



CUSTOMER FOCUS EXHIBITIONS LIMITED

Report and Financial Statements for the
year ended 31 March 2021



Registered number 09377989

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Company Information

Directors	D Wilkinson G Couturier (Resigned 1 October 2021) G Feltham (Appointed 1 October 2021)
Company Secretary	G Couturier (Resigned 1 October 2021) G Feltham (Appointed 1 October 2021)
Company number	09377989
Registered office	7th Floor 32 Eyre Street Sheffield England S1 4QZ

Strategic Report

Principal activity

The principal activity of the company is the provision of catalogues to the promotional merchandise supply chain.

Business review

The Company continues to provide catalogues to the promotional industry in the UK. Revenues are derived from charging customers for advertising space in the Company's catalogues and through partnerships with customers on a revenue share basis.

We remain committed to our UK customers and continue to develop our catalogue offerings and associated technology services.

Financial review

Revenues for the year to 31 March 2021 decreased by £0.4m to £0.1m (15 month period to 31 March 2020: £0.5m). The decrease in revenue is due to the impact of COVID-19 on demand for catalogues and promotional products in the period.

Gross profit for the year to 31 March 2021 decreased by £0.2m, or 67%, to £0.1m (15 month period to 31 March 2020: £0.3m), with gross margin for the year to 31 March 2020 increasing to 71% (15 month period to 31 March 2020: 64%) reflecting the cessation of low margin, small-scale exhibitions activity.

Administration expenses for the year to 31 March 2021 of £0.03m (15 month period to 31 March 2020: £0.1m) reflect lower staff costs in the period.

Operating profit for the year to 31 March 2021 was £0.06m (15 month period to 31 March 2020: £0.2m profit).

Expected credit loss on intra group loans for the year to 31 March 2021 of £2.9m (15 month period to 31 March 2020: nil) comprise impairment provisions against debts owed by other Group companies under IFRS 9.

The loss before taxation for the year to 31 March 2021 was £2.9m (15 month period to 31 March 2020: £0.2m profit).

Key performance indicators

The Company's key performance indicators as discussed above are:

	12 Months 2020/21 £000	15 Months 2019/20 £000
Revenue	133	447
Gross Margin	71.4%	63.8%
Operating profit	61	174
Profit/(loss) on ordinary activities before taxation	(2,932)	174

Significant judgements and estimates

In preparing the financial statements the Directors have made judgements and estimates in applying accounting policies. Details of the most significant areas where judgements and estimates have been made are set out in note 1 to the financial statements.

Principal risks and uncertainties

The Company's financial and operational performance is subject to a number of risks. The Directors seek to ensure that appropriate processes are in place to manage, monitor and mitigate these risks. The Directors considers the principal risks faced by the Company at 31 March 2021 to be as follows:

- a continued and prolonged slump in market demand due to COVID-19 related disruption. Whilst the market has seen a significant recovery since April 2020, where the industry reported volume shortfalls of approximately 80% compared to pre-pandemic volumes, transaction volumes throughout FY21/22 are expected be at least 25% lower than pre-pandemic volumes.
- a significant deterioration in economic conditions affecting SME's, the principal target customers for the Company's products.
- significant delays in developing and delivering catalogues to customers, resulting in a negative impact on our customers revenues due to outdated product information and pricing.
- predatory pricing or other actions by established competitors in our market sectors.

In all cases the Company seeks to mitigate these risks wherever possible by continuous marketing initiatives and promotions to stimulate market demand. We maintain close relationships with our customers and suppliers to ensure that we continue to offer services that meet our customer's needs.

Approved by the board of directors and signed on its behalf by



G Feltham
Director
5 November 2021

Directors' Report

The Directors present their report and the audited financial statements for the year ended 31 March 2021.

The preceding period was a 15 month period of account, reflecting a change of accounting reference date for Altitude Group plc, the ultimate parent company of Customer Focus Exhibitions Limited. Due to the differing reporting periods, amounts are not fully comparable.

Customer Focus Exhibitions Limited is a private company limited by shares and is incorporated in England. The registered address of the entity is 7th Floor, 32 Eyre Street, Sheffield, England, S1 4QZ.

In preparing this report the Directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

Principal activity

The principal activity of the company is the provision of catalogues to the promotional merchandise supply chain.

Results and dividends

The loss for the period, after taxation, amounted to £2,932,000 (2019/20: £174,000 profit). The directors have recommended a dividend of £nil (2019/20: £nil).

Directors

Details of the Directors who have held office from 1 April 2020, to the date of this report, unless indicated otherwise, are listed below:

- Martin Varley (resigned 7 April 2020)
- Graeme Couturier
- Deborah Wilkinson (appointed 9 April 2020)

Directors' remuneration and interests

The company is a wholly owned subsidiary undertaking of Altitude Group plc. The interests of the directors in the share capital of Altitude Group plc are set out in the report and accounts of that company.

Qualifying third party indemnity provisions

All directors benefited from qualifying indemnity insurance policies in place during the financial period.

Employee involvement and disabled employees

The Company's policy is to give full and fair consideration to applications for employment from disabled persons and to provide training and advancement to disabled employees whenever appropriate. Where existing employees become disabled, suitable continuing employment would, if possible, be found.

Every effort is made to ensure good communication and for managers and supervisors to ensure that employees are made aware of developments within the Company and to encourage employees to present their views and suggestions.

Matters disclosed elsewhere in the financial statements

Required disclosures in relation to the Company's key performance indicators, business review, financial risk management, principal risks and uncertainties and future outlook have been included within the Company's Strategic report on pages 3 to 4.

Going concern

The financial statements have been prepared on a going concern basis.

The Directors have reviewed numerous factors when considering whether the financial statement should be prepared on a going concern basis including:

- the Company's business activities, together with the factors likely to affect its future development and performance
- the financial position of the Company and the Group, the principal risks and uncertainties applying to each, forecast Company and Group cash flows, net cash position and policies for managing financial risk
- preparation and review of detailed cash flow forecasts for the Company and the Group which extend to March 2023 and include a base scenario and a sensitised revenue scenario

The current economic conditions caused by the COVID-19 pandemic have created uncertainty over the level of demand for the Company's products and services and over the availability of finance which the directors are mindful of.

After considering the factors above the Directors obtained a Letter of Support from the parent company, Altitude Group plc, covering a period of at least 12 months from the date of approval of these financial statements, and made enquiries of the directors of the parent company about the parent company's ability to provide support and are satisfied the Group has sufficient liquidity to trade through to more normalised trading conditions. However, as at the date of this report there exists uncertainty regarding the ongoing impact of COVID-19 and the economic consequences, both in the UK and overseas. The duration and geographical extent of any possible future lockdown or future government support policies are unknown.

The Directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For these reasons, they continue to adopt the going concern basis in preparing these financial statements.

The financial statements do not include any adjustments that would result from the basis of preparation being inappropriate.

Approved by the Board and signed on its behalf by



G Feltham

Director

5 November 2021

Statement of Directors' responsibilities in respect of the financial statements

The directors are responsible for preparing the Strategic Report, Directors' Report and the financial statements in accordance with applicable laws and regulations.

Company law requires the directors to prepare financial statements for each financial period. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law including FRS 101 'Reduced Disclosure Framework').

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 and profit or loss of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and 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 which are disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are 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 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.

In the case of each Director in office at the date the Director's report is approved:

- so far as each director is aware, there is no relevant audit information of which the company's auditor is unaware; and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.



G Feltham
Director
5 November 2021

Independent Auditor's Report to the Members of Customer Focus Exhibitions Limited

Opinion

We have audited the financial statements of Customer Focus Exhibitions Limited for the year ended 31 March 2021 which comprise the Statement of Comprehensive income, the Statement of Changes in Equity, the Balance Sheet and notes to the financial statements, including 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 101 'Reduced Disclosure Framework' 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 2021 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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 Auditor's 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 UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material uncertainty related to going concern

We draw attention to note 1 in the financial statements, which indicates that the company is reliant upon the ongoing support of its parent group and that the impact of COVID-19 could create uncertainty over the level of demand on the Company's products and services and over the availability of finance. As stated in note 1, these events or conditions, along with the other matters as set forth in note 1, indicate that a material uncertainty exists that may cast significant doubt on the company's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

In auditing the financial statements, we have concluded that the director's use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Our evaluation of the directors assessment of the entity's ability to continue to adopt the going concern basis of accounting included evaluation of the Directors' assessment of the Group's ability to continue as a going concern, including challenging the underlying data and key assumptions used to make the assessment. Additionally, we reviewed and challenged the results of management's stress testing, to assess the reasonableness of economic assumptions in light of the impact of Covid-19 on the Group's solvency and liquidity position.

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

Other information

The directors are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; 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 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 by the company, 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; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the directors' responsibilities 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, 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.

Auditor's 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 auditor's 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 obtained an understanding of the legal and regulatory frameworks within which the company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006 and Taxation legislation.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management. Our audit procedures to respond to these risks included enquiries of management about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals and reviewing accounting estimates for biases.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

These inherent limitations are particularly significant in the case of misstatement resulting from fraud as this may involve sophisticated schemes designed to avoid detection, including deliberate failure to record transactions, collusion or the provision of intentional misrepresentations.

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

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 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.

A handwritten signature in black ink, appearing to read 'Leo Malkin', with a long horizontal flourish extending to the right.

Leo Malkin
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

5 November 2021

Statement of Comprehensive Income
for the year ended 31 March 2021

	Notes	12 Months 2020/21 £'000	15 Months 2019/20 £'000
Turnover	2	133	447
Cost of Sales		(38)	(162)
Gross Profit		95	285
Administrative expenses		(34)	(111)
Operating profit	3	61	174
Expected credit loss on intra group loans		(2,993)	-
Interest payable and similar charges		-	-
(Loss)/profit on ordinary activities before taxation		(2,932)	174
Taxation	5	-	-
(Loss)/profit on ordinary activities after taxation		(2,932)	174
Other comprehensive income		-	-
Retained (loss)/profit for the period		(2,932)	174

The notes on pages 15 to 22 form part of these financial statements.

Statement of Changes in Equity
for the year ended 31 March 2021

	Called up share capital £'000	Profit and loss account £'000	Total £'000
At 31 December 2018	-	2,891	2,891
Profit for the period	-	174	174
At 31 March 2020	-	3,065	3,065
Loss for the year	-	(2,932)	(2,932)
At 31 March 2021	-	133	133

The notes on pages 15 to 22 form part of these financial statements.

Balance Sheet

at 31 March 2021

	Notes	2019/20 £'000	2019/20 £'000
Current Assets			
Debtors	6	133	3,065
		<u>133</u>	<u>3,065</u>
Creditors: Amounts falling due within one year		-	-
Net Current Assets		<u>133</u>	<u>3,065</u>
Net Assets		<u>133</u>	<u>3,065</u>
Capital and Reserves			
Called up share capital	7	-	-
Profit and loss account		133	3,065
Equity Shareholders' Funds		<u>133</u>	<u>3,065</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime. The notes on pages 15 to 22 form part of these financial statements.

The financial statements on pages 12 to 22 were approved by the Board of Directors on 5 November 2021 and signed on its behalf by:



Graham Feltham

Director

Registered number: 09377989

Notes to the Financial Statements

1. Accounting policies

Significant accounting policies

Customer Focus Exhibitions Limited (the 'Company') is a company incorporated in the United Kingdom with company number 09377989.

The following paragraphs summarise the significant accounting policies of the Company, which have been applied consistently in dealing with items which are considered material in relation to the Company's financial statements and to all the periods presented, unless otherwise stated.

Basis of preparation

The financial statements have been prepared in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' ('FRS 101') and the Companies Act 2006.

The financial statements have been prepared on the historical cost basis, with the exception of certain items which are measured at fair value as disclosed in the principal accounting policies set out below. The financial information is presented in Sterling and has been rounded to the nearest thousand (£000).

The preparation of financial statements in conformity with FRS 101 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other source. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The company has taken advantage of the following disclosure exemptions under FRS 101 and not included:

- the requirements of paragraph 17 of IAS 24 Related Party Disclosures;
- a statement of cash flows and related notes;
- presentation of comparative reconciliations from tangible assets and intangible assets;
- disclosure of key management personnel compensation;
- capital management disclosures;
- the effect of future accounting standards not adopted;
- certain disclosure requirements of IFRS 15 Revenues from Contracts with Customers; and
- disclosure in respect of financial instruments.

The following principal accounting policies have been applied consistently to all periods presented in these financial statements:

Going concern

The financial statements have been prepared on a going concern basis.

The Directors have reviewed numerous factors when considering whether the financial statement should be prepared on a going concern basis including:

- the Company's business activities, together with the factors likely to affect its future development and performance
- the financial position of the Company and the Group, the principal risks and uncertainties applying to each, forecast Company and Group cash flows, net cash position and policies for managing financial risk
- preparation and review of detailed cash flow forecasts for the Company and the Group which extend to March 2023 and include a base scenario and a sensitized revenue scenario

The current economic conditions caused by the COVID-19 pandemic have created uncertainty over the level of demand for the Company's products and services and over the availability of finance which the directors are mindful of.

After considering the factors above the Directors obtained a Letter of Support from the parent company, Altitude Group plc, covering a period of at least 12 months from the date of approval of these financial statements, and made enquiries of the directors of the parent company about the parent company's ability to provide support and are satisfied the Group has sufficient liquidity to trade through to more normalised trading conditions. However, as at the date of this report there exists uncertainty regarding the ongoing impact of COVID-19 and the economic consequences, both in the UK and overseas. The duration and geographical extent of any possible future lockdown or future government support policies are unknown.

The Directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For these reasons, they continue to adopt the going concern basis in preparing these financial statements.

The financial statements do not include any adjustments that would result from the basis of preparation being inappropriate.

Trade and other receivables

Trade receivables are recognised and carried at original invoice amount less allowance for any uncollectible amounts. Where receivables are considered to be irrecoverable an impairment charge is included in the Statement of Comprehensive Income.

Classification of financial instruments issued by the Company

The financial instruments issued by the Company are treated as equity only to the extent that they meet the following two conditions:

- they include no contractual obligations upon the Company to deliver cash or other financial assets or to exchange financial assets or financial liabilities with another party under conditions that are potentially unfavourable to the Company; and
- where the instrument will or may be settled in the Company's own equity instruments, it is either a non-derivative that includes no obligation to deliver a variable number of the Company's own equity instruments or is a derivative that will be settled by the Company's exchanging a fixed amount of cash or other financial assets for a fixed number of its own equity instruments.

To the extent that this definition is not met, the proceeds of issue are classified as a financial liability. Where the instrument so classified takes the legal form of the Company's own shares, the amounts presented in these financial statements for called up share capital and share premium account exclude amounts in relation to those shares.

Finance payments associated with financial liabilities are dealt with as part of finance expenses. Finance payments associated with financial instruments that are classified in equity are treated as distributions and are recorded directly in equity.

Financial assets

Financial assets and financial liabilities are recognised in the statement of financial position when the Company becomes party to the contractual provisions of the instrument. Financial assets are de-recognised when the contractual rights to the cash flows from the financial assets expire or when the contractual rights to those assets are transferred. Financial liabilities are de-recognised when the obligation specified in the contract is discharged, cancelled or expired.

Financial assets, other than those designated and effective as hedging instruments, are classified into the following categories:

- amortised cost
- fair value through profit or loss (FVTPL)
- fair value through other comprehensive income (FVOCI)

In the periods presented the Company does not have any financial assets categorised as FVTPL or FVOCI.

After initial recognition, these are measured at amortised cost using the effective interest rate method. Discounting is omitted where the effect is immaterial. All of the Company's financial assets fall into this category.

Impairment of financial assets

The Company accounts for impairment of financial assets using the expected credit loss ("ECL") model as required by IFRS 9. The Company considers a broad range of information when assessing credit risk and measuring expected losses, including past events, current conditions, reasonable and supportable forecasts that effect the expected collectability of the future cash flows of the instrument.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits together with other short-term highly liquid investments maturing within 90 days from the date of acquisition that are readily convertible into known amounts of cash and which are subject to an insignificant risk of changes in value. Bank overdrafts that are repayable on demand and form an integral part of the Company's cash management are included as a component of cash and cash equivalents.

Revenue recognition

Revenue represents the amounts receivable, excluding sales related taxes, for goods and services supplied during the period to external customers shown net of sales taxes, returns, rebates and discounts.

When assessing revenue recognition against IFRS15, the Company assess the contract against the five steps of IFRS15:

1. Identifying the contract with a customer
2. Identifying the performance obligations
3. Determining the transaction price
4. Allocating the transaction price to the performance obligations
5. Recognising revenue when/as performance obligation(s) are satisfied

This process includes the assessment of the performance obligations within the contract and the allocation of contract revenue across these performance obligations once identified. Revenue is recognised either at a point in time or over time, when, or as, the Company satisfies performance obligations by transferring the promised goods or services to its customers.

The difference between the amount of income recognised and the amount invoiced on a particular contract is included in the statement of financial position as deferred income. Amounts included in deferred income due within one year are expected to be recognised within one year and are included within current liabilities.

The Company's revenue is comprised of the sale of advertising space in catalogues operated by the company, the sale of catalogues to customers and revenue from organising exhibitions and events.

Catalogue revenues are recognised when the catalogues are dispatched to customers. Revenue in respect of exhibitions and events is recognised after the exhibition or event has taken place.

Post-retirement benefits

The ultimate parent company of Customer Focus Exhibitions Limited, Altitude Group plc, operates a defined contribution pension scheme for Group employees. The assets of the scheme are held separately from those of the Company in an independently administered fund. The amount charged to the Statement of Comprehensive Income represents the contributions payable by the Company to the Group pension scheme and other personal pension plans in respect of the accounting period.

Taxation

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

Current tax is the tax currently payable based on taxable profit for the period, using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in previous years.

Deferred income taxes are calculated using the balance sheet method. Deferred tax is generally provided on the difference between the carrying amounts of assets and liabilities and their tax bases. However, deferred tax is not provided on the initial recognition of goodwill, nor on the initial recognition of an asset or liability unless the related transaction is a business combination or affects tax or accounting profit.

Deferred tax on temporary differences associated with shares in subsidiaries and joint ventures is not provided if reversal of these temporary differences can be controlled by the Company and it is probable that reversal will not occur in the foreseeable future. In addition, tax losses available to be carried forward as well as other income tax credits to the Company are assessed for recognition as deferred tax assets.

Deferred tax liabilities are provided in full, with no discounting. Deferred tax assets are recognised to the extent that it is probable that the underlying deductible temporary differences will be able to be offset against future taxable income. Current and deferred tax assets and liabilities are calculated at tax rates that are expected to apply to their respective period of realisation, provided they are enacted or substantively enacted at the balance sheet date.

Changes in deferred tax assets or liabilities are recognised as a component of tax expense in profit or loss except to the extent that it relates to items in other comprehensive income in which case it is recognised in other comprehensive income and items recognised directly in equity, in which case it is recognised in equity.

Significant estimates and judgements

There are no areas which require significant judgement or estimates.

2. Revenue

All revenue arose within the United Kingdom and relates to rendering of services. Revenues recognised at a point in time are comprised of variable, throughput related revenue and advertising revenues arising from publications activity.

3. Operating profit

Operating profit is stated after charging:

	2020/21	2019/20
	£'000	£'000
Auditors remuneration:		
Audit	<u>12</u>	<u>8</u>

Fees paid to the company's auditor, other than the statutory audit of the company, are not disclosed in the company's financial statements since the consolidated accounts of the company's parent, Altitude Group plc, are required to disclose non-audit fees on a consolidated basis.

4. Employees

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

	2020/21	2019/20
	Number	Number
Number of employees	<u>1</u>	<u>2</u>

	2020/21	2019/20
	£'000	£'000
Wages and salaries	30	93
Social security costs	2	10
Pensions	-	3
	<u>33</u>	<u>106</u>

The directors of the company received emoluments from Altitude Group plc during the period and the previous year and it is not practicable to ascertain the proportion of the directors emoluments that specifically relate to this company.

Their remuneration is therefore disclosed in that company's financial statements. Certain directors also received share options and it is also not practicable to ascertain the proportion that relates specifically to this company. Further details are set out in the Altitude Group plc financial statements.

5. Taxation

	2020/21 £'000	2019/20 £'000
Current taxation:		
UK corporation tax at 19%	-	-
Total current tax charge	<u>-</u>	<u>-</u>
Deferred taxation:		
Origination and reversal of timing differences – current period	-	-
	<u>-</u>	<u>-</u>
Tax charge on profit on ordinary activities	<u><u>-</u></u>	<u><u>-</u></u>

Reconciliation of effective tax rate

	2020/21 £'000	2019/20 £'000
Profit on ordinary activities before taxation	(2,932)	174
Profit on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 19% (2018: 19.0%)	(557)	33
Utilisation of group relief/unrecognised loss carried forward	557	(33)
Current tax charge for the year	<u><u>-</u></u>	<u><u>-</u></u>

A deferred tax asset of £557k (2019/20: nil) has not been recognised in the financial statements on the basis that it is uncertain that the asset will crystallise in the foreseeable future.

6. Debtors

	2020/21 £'000	2019/20 £'000
Amounts falling due within one year:		
Amounts owed by parent and fellow subsidiary undertakings	133	3,065
	<u><u>133</u></u>	<u><u>3,065</u></u>

7. Share capital

	2020/21	2019/20
Allotted, issues and fully paid:		
1 Ordinary of £1 each	<u>1</u>	<u>1</u>

Reserves

Retained earnings includes all current and prior period retained profits and losses less dividends paid.

8. Pensions

The ultimate parent company of Customer Focus Exhibitions Limited, Altitude Group plc, operates a defined contribution pension scheme for Group employees. The pension cost charge for the period represents contributions payable by the Company to the Group pension scheme and other personal pension plans and amounted to £nil as certain costs were met by other group companies and not recharged (2019/20: £3,000).

9. Related party transactions

The Company has taken advantage of the exemption from disclosing the transactions with other members of the group.

10. Control

In the opinion of the directors the Company's ultimate holding company is Altitude Group plc, a company registered in England and Wales. Copies of the Group financial statements can be obtained from the Companies House, Crown Way, Cardiff, CF4 3UZ.

The registered office of Altitude Group plc is 7th Floor, 32 Eyre Street, Sheffield, England, S1 4QZ.

The immediate parent undertaking is Customer Focus Software Limited. The parent undertaking of the largest and smallest group, which includes the Company and for which group financial statements are prepared, is Altitude Group plc.