

MoneySavingExpert.com Limited

Statutory accounts

Registered number 08021764

31 December 2019

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Officers and professional advisers

| | |
|----------------------------|--|
| Directors | M P Lewis S Grimble |
| Company secretary | K Bellau |
| Registered and head office | One Dean Street London W1D 2EP |
| Legal advisers | Herbert Smith Exchange House Primrose Street London EC2A 2EG Addleshaw Goddard One St Peter's Square Manchester M2 3DE |
| Auditor | KPMG LLP 15 Canada Square London E14 5GL |
| Bankers | Lloyds Banking Group Plc City Office PO Box 100 Barclays Bank Plc 3 Hardman Street Manchester M3 3AX |

Strategic report

The directors present their strategic report (page 2), directors' report (pages 4-6) and the audited financial statements (pages 10-20) for the year ended 31 December 2019.

Principal activities

MoneySavingExpert.com Limited (the "Company" or "MSE") provides UK based personal finance journalism websites, providing its users with free online access to a wide range of services and information related to money and personal finance including guides, tips, tools and techniques. The Company's activities are expected to continue in future periods.

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

Performance of the business

The Company made a profit before taxation of £32.8m for the year ended 31 December 2019 (2018: £30.3m).

Trading has been strong in the year, with revenue increasing by 4.8% to £48.1m compared with £45.9m in 2018. The key driver of the business' growth has been from successful referrals to the MoneySuperMarket.com website.

The Company ended the year with net assets of £72.0m (2018: £45.7m) and cash balances of £1.0m (2018: £4.8m).

Section 172 statement

The directors of the Company must act in accordance with a set of general duties. These duties are detailed in the Companies Act 2006 (the "Act") and include a duty to promote the success of the Company. An explanation of how the directors performed their duties under s.172 of the Act is detailed below:

- The directors of the Company are also the two executive directors of Moneysupermarket.com Group plc
- The directors receive a paper in each board pack reminding them of their s. 172 and other director duties and having regard to the Group's stakeholders when making decisions;
- The directors receive bi-annual updates from the Chief People Officer on people, culture, diversity, talent and engagement;
- 'Employee Voice Update' has been added as a standing agenda item and NED Employee Champion, Sarah Warby provides feedback on engagement sessions for further discussion by the Board;
- At the annual strategy two-day off-site meeting between the Board and Executive team, potential impacts to stakeholders are discussed and considered, when deciding and agreeing on strategic initiatives;
- The Chair meets with major shareholders and outcomes are shared with Board members; members of the Executive team also meet with major shareholders and provide feedback to the Board in their Management Reports;
- Provider feedback is received through business updates given to the Board during the year;
- Customer and user updates are provided to the Board by the Executive team three times per year;
- Key advisers attend and contribute to Board and Committee meetings;
- Regulatory updates are provided to the Risk Committee and, where appropriate, to the whole Board, including direct interaction with the FCA and other regulatory bodies; and
- The Company strives to reduce its environmental impact and has committed to being carbon neutral by the end of 2020.

Strategic report (continued)

Key risks and uncertainties

The table below summarises the material operational and financial risks to the Company, and how we seek to mitigate them in the day-to-day running of the business:

| Risk area | Potential impact | Mitigation |
|---|--|---|
| Brand strength and reputation | Reduction in customer loyalty with existing customers and an inability to attract new customers if its reputation is negatively impacted by any event, such as the loss or misuse of customer personal data. | <p>Robust independence of editorial conduct is ensured through the Editorial Code.</p> <p>Rigorous checking of the website through audit and review will maintain the accuracy of the information displayed.</p> <p>Use of internal controls and testing of the Company's systems together with infrastructure investment will ensure the integrity and robustness of the Company's systems.</p> <p>The powerful brand and campaigning work of MoneySavingExpert drew a record number of visitors on issues such as Brexit and PPI.</p> |
| Competitive environment and consumer demands | The Company operates in a dynamic and highly competitive marketplace with new competitors entering the market. There is a risk of losing customers if we do not continually innovate to keep ahead of competitors and changing consumer demands. | Continuous innovation of new services and ongoing evolution of existing propositions. Regular engagement with consumers to understand changes in how they use our services. Investment in our technology platforms to improve customer experience and make comparing products easier. |
| Regulation | Risk of being non-compliant with new and existing regulations | Maintain regular and ongoing dialogue with key regulatory bodies. Our Risk and Compliance team works across the Group to ensure it remains compliant with new and existing regulations. |
| Relevance to partners | Providers may increase their focus on customer retention rather than acquisition or seek alternative sources of customer acquisition. | <p>Working closely with partners in launching exclusive deals and offers for its customers.</p> <p>The Company has enhanced its customer insights and data analysis for partners to help them understand how they can further improve their products.</p> |
| Data security and cyber | Loss or misuse of customer personal data by an employee or third party. | Internal IT controls are stringently monitored and reviewed on an on-going basis to ensure that the risks of loss or misuse of customer personal data are minimised. |
| Economic conditions | Weaknesses in the UK economy may lead to more challenging conditions for the Company and reduced financial performance. | <p>MoneySavingExpert assesses and continues to consider the potential challenges associated with Covid-19.</p> <p>MoneySavingExpert is able to provide relevant products and services to its users even in unstable economic conditions.</p> |

By order of the Board



K Bellau
Secretary

30 June 2020

Directors' report

Directors

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

M P Lewis

S Grimble (appointed 4 February 2019)

Company secretary

D P Drabble resigned as company secretary on 8 February 2019. K Bellau was appointed as company secretary on 8 February 2019.

Directors' indemnities

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

Environment

The Moneysupermarket.com Group (the 'Group'), of which the Company is a part, has an established team called the 'Eco Team' which comprises a volunteer group of employees who meet regularly and whose aim is to reduce energy and raw material usage throughout the Company to support environmental and financial performance.

Political and charitable contributions

Launched in May 2008, the MSE Charity (registered charity number: 1121320) is a grant giving charity dedicated to improving information and education about debt, money and consumer issues. The Charity is independent from the Company and is run by an independent board of trustees. Funds are generated from three sources:

- Donations from well-wishers;
- Donations from MSE, this totalled £60,000 during 2019 (2018: £60,000); and
- Revenue from book sales.

As well as donating to the MSE charity there were also other charities which received donations totalling £15,000 (2018: £30,000) in the year. These included five charities nominated and voted for by the users of the MoneySavingExpert.com website. These five were Re-cycle, Help for Heroes, Shelterbox, CAP UK and The Samaritans.

Future developments

The Company will continue to embed a risk aware culture within the strategic initiatives where risk management is part of everyday business decision-making and is understood by the wider business.

We continue to develop our management information and risk metrics in the light of our strategic initiatives and ensure that specialist risk knowledge is readily available to each of our brands to enable them to take and be fully accountable for risk-based decisions, whilst providing an effective level of risk and compliance oversight for the Company.

Significant event since the balance sheet date

Post year end there has been a global pandemic, Covid-19, which has affected the trade of this Company. This is a non-adjusting event and no balance sheet adjustment has been made.

Directors' report (continued)

Employees

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

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

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

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

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

Business ethics

The Group, of which this Company is part, has formal ethics and anti-bribery policies which incorporate the Group's key principles and standards governing business conduct towards our key stakeholder groups. We believe we should treat all of these groups with honesty and integrity.

Dividends

The Company has not paid an interim dividend and does not recommend the payment of a final dividend in 2019 (final dividend 2018: £20.0m).

Going concern

The directors have a reasonable expectation that the Company has adequate resources to continue to trade for the foreseeable future and therefore, they have chosen to adopt the going concern basis in preparing the financial statements. In making this assessment the directors have considered the key risks and uncertainties highlighted in the directors' report, and would like to draw your attention to the following:

- The Company has net assets at the balance sheet date of £72.0m (2018: £45.7m) and generated £26.3m (2018: £24.5m) of profit after taxation;
- The Company has access to £1.0m (2018: £4.8m) of liquid assets in the form of cash; and

MoneySavingExpert assesses and continues to consider the potential challenges associated with Covid-19. MoneySavingExpert is able to provide relevant products and services to its users even in unstable economic conditions and whilst there has been a significant financial impact on revenue across all channels except Home Services, the business has managed to transition entirely to remote working and is still strongly profitable. As such, management are confident that the viability of the business is not threatened and that the use of the going concern assumption is appropriate.

Directors' report (continued)

Other information

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

Auditor

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

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

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

By order of the board



K Bellau
Secretary

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

30 June 2020

Statement of directors' responsibilities

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

Company law requires the directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*.

Under Company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect fraud and other irregularities.

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

Independent auditor's report to the members of MoneySavingExpert.com Limited

Opinion

We have audited the financial statements of MoneySavingExpert.com Limited ("the company") for the year ended 31 December 2019 which comprise the Profit and loss account and other comprehensive income, Balance sheet, Statement of changes in equity and related notes, including the accounting policies in note 2.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with UK accounting standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Going concern

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

We are required to report to you if we have concluded that the use of the going concern basis of accounting is inappropriate or there is an undisclosed material uncertainty that may cast significant doubt over the use of that basis for a period of at least a year from the date of approval of the financial statements. In our evaluation of the directors' conclusions, we considered the inherent risks to the company's business model and analysed how those risks might affect the company's financial resources or ability to continue operations over the going concern period. We have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor's report is not a guarantee that the company will continue in operation.

Strategic report and directors' report

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

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

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

Independent auditor's report to the members of MoneySavingExpert.com Limited (continued)

Matters on which we are required to report by exception

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

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

We have nothing to report in these respects.

Directors' responsibilities

As explained more fully in their statement set out on page 7, the directors are responsible for: the preparation of the financial statements and for being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

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

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

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



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

30 June 2020

Profit and loss account and other comprehensive income
For the year ended 31 December 2019

| | <i>Note</i> | 2019 £m | 2018 £m |
|-----------------------------------|-------------|--------------------|--------------------|
| Turnover | 3 | 48.1 | 45.9 |
| Cost of sales | | (4.3) | (3.8) |
| Gross profit | | 43.8 | 42.1 |
| Distribution costs | | (0.6) | (0.4) |
| Administrative expenses | | (10.4) | (11.5) |
| Operating profit | 4 | 32.8 | 30.2 |
| Interest receivable | | - | 0.1 |
| Profit before taxation | | 32.8 | 30.3 |
| Taxation | 6 | (6.5) | (5.8) |
| Total comprehensive income | | 26.3 | 24.5 |

All results relate to continuing operations.

The notes on pages 13 to 20 form part of these financial statements.

Balance sheet
As at 31 December 2019

| | <i>Note</i> | 2019 £m | 2018 £m |
|---|-------------|--------------------|--------------------|
| Fixed assets | | | |
| Intangible assets | 7 | 2.9 | 5.0 |
| Current assets | | | |
| Debtors | 8 | 124.0 | 81.3 |
| Cash and cash equivalents | | 1.0 | 4.8 |
| | | <u>125.0</u> | <u>86.1</u> |
| Creditors: amounts falling due within one year | 9 | <u>(55.9)</u> | <u>(45.4)</u> |
| Net current assets | | <u>69.1</u> | <u>40.7</u> |
| Total assets less current liabilities | | <u>72.0</u> | <u>45.7</u> |
| Net assets | | <u>72.0</u> | <u>45.7</u> |
| Capital and reserves | | | |
| Called up share capital | 10 | 10.0 | 10.0 |
| Profit and loss account | | 62.0 | 35.7 |
| Total shareholder's funds | | <u>72.0</u> | <u>45.7</u> |

The notes on pages 13 to 20 form part of these financial statements.

These financial statements were approved by the board of directors on 30 June 2020 and were signed on its behalf by:



S Grimble
Director

Registered number 08021764

Statement of changes in equity
For the year ended 31 December 2019

| | Called up share capital £m | Profit and loss account £m | Total shareholder's funds £m |
|----------------------------|-------------------------------------|----------------------------------|---------------------------------------|
| At 1 January 2018 | 10.0 | 31.2 | 41.2 |
| Total comprehensive income | - | 24.5 | 24.5 |
| Equity dividends | - | (20.0) | (20.0) |
| At 31 December 2018 | 10.0 | 35.7 | 45.7 |
| Total comprehensive income | - | 26.3 | 26.3 |
| At 31 December 2019 | 10.0 | 62.0 | 72.0 |

The notes on pages 13 to 20 form part of these financial statements.

Notes to the financial statements

1. Company information

MoneySavingExpert.com Limited is a private limited liability Company incorporated, domiciled and registered in England and Wales in the UK. The registered number is 08021764. The registered address is One Dean Street, London, W1D 2EP.

2. Statement of accounting policies for the year ended 31 December 2019

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

Basis of preparation

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

The Company's ultimate parent undertaking, Moneysupermarket.com Group plc, includes the Company in its own published consolidated financial statements. The consolidated financial statements of Moneysupermarket.com Group plc are prepared in accordance with International Financial Reporting Standards as adopted by the EU and are available to the public, and a copy may be obtained from Moneysupermarket House, St David's Park, Ewloe, CH5 3UZ. In these financial statements, the Company is considered to be a qualifying entity and has applied the exemptions available under FRS 102 in respect of the following disclosures:

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

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

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

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

Use of estimates and judgements

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

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

Revenue accruals are calculated by applying revenue per transaction based on historic trends to the number of clicks tracked.

Information about assumptions and estimation uncertainties at 31 December 2019 that may have a risk of resulting in an adjustment to the carrying amounts of assets and liabilities in the next financial year is included in the following note:

- Note 8 revenue recognition (focussing on revenue accrued that has not been received in cash at the balance sheet date)

Information about judgements made in applying accounting policies that have the most significant effects on the amounts recognised in the financial statements is included in the following note:

- Note 7 capitalisation of software and development costs

Notes to the financial statements (continued)

2. Statement of accounting policies for the year ended 31 December 2019 (continued)

Going concern

The directors have prepared the financial statements on a going concern basis for the following reasons. The Company is profitable, cash generative and has no debt external to the Group. The operations of the business have been impacted by Covid-19 and whilst revenues have decreased since lockdown commenced compared to the same period in 2019, the Company remains profitable and cash generative.

The directors have prepared cash flow forecasts for the Company, including its cash position, for a period in excess of 12 months from the date of approval of these financial statements. The operations of the Group have been similarly affected and cash flow forecasts for the Group for a period of in excess of 12 months from the date of approval of the financial statements have also been prepared. The directors have also considered the effect of Covid-19 upon the Company and Group's business, financial position, and liquidity in severe, but plausible, downside scenarios, using stress testing, and scenario analysis techniques. These scenarios modelled included the potential impacts of the lockdown restrictions and impact on the wider economy for each revenue channel.

The scenarios tested showed that the Company and Group will be able to operate at adequate levels of liquidity for at least the next 12 months from signing the financial statements.

The directors, therefore, consider that the Company has adequate resources to continue in operational existence at least 12 months from the date of approval of the financial statements and therefore have prepared the financial statements on a going concern basis.

Business combinations

Group reconstructions are accounted for using the merger accounting method with the carrying values of the assets and liabilities transferred not being adjusted to fair value on the effective date of the group reconstruction. Any expenses are not included as part of the transfer and instead are expensed to the statement of comprehensive income as part of profit or loss of the combined entity.

Revenue recognition

The Company generates fees from internet lead generation (click based revenue), through the operation of the MoneySavingExpert.com website. The MoneySavingExpert.com website contains links to third party websites, of which a number are revenue-generating. For those which are revenue-generating, there are a variety of contractual and non-contractual arrangements in place.

The Company recognises click based revenues and associated costs in the period that the lead is generated. Revenue is recognised net of value added tax.

Employee benefits

Defined contribution plans

During the year, MoneySavingExpert.com operated a voluntary defined contribution pension scheme in respect of its employees. Obligations for contributions to defined contribution pension schemes are recognised as an expense in the profit and loss account as incurred. The assets of the scheme are held separately from those of MoneySavingExpert.com in an independently administered fund. Employees were given the option of contributing into the Moneysupermarket.com Group pension scheme; during 2018 a number of MoneySavingExpert.com employees took up this option.

Dividends on shares presented within shareholder's funds

Dividends unpaid at the balance sheet date are only recognised as a liability at that date to the extent that they are appropriately authorised and are no longer at the discretion of the Company. Unpaid dividends that do not meet these criteria are disclosed in the notes to the financial statements.

Basic financial instruments

Trade and other debtors/creditors

Trade and other debtors/creditors are recognised initially at transaction prices less/plus any attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses in the case of trade debtors.

Notes to the financial statements (continued)

2. Statement of accounting policies for the year ended 31 December 2019 (continued)

Cash and cash equivalents

Cash and cash equivalents comprise cash balances.

Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the profit and loss account.

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

Intangible assets and Goodwill

Intangible assets

After initial recognition, intangible assets are carried at cost less any accumulated amortisation and any accumulated impairment losses. All of the Company's intangible assets have been identified as having finite useful lives. As such they are amortised on a straight-line basis over their useful economic life and assessed for impairment whenever there is an indication that the intangible asset may be impaired. Technology-based intangible assets are amortised on a straight-line basis over the estimated useful life of 3 – 5 years.

These assets relate to innovations and technical advances such as computer software, patented and unpatented technology, databases and trade secrets.

Impairment testing

Goodwill and other intangible assets are tested for impairment in accordance with Section 27 of FRS 102. Impairment of assets when there is an indication that goodwill or an intangible asset may be impaired

Research and development

Expenditure on research activities is recognised in the profit and loss account as an expense as incurred. Expenditure on development activities may be capitalised if the product or process is technically and commercially feasible and the Company intends and has the technical ability and sufficient resources to complete development, future economic benefits are probable and if the Company can measure reliably the expenditure attributable to the intangible asset during its development. Development activities involve design for, construction or testing of the production of new or substantially improved products or processes. The expenditure capitalised includes the cost of materials, direct labour and an appropriate proportion of overheads and capitalised borrowing costs. Other development expenditure is recognised in the profit and loss account as an expense as incurred. Capitalised development expenditure is stated at cost less accumulated amortisation and less accumulated impairment losses.

Notes to the financial statements (continued)

3. Turnover

All of the £48.1m (2018: £45.9m) of revenue generated by the Company was generated in the UK from its principal activity.

4. Operating profit

| | 2019 £m | 2018 £m |
|---|-------------------|-------------------|
| <i>Operating profit is stated after charging:</i> | | |
| Amortisation of intangible assets | 4.0 | 3.1 |
| Recharged expenses: | | |
| Payroll costs | 5.5 | 6.5 |
| Share based payment expenses | 0.5 | 0.2 |
| | <u> </u> | <u> </u> |

The audit fee for the current year was £14,650 (2018: £11,625).

The directors of this Company are also directors of other companies within the Moneysupermarket.com Group and accordingly the cost of their remuneration has been fully incurred by the ultimate parent Company. £1,136,000 (2018: £923,000) of the total cost of this remuneration has been allocated to this Company on the basis of their services as directors of each group Company. The remuneration of the highest paid director is £473,000. The above amounts include salary, bonus, pension and LTIP's.

5. Staff numbers and costs

The average number of persons employed by the Company (including directors) during the year, analysed by category, was as follows:

| | Number of employees 2019 | Number of employees 2018 |
|----------------|--------------------------------|--------------------------------|
| Administration | 84 | 100 |
| | <u> </u> | <u> </u> |

The aggregate payroll costs of these persons were as follows:

| | 2019 £m | 2018 £m |
|----------------------|-------------------|-------------------|
| Wages and salaries | 4.8 | 5.7 |
| Social security | 0.5 | 0.6 |
| Pension costs | 0.2 | 0.2 |
| Share based payments | 0.5 | 0.2 |
| | <u> </u> | <u> </u> |
| | 6.0 | 6.7 |
| | <u> </u> | <u> </u> |

Notes to the financial statements (continued)

6. Taxation

Analysis of taxation in the year:

| | 2019 £m | 2018 £m |
|-------------------------------------|------------|------------|
| <i>UK corporation tax</i> | | |
| Current tax on profits for the year | 6.5 | 5.8 |
| | <hr/> | <hr/> |
| Taxation | 6.5 | 5.8 |
| | <hr/> | <hr/> |

Factors affecting the tax result for the current year:

The current tax result for the year is higher than (2018: same as) the standard rate of corporation tax in the UK of 19.00% (2018: 19.00%). The differences are explained below:

| | 2019 £m | 2018 £m |
|---|------------|------------|
| Profit before taxation | 32.8 | 30.3 |
| | <hr/> | <hr/> |
| Current tax at 19% (2018: 19%) | 6.2 | 5.8 |
| <i>Effects of:</i> | | |
| Movement relating to share based payments | 0.1 | - |
| Other short-term timing differences | 0.2 | - |
| | <hr/> | <hr/> |
| Taxation | 6.5 | 5.8 |
| | <hr/> | <hr/> |

On 1 April 2020, the government announced that the standard rate of corporation Tax for the years commencing 1 April 2020 and 2021 would remain at 19%.

Notes to the financial statements (continued)

7. Intangible assets

| <i>Cost</i> | Technology £m | Total £m |
|--------------------------------|--------------------------|---------------------|
| At 1 January 2019 | 10.8 | 10.8 |
| Additions internally generated | 1.9 | 1.9 |
| | <hr/> | <hr/> |
| At 31 December 2019 | 12.7 | 12.7 |
| | <hr/> | <hr/> |
| <i>Amortisation</i> | | |
| At 1 January 2019 | 5.8 | 5.8 |
| Charge for year | 4.0 | 4.0 |
| | <hr/> | <hr/> |
| At 31 December 2019 | 9.8 | 9.8 |
| | <hr/> | <hr/> |
| <i>Net book value</i> | | |
| At 31 December 2019 | 2.9 | 2.9 |
| | <hr/> | <hr/> |
| At 31 December 2018 | 5.0 | 5.0 |
| | <hr/> | <hr/> |

In order to accurately quantify the value of internally generated technology assets the Company undertakes project tracking to record the cost of both internal and contract staff wholly assigned to each project. Third party costs incurred are allocated to investment projects and recognised at purchase cost. This approach ensures that technology related intangible assets accurately reflect the cost of development. As highlighted in Note 2, there is a degree of uncertainty regarding the recognition of costs incurred in developing technology related intangible assets. This is due to the asset recognition criteria being predicated on future economic benefit flowing from that asset.

8. Debtors

| | 2019 £m | 2018 £m |
|---|--------------------|--------------------|
| Amounts falling due within one year: | | |
| Trade debtors | 3.3 | 2.3 |
| Amounts owed by other group companies | 120.5 | 78.8 |
| Prepayments and accrued income | 0.2 | 0.2 |
| | <hr/> | <hr/> |
| | 124.0 | 81.3 |
| | <hr/> | <hr/> |

Notes to the financial statements (continued)

8. Debtors (continued)

As a result of click based revenue being recognised in the period that the lead is generated, there is an element of subjectivity in calculating a revenue accrual as a result of estimating the number of successful applications on the provider's website in the period between the latest provider data available and the year end. This revenue accrual can typically represent approximately one month's revenue.

The accrued revenue is estimated by considering the volume of clicks that have passed from MoneySavingExpert's websites through to provider websites in the period, the historic conversion of such clicks into completed product purchases, and contracted revenue per transaction. From historical experience and post year end confirmation, MoneySavingExpert expects any differences between the amounts accrued at year end and those amounts subsequently billed to be not materially different.

The under and over estimates on revenue are typically in a region of +/- 3%, historically this has been an under estimate of revenue. A +/- 3% difference on the £0.2m revenue accrual (2018: £0.2m) would equate to approximately £nil (2018: £nil).

9. Creditors: amounts falling due within one year

| | 2019 £m | 2018 £m |
|--|-------------|-------------|
| Trade creditors | 0.6 | 0.7 |
| Amounts owed to parent and other group companies | 53.8 | 42.9 |
| Accruals | 1.5 | 1.8 |
| | <u>55.9</u> | <u>45.4</u> |

10. Called up share capital

| | 31 December 2019 | | 31 December 2018 | |
|---|-----------------------------------|------|-----------------------------------|------|
| | Number of shares in million | £m | Number of shares in million | £m |
| <i>Allotted, called up and fully paid</i> | | | | |
| Ordinary shares of £1 each | 10.0 | 10.0 | 10.0 | 10.0 |

No shares were issued during the year. (2018: no ordinary shares were issued in the year).

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

Notes to the financial statements (continued)

11. Pensions

MoneySavingExpert.com operates a voluntary defined contribution pension scheme in respect of its employees. The assets of the scheme are held separately from those of MoneySavingExpert.com in independently administered funds. The amounts charged to the profit and loss account represent the contributions payable to the schemes in respect of the accounting period. In the year ended 31 December 2019, these amounted to £0.2m (2018: £0.1m). As at 31 December 2019, £nil of contributions were outstanding on the balance sheet (2018: £nil). Employees were given the option of contributing into the Moneysupermarket.com Group pension scheme; during 2019 a number of MoneySavingExpert.com employees took up this option.

12. Ultimate parent company

The ultimate parent company and controlling party is Moneysupermarket.com Group plc, registered at Moneysupermarket House, St David's Park, Ewloe, CH5 3UZ. Copies of Moneysupermarket.com Group plc accounts can be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ.

13. Post balance sheet event

Post year end there has been a global pandemic, Covid-19, which has affected the trade of this Company. There has been a decline in revenue across all channels except Home Services however the business has managed to transition entirely to remote working and is still strongly profitable. This is however a non-adjusting event and no balance sheet adjustment has been made.