reserves</b>			
Called up share capital	18	100	100
Profit and loss account	19	11,186,823	12,859,959
		<u><u>11,186,923</u></u>	<u><u>12,860,059</u></u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

22 December 2023



**T Brown**  
Director

The notes on pages 14 to 27 form part of these financial statements.

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THE INFORMATION LAB LIMITED

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STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 31 MARCH 2023

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	Called up share capital £	Profit and loss account £	Total equity £
<b>At 1 April 2021</b>	<b>100</b>	<b>9,724,090</b>	<b>9,724,190</b>
<b>Comprehensive income for the year</b>			
Profit for the year	-	3,735,869	3,735,869
Dividends: Equity capital	-	(600,000)	(600,000)
<b>At 1 April 2022</b>	<b>100</b>	<b>12,859,959</b>	<b>12,860,059</b>
<b>Comprehensive income for the year</b>			
Profit for the year	-	2,226,864	2,226,864
Dividends: Equity capital	-	(3,900,000)	(3,900,000)
<b>At 31 March 2023</b>	<b>100</b>	<b>11,186,823</b>	<b>11,186,923</b>

The notes on pages 14 to 27 form part of these financial statements.

**THE INFORMATION LAB LIMITED**

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 MARCH 2023**

	2023 £	2022 £
<b>Cash flows from operating activities</b>		
Profit for the financial year	2,226,864	3,735,869
<b>Adjustments for:</b>		
Depreciation of tangible assets	31,591	33,633
Interest paid	1,449	-
Interest received	(42,334)	(480)
Taxation charge	588,566	888,720
(Increase) in debtors	(121,988)	(5,123,974)
Increase in creditors	973,803	2,094,893
Corporation tax (paid)	(974,528)	(887,063)
<b>Net cash generated from operating activities</b>	<u>2,683,423</u>	<u>741,598</u>
<b>Cash flows from investing activities</b>		
Purchase of fixed assets	(270)	(223)
Interest received	42,334	480
<b>Net cash from investing activities</b>	<u>42,064</u>	<u>257</u>
<b>Cash flows from financing activities</b>		
Dividends paid	(3,900,000)	(600,000)
Interest paid	(1,449)	-
<b>Net cash used in financing activities</b>	<u>(3,901,449)</u>	<u>(600,000)</u>
<b>Net (decrease)/increase in cash and cash equivalents</b>	<u>(1,175,962)</u>	<u>141,855</u>
Cash and cash equivalents at beginning of year	7,447,746	7,305,891
<b>Cash and cash equivalents at the end of year</b>	<u><u>6,271,784</u></u>	<u><u>7,447,746</u></u>
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	6,271,784	7,447,746
	<u><u>6,271,784</u></u>	<u><u>7,447,746</u></u>

The notes on pages 14 to 27 form part of these financial statements.

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THE INFORMATION LAB LIMITED

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ANALYSIS OF NET DEBT  
FOR THE YEAR ENDED 31 MARCH 2023

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	At 1 April 2022 £	Cash flows £	At 31 March 2023 £
Cash at bank and in hand	7,447,746	(1,175,962)	6,271,784
Debt due within 1 year	-	-	-
	<u>7,447,746</u>	<u>(1,175,962)</u>	<u>6,271,784</u>

The notes on pages 14 to 27 form part of these financial statements.



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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 1. General information

The Information Lab Limited is a private company, limited by shares, incorporated in England and Wales, registration number 07389833. The registered office is 25 Watling Street, London, EC4M 9BR.

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the Company's accounting policies (see note 3).

The following principal accounting policies have been applied:

##### 2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

###### Sale of Licences

Revenue from the sale of licences is recognised when the licence has been granted to the buyer, the amount of revenue can be measured reliably and it is probable that the economic benefits in respect of the transaction can be measured reliably. The licences are usually subscribed for a period of one year. Revenue is deferred and released on a monthly basis across the year.

###### Consultancy income

Consultancy income is recognised immediately after the entity have provided the consultancy services. Amounts are accrued at year end for individual's time spent that has not yet been invoiced.

###### Partner fees

Partner fees are calculated on a percentage of revenue generated by sales of licences and from consultancy services in the European entities. These are reported half-yearly and are estimated and accrued for the period across the year-end.

##### 2.3 Going concern

After making the relevant enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operation for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 2. Accounting policies (continued)

##### 2.4 Foreign currency translation

###### Functional and presentation currency

The Company's functional and presentational currency is GBP.

###### Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss except when deferred in other comprehensive income as qualifying cash flow hedges.

##### 2.5 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

##### 2.6 Operating leases: the Company as lessee

Rentals paid under operating leases are charged to profit or loss on a straight-line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight-line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

##### 2.7 Interest income

Interest income is recognised in profit or loss using the effective interest method.

##### 2.8 Finance costs

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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## 2. Accounting policies (continued)

### 2.9 Pensions

#### Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

### 2.10 Current and deferred taxation

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

### 2.11 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 2. Accounting policies (continued)

##### 2.11 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Leasehold improvements	- Straight line over lease term
Office equipment	- Straight line over 3 years

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

##### 2.12 Valuation of investments

Investments in associates are measured at cost.

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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 3. Judgements in applying accounting policies and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the reporting date and the amounts reported for revenues and expenses during the year. However, the nature of estimation means that actual outcomes could differ from those estimates.

##### **Tangible assets**

Tangible assets are depreciated over their useful lives taking into account residual values where appropriate. The actual lives of assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing the assets' lives, factors such as technological innovation, product life cycles and maintenance programmes are taken into account.

##### **Impairment of debtors**

The Company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment, management considers factors including the current credit rating of the debtor, the ageing profile and historical experience.

##### **Intercompany debtor recoverability**

Included within the year-end amounts owed by group undertakings is £3.7 million due from companies under common control. Management have concluded that these intercompany debtors are recoverable, however, the timing of the collection of the amount is uncertain.

##### **Accruals**

The Company makes an estimate of accruals at the year end based on invoices received after the year end, work undertaken which has not yet been invoiced based on quotations or estimates of amounts that may be due for payment.

##### **Partner fee income**

The Company makes an estimate of accrued partner fee income at year end based on the previous half yearly performance of the European partners.

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**THE INFORMATION LAB LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

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**4. Turnover**

An analysis of turnover by class of business is as follows:

	2023 £	2022 £
Sale of Licences	26,030,145	22,405,249
Consultancy income	12,272,494	11,128,843
Partner fees	811,920	730,715
	<u>39,114,559</u>	<u>34,264,807</u>

Analysis of turnover by country of destination:

	2023 £	2022 £
United Kingdom	26,859,840	22,116,375
Europe	8,695,754	10,053,596
Rest of the world	3,558,965	2,094,836
	<u>39,114,559</u>	<u>34,264,807</u>

**5. Operating profit**

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

	2023 £	2022 £
Exchange differences	(119,917)	(83,060)
Other operating lease rentals	474,535	398,537
Depreciation	31,591	33,633
Defined contribution pension cost	839,753	287,442
	<u>1,225,962</u>	<u>636,552</u>

**6. Auditors' remuneration**

	2023 £	2022 £
Fees payable to the Company's auditors and their associates for the audit of the Company's financial statements	25,600	21,000
Fees payable to the Company's auditors and their associates in respect of:		
Taxation compliance services	3,600	2,575
All other non-audit services	13,315	8,850
	<u>42,515</u>	<u>32,425</u>

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THE INFORMATION LAB LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023

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**7. Employees**

Staff costs, including directors' remuneration, were as follows:

	2023 £	2022 £
Wages and salaries	9,879,950	8,192,872
Social security costs	1,257,022	976,217
Cost of defined contribution scheme	839,753	287,442
	<u>11,976,725</u>	<u>9,456,531</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2023 No.	2022 No.
Directors	2	2
Consultants	145	115
Sales and support	27	22
	<u>174</u>	<u>139</u>

**8. Key management compensation**

Key management comprises of one of the directors and senior management. The compensation paid or payable to key management for employee services is shown below.

	2023 £	2022 £
Salaries and other short term benefits	1,380,399	1,188,614
	<u>1,380,399</u>	<u>1,188,614</u>

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THE INFORMATION LAB LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023

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9. Directors' remuneration

	2023 £	2022 £
Directors' emoluments	10,000	10,000
Company contributions to defined contribution pension schemes	40,000	40,000
	<u>50,000</u>	<u>50,000</u>

During the year retirement benefits were accruing to 1 directors (2022 - 1) in respect of defined contribution pension schemes.

10. Interest receivable

	2023 £	2022 £
Bank interest receivable	42,334	480
	<u>42,334</u>	<u>480</u>

11. Interest payable and similar expenses

	2023 £	2022 £
Bank interest payable	1,449	-
	<u>1,449</u>	<u>-</u>



THE INFORMATION LAB LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023

12. Taxation

	2023 £	2022 £
<b>Corporation tax</b>		
Current tax on profits for the year	587,511	887,869
Adjustments in respect of previous periods	1,055	851
	<u>588,566</u>	<u>888,720</u>
<b>Total current tax</b>	<u>588,566</u>	<u>888,720</u>
<b>Deferred tax</b>		
<b>Total deferred tax</b>	<u>-</u>	<u>-</u>
<b>Taxation on profit on ordinary activities</b>	<u>588,566</u>	<u>888,720</u>

**Factors affecting tax charge for the year**

The tax assessed for the year is higher than (2022 - *higher than*) the standard rate of corporation tax in the UK of 19% (2022 - 19%). The differences are explained below:

	2023 £	2022 £
Profit on ordinary activities before tax	<u>2,815,430</u>	<u>4,624,589</u>
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2022 - 19%)	534,932	878,672
<b>Effects of:</b>		
Fixed asset differences	(5,764)	2,368
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	6,663	2,065
Adjustments to tax charge in respect of prior periods	1,055	851
Other timing differences leading to an increase (decrease) in taxation	(885)	(885)
Deferred tax not recognised	-	8,163
Remeasurement of deferred tax for changes in tax rates	(16,599)	(2,514)
Movement in deferred tax not recognised	69,164	-
<b>Total tax charge for the year</b>	<u>588,566</u>	<u>888,720</u>

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**THE INFORMATION LAB LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

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**12. Taxation (continued)**

**Factors that may affect future tax charges**

In the Finance Act 2021, enacted on 24 May 2021 the Government confirmed that the corporation tax main rate the years starting 1 April 2021 and 2022 would remain at 19% and from 1 April 2023 corporation tax will increase to 25%, but companies with profits of up to £50,000 will pay tax at 19%, and a tapered rate will apply to profits up to £250,000. The deferred tax asset and liabilities in these financial statements reflect these rates.

**13. Tangible fixed assets**

	Office equipment £	Leasehold improvements £	Total £
<b>Cost or valuation</b>			
At 1 April 2022	25,802	156,591	182,393
Additions	270	-	270
At 31 March 2023	<u>26,072</u>	<u>156,591</u>	<u>182,663</u>
<b>Depreciation</b>			
At 1 April 2022	25,643	114,486	140,129
Charge for the year on owned assets	271	31,320	31,591
At 31 March 2023	<u>25,914</u>	<u>145,806</u>	<u>171,720</u>
<b>Net book value</b>			
At 31 March 2023	<u>158</u>	<u>10,785</u>	<u>10,943</u>
At 31 March 2022	<u>159</u>	<u>42,105</u>	<u>42,264</u>

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THE INFORMATION LAB LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023

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14. Fixed asset investments

	Investments in associates £
<b>Cost or valuation</b>	
At 1 April 2022	164
At 31 March 2023	164

**Associate**

The following was an associate of the Company:

Name	Registered office	Class of shares	Holding
The Data School Pty Limited	Suite 6, 13-15 Francis Street, Dee Why NSW 2099	Ordinary	30%

The Data School Pty Limited is incorporated in Australia. It shows a profit for the year of £333,334 and their net asset position at the year end was £545,138.

If the investment in The Data School Pty Limited was accounted for using the equity method, the profit for the year recorded would have been £100,000 (2022 - £90,474) and the investment would be held at £163,541 (2022 - £119,385).

15. Dividends

	2023 £	2022 £
Dividends	3,900,000	600,000
	3,900,000	600,000

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023

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**16. Debtors**

	2023 £	2022 £
Trade debtors	8,364,833	9,201,848
Amounts owed by group undertakings	3,711,096	3,735,934
Other debtors	71,673	35,919
Prepayments and accrued income	10,909,494	9,961,407
	<u>23,057,096</u>	<u>22,935,108</u>

Amounts owed by group undertakings are interest free and repayable on demand.

**17. Creditors: Amounts falling due within one year**

	2023 £	2022 £
Trade creditors	2,634,810	2,949,336
Amounts owed to group undertakings	19,664	-
Corporation tax	175,514	561,570
Other taxation and social security	291,696	762,200
Other creditors	487,215	342,354
Accruals and deferred income	14,544,165	12,949,763
	<u>18,153,064</u>	<u>17,565,223</u>

Amounts owed to group undertakings are interest free and repayable on demand.

**18. Share capital**

	2023 £	2022 £
<b>Allotted, called up and fully paid</b>		
100 (2022 - 100) Ordinary shares of £1 each	<u>100</u>	<u>100</u>

There is a single class of ordinary shares. There are no restrictions on the distribution of dividends and the repayment of capital.

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## THE INFORMATION LAB LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 19. Reserves

##### Profit and loss account

The profit and loss account comprises of accumulated profits.

#### 20. Pension commitments

The Company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £839,753 (2022 - £287,442). Contributions totalling £72,069 (2022 - £53,625) were payable to the fund at the balance sheet date and are included in creditors.

#### 21. Commitments under operating leases

At 31 March 2023 the Company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2023 £	2022 £
Not later than 1 year	646,193	402,248
Later than 1 year and not later than 5 years	2,261,676	1,240,265

#### 22. Related party transactions

The Company has taken advantage of the exemption contained within FRS 102 from disclosing transactions with wholly owned group companies.

During the year, the Company made sales totalling £423,343 (2022 - £346,051) and made purchases totalling £7,386 (2022 - £70,152) to companies under common control.

At the year end, the balance due from companies under common control was £Nil (2022 - £3,735,934).

During the year, dividends of £300,000 (2022 - £600,000) were paid to the two shareholders prior to the restructuring who are also directors of the Company and dividends of £3,600,000 (2022 - £Nil) were paid to the current sole shareholder The Information Lab Holding Ltd.

Included in other debtors is an amount due to one of the directors of £58,246 (2022 - £10,044). During the year, expenses of £58,246 were incurred by the Director on behalf of the Company. The balance is unsecured, interest free and repayable on demand.

#### 23. Post balance sheet events

Subsequent to the year-end, the Company distributed dividends of £3,357,462.

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**THE INFORMATION LAB LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023**

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**24. Controlling party**

On 5 September 2022, the group was restructured. From this date, the Company's immediate and ultimate parent Company became The Information Lab Holding Ltd. There is no change to the controlling party as a result of this.

T Brown is the ultimate controlling party.