

Company Registration Number 09509123

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2018



CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

COMPANY INFORMATION

Directors

M Varley
G Couturier

Company Secretary

G Couturier

Company number

09500123

Registered office

Unit 4 Rhodes Business Park
Silburn Way
Middleton
Manchester
M24 4NE

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

CONTENTS

	Page
Directors' report	1
Directors' responsibilities statement	3
Independent auditor's report	4
Statement of comprehensive income	7
Balance sheet	8
Statement of changes in equity	9
Notes to the financial statements	10

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2018

The directors present their report and financial statements for the year ended 31 December 2018.

Principal activity

The principal activity of the company is the provision of wholesale printed promotional merchandise through traditional and ecommerce channels. On 2 June 2017 the company acquired the trade and assets of Ad Products.com Limited and commenced trading.

Directors of the company

The following directors held office from 1 January 2018 to the date of this report unless otherwise stated:

M Varley

S Parker (resigned 04 October 2018)

G Couturier (appointed 1 June 2018)

N Hornby (resigned 1 June 2018)

Directors' 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.

Results and dividends

The loss for the year, after taxation, amounted to £168,000 (2017: £268,000 profit).

The directors have recommended a dividend of £nil (2017: £nil).

Future developments

The company continues to develop and invest in the innovative printing and supply of promotional products, primarily to UK distributors

Qualifying third party indemnity provisions

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

Auditor

Grant Thornton UK LLP, have been appointed as the Company's auditor and having expressed their willingness to continue in office will be deemed reappointed for the next financial year in accordance with section 487 (2) of the Companies Act 2006.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2018

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

Approved by the Board on 27 September 2019 and signed on its behalf by:



G Couturier
Director

Unit 4 Rhodes Business Park
Silburn Way
Middleton
Manchester
M24 4NE

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

DIRECTORS' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

The directors are responsible for preparing 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 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 then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial 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.

The directors confirm that:

- 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 Couturier
Director

27 September 2019

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Opinion

We have audited the financial statements of Customer Focus Interactive Imaging Limited (the 'company') for the year ended 31 December 2018 which comprise the Statement of comprehensive income, Balance sheet, Statement of changes in equity and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 101 'Reduced Disclosure Framework (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 December 2018 and of its loss 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 '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.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Other information

The directors are responsible for the other information. 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.

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matter on which we are required to report under the Companies Act 2006

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 directors' report.

Matters on which we are required to report by exception

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; 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' exemptions from the requirement to prepare a strategic report.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set out on page three, 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.

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.



Mark Overfield BSc FCA

Senior Statutory Auditor

for and on behalf of Grant Thornton UK LLP

Statutory Auditor, Chartered Accountants

Leeds

Date: 27 September 2019

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

**STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2018**

	Notes	2018	2017
		£'000	£'000
Revenue	4	3,714	2,137
Cost of sales		(2,012)	(1,040)
Gross profit		1,702	1,097
Administrative expenses		(1,923)	(765)
Operating (loss)/profit	5	(221)	332
Interest payable and similar charges		(11)	-
(Loss)/profit on ordinary activities before taxation		(232)	332
Tax on (loss)/profit on ordinary activities	7	64	(64)
(Loss)/profit for the financial year		(168)	268
Other comprehensive income		-	-
Total comprehensive income for the period		(168)	268

Revenue and operating loss are derived wholly from continuing operations.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED
Company Registration Number 09509123

BALANCE SHEET
AS AT 31 DECEMBER 2018

	Notes	2018 £'000	2017 £'000
Fixed assets			
Intangible fixed assets	8	-	32
Tangible assets	9	289	71
		<u>289</u>	<u>103</u>
Current assets			
Inventory	10	1,545	1,518
Debtors	11	590	544
Cash at bank and in hand		326	537
		<u>2,461</u>	<u>2,599</u>
Creditors: amounts falling due within one year	12	(2,561)	(2,434)
		<u>(100)</u>	<u>165</u>
Net current (liabilities)/assets			
Creditors: amounts falling due over one year	13	(89)	-
		<u>100</u>	<u>268</u>
Capital and reserves			
Called up share capital	14	-	-
Profit and loss account	15	100	268
Shareholders' funds		<u>100</u>	<u>268</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved and authorised for issue by the Board on 27 September 2019 and signed on its behalf by:



G Couturier
Director

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

STATEMENT OF CHANGES IN EQUITY**AS AT 31 DECEMBER 2018**

	Called up share capital £'000	Profit and loss account £'000	Total £'000
At 1 January 2017	-	-	-
Profit for the year	-	268	268
At 31 December 2017	-	268	268
Loss for the year	-	(168)	(168)
At 31 December 2018	-	100	100

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2018

1 Company information

Customer Focus Interactive Imaging Limited is a private company limited by shares and is incorporated in England. The registered address of the entity is Unit 4 Rhodes Business Park, Silburn Way, Middleton, Manchester, M24 4NE.

2 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 101 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 financial statements are presented in sterling (£).

The following principal accounting policies have been applied:

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; and
- disclosure in respect of financial instruments.

New Standards

IFRS 9 and IFRS 15 are new accounting standards that are effective for the year ended 31 December 2018. They have not had a material impact on the company. There are no other amendments to accounting standards, or IFRIC interpretations that are effective for the year ended 31 December 2018 have had a material impact on the company.

Going Concern

The financial statements have been prepared on a going concern basis. The company's business activities, together with the factors likely to affect its future development are set out in the Director's Report.

The Financial Reporting Council issued guidance on "Guidance on the Going Concern Basis of Accounting and Reporting on Solvency and Liquidity Risks" in 2016. The Directors have considered this when preparing these financial statements.

The current economic conditions create 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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

2 Accounting policies (continued)

The financial statements have been prepared on a going concern basis. The directors have taken steps to ensure that they believe the going concern basis of preparation remains appropriate. The key conditions are summarized on the following page.

- The Directors have prepared sensitised cash flow forecasts extending to December 2020. These show that the Company is able to generate sufficient funds to meet its trading requirements.
- The Company does not have any covenants based on financial performance.
- The company continues to develop the product offerings in order to meet the demands of the market and customers.
- The markets in which the business operates are not considered to be at significant risk from an ongoing global economic recession.
- There are not believed to be any contingent liabilities which could result in a significant impact on the business if they were to crystallise.
- The directors have also obtained assurances of continued support from the parent company and assessed whether the parent company has the ability to provide sufficient support.

Following this assessment, the Directors have a reasonable expectation that the Company has adequate resources to continue for the foreseeable future. Thus, they continue to adopt the going concern basis of accounting in preparing these financial statements.

Revenue

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

When assessing revenue recognition against IFRS15, the Company assesses 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.

Revenue from the sale of promotional products is recognised when the Company has delivered its obligations to its customers, normally when a promotional product has been dispatched to a customer.

In comparative periods, revenue is recognised at the fair value of the consideration received or receivable for the sale of goods and services in the ordinary course of business and is shown net of Value Added Tax.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2018

Revenue (continued)

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.

In the current year, the Company has applied IFRS 15 - Revenue from Contracts with Customers which was mandatorily effective for accounting periods beginning on or after 1st January 2018.

The adoption of IFRS 15 has not had any material impact on the disclosures or amounts reported in these financial statements.

Acquired intangible assets — Business combinations

Intangible assets that are acquired as a result of a business combination and that can be separately measured at fair value on a reliable basis are separately recognised on acquisition at their fair value. Amortisation is charged on a straight-line basis to the Consolidated Statement of Comprehensive Income over their expected useful economic lives as follows:

Intellectual property	Up to 5 years
Customer relationships	3 - 5 years

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2018

2 Accounting policies (continued)

Tangible fixed assets

Property, plant and equipment are held at cost less accumulated depreciation and impairment charges.

Depreciation

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value, which is based on up to date prices, of property, plant and equipment over their estimated useful lives as follows:

Asset class	Depreciation method and rate
Office Equipment, Fixtures and fittings	Straight line basis: 3 to 5 years
Plant & Machinery	Straight line basis: 3 to 5 years

Impairment

The carrying amount of the Company's non-financial assets, are reviewed at each balance sheet date to determine whether there is any indication of impairment. If any such indication exists, the asset's recoverable amount is estimated.

An impairment loss is recognised whenever the carrying amount of an asset or its cash generating unit exceeds its recoverable amount. Impairment losses are recognised in the Statement of Comprehensive Income.

An impairment loss is recognised for the amount by which the carrying amount exceeds its recoverable amount. The recoverable amount is the higher of the asset's fair value less costs to sell and the value in use. For the purposes of assessing impairments, assets are grouped at the lowest levels for which there are identifiable cash flows. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risk specific to the assets for which estimates of future cash flows have not been adjusted.

Impairment losses recognised in respect of cash-generating units are allocated first to reduce the carrying amount of any goodwill allocated to cash-generating units (group of units) and then, to reduce the carrying amount of the other assets of the unit (group of units) on a pro-rated basis.

Inventory

Inventories are stated at the lower of cost and net realisable value. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. Cost is calculated using the weighted average method. Net realisable value represents the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution

Exceptional items

Exceptional items are material items in the Statement of Comprehensive Income which derive from events or transactions which do not fall within the ordinary activities of the company and which relate to activities that are incurred due to events that are not expected to recur or relate to activities that are outside the normal activities of the business or, if of a similar type, in aggregate the company has highlighted as needing to be disclosed by virtue of their size or incidence and are relevant to the understanding of the accounts.

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018**

2 Accounting policies (continued)

Taxation

Tax on the profit or loss for the year 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 year, 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 liability 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.

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.

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018**

2 Accounting policies (continued)

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 and financial liabilities

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.

Hire purchase and leasing

Leases where the lessor retains substantially all of the risks and rewards of ownership are classified as operating leases. Rentals payable under operating lease rentals are charged to profit or loss on a straight-line basis over the term of the lease.

Leases where the Company retains substantially all of the risks and rewards of ownership are classified as finance leases or hire purchase contracts. Assets held under finance leases or hire purchase contracts are capitalised and depreciated over their useful economic lives. The capital element of the future obligations under finance leases and hire purchase contracts are included as liabilities in the Balance Sheet. The interest elements of the rental obligations are charged to profit or loss over the periods of the finance leases and hire purchase contracts and represent a constant proportion of the balance of capital outstanding.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued)

FOR THE YEAR ENDED 31 DECEMBER 2018

2 Accounting policies (continued)

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Pensions

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. Contributions are recognised in the profit and loss account in the period in which they become payable in accordance with the rules of the scheme.

3 Key judgements and estimates

The Directors consider that the key judgements and sources of estimation made in preparation of the financial statements are:

Valuation of inventory

The company holds a significant amount of goods held for resale, which are recorded at the lower of cost and net realisable value. The net realisable value is impacted by a number of factors including the condition of the goods and the general economic conditions. The calculation of the stock provision requires the directors to make judgments and estimates in relation to the realisable value of these promotional products. At the year end the goods for resale had a book value of £1,545,000 (2017: £1,518,000). See note 10 for further details.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018**4 Revenue**

All revenue arose within the United Kingdom and relates to the supply of printed promotional products and services, excluding sales related taxes, returns, rebates and discounts. Revenue is recognised on dispatch of goods to the customer.

5 Operating profit

	2018	2017
	£'000	£'000
Operating profit is stated after charging:		
Operating lease – land and buildings	109	56
Depreciation of tangible fixed assets	54	11
Amortisation of intangible assets	32	-
Auditor's remuneration		
- Audit	<u>8</u>	<u>8</u>

Fees paid to the company's auditor, Grant Thornton UK LLP, 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.

6 Particulars of employees

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

	2018	2017
	Number	Number
Number of employees	<u>53</u>	<u>26</u>

The aggregate payroll costs were as follows:

	2018	2017
	£'000	£'000
Wages and salaries	1,091	484
Social security costs	90	38
Other pension costs	20	7
	<u>1,201</u>	<u>529</u>

The directors of the company received emoluments from Altitude Group plc during the year 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.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018**7 Taxation on profit on ordinary activities**

	2018	2017
	£'000	£'000
Current tax		
Corporation tax charge/(credit)	-	64
Adjustment in respect of prior years	(64)	-
	<u>(64)</u>	<u>64</u>
Deferred tax		
Origination and reversal of timing differences	-	-
Total deferred tax	-	-
	<u>-</u>	<u>-</u>
Total tax charge/(credit) on profit on ordinary activities	<u>(64)</u>	<u>64</u>

a) Factors affecting the tax credit for the year

The current tax credit for the year is higher than (2017: same as) the standard rate of corporation tax in the UK. The differences are explained below.

	2018	2017
	£'000	£'000
Profit on ordinary activities before taxation	(232)	332
Profit on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 19% (2017: 19.25%)	(44)	64
Unrecognised losses carried forward	44	-
Adjustment in respect of prior periods	(64)	-
Current taxation charge/(credit)	<u>(64)</u>	<u>64</u>

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018****8 Intangible fixed assets**

	Customer related intangibles £'000	Total £'000
Cost		
At 1 January 2018	32	32
Additions in the year	-	-
At 31 December 2018	<u>32</u>	<u>32</u>
Amortisation		
At 1 January 2018	-	-
Charge for the year	<u>32</u>	<u>32</u>
At 31 December 2018	<u>32</u>	<u>32</u>
Net book value		
At 31 December 2018	<u>-</u>	<u>-</u>
At 31 December 2017	<u>32</u>	<u>32</u>

The carrying amount of intangible assets were determined based on value in use calculations derived from discounted cash flow projections based on budgets and strategic plans covering a three-year period, followed by an extrapolation of expected cash flows at a constant growth rate of 0%. The key assumptions for the value in use calculations are those regarding discount rates, growth rates and expected demand for products. The growth rates reflect the long term growth rates for the product lines of the cash generating units. The discount rate applied was 10% which the Directors deem to be a market adjusted pre-tax weighted average cost of capital.

The calculations are not sensitive to what the Directors would consider to be reasonably foreseeable changes in the underlying assumptions.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018**9 Tangible fixed assets**

	Plant and machinery £'000	Computer equipment £'000	Office equipment £'000	Land and buildings £'000	Fixtures and fittings £'000	Computer Software £'000	Total £'000
Cost							
At 1 January 2018	65	16	1	-	-	-	82
Additions in the year	244	6	-	10	11	1	272
At 31 December 2018	309	22	1	10	11	1	354
Depreciation							
At 1 January 2018	10	1	-	-	-	-	11
Charge for the year	46	5	-	1	2	-	54
At 31 December 2018	56	6	-	1	2	-	65
Net book value							
At 31 December 2018	253	16	1	9	9	1	289
At 31 December 2017	55	15	1	-	-	-	71

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

10 Inventory

	2018	2017
	£000	£000
Goods in transit	81	439
Raw Materials	26	20
Finished goods	1,438	1,059
	1,545	1,518

The cost of inventories recognised as an expense during the year in respect of continuing operations was £1,214,000 (2017: £1,040,000).

The cost of inventories recognised as an expense includes £nil (2017: £nil) in respect of write-downs of inventory to net realisable value.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018****11 Debtors**

	2018	2017
	£'000	£'000
Trade debtors	492	511
Prepayments	98	33
	<u>577</u>	<u>544</u>

12 Creditors: amounts falling due within one year

	2018	2017
	£'000	£'000
Trade creditors	325	678
Amounts owed to group undertakings	1,974	1,574
Other taxes and social security costs	-	142
Accruals and deferred income	5	40
Invoice discounting facility	257	-
	<u>2,561</u>	<u>2,434</u>

The invoice discounting facility is secured against the outstanding debtors of the company.

13 Creditors: amounts falling due after more than one year

	2018	2017
	£'000	£'000
Hire Purchase Creditor	89	-
	<u>89</u>	<u>-</u>

14 Share capital

	2018	2017
	£	£
Allotted, called up and fully paid shares		
1 A Ordinary Shares of £1 each	1	1
1 B Ordinary Shares of £1 each	1	1
	<u>2</u>	<u>2</u>

15 Reserves**Profit & loss account**

Includes all current and prior period retained profits and losses, less dividends.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

**NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018****16 Pensions**

The Company operates a defined contribution pension scheme. The pensions charge for the year represents contributions payable by the company to the scheme and amounted to £20,000 (2017: £7,000).

17 Commitments**Operating lease commitments**

As at 31 December 2018 the company had total commitments under non-cancellable operating leases as follows:

	2018	2018	2017	2017
	Land and	Other	Land and	Other
	buildings		buildings	
	£'000	£'000	£'000	£'000
Less than one year	131	22	-	-
Between two and five years	75	89	338	-
Total	206	111	338	-

Operating lease payments represent rentals payable by the Company for property and machinery.

18 Borrowings

	2018	2017
	£'000	£'000
Secured borrowing at amortised cost		
Invoice discounting facility	257	-
Hire purchase agreements	89	-
Total borrowings	346	-
Amounts due for settlement within 12 months		
Invoice discounting facility	257	-
Amounts due for settlement between one and five years		
Hire purchase agreements	89	-

The invoice discounting facility was discontinued and all outstanding amounts were repaid on 4 July 2019.

CUSTOMER FOCUS INTERACTIVE IMAGING LIMITED

Company Registration Number 09509123

NOTES TO THE FINANCIAL STATEMENTS (continued) FOR THE YEAR ENDED 31 DECEMBER 2018

19 Related Party transactions

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

The Company sells products and logistical and fulfilment services on an arms-length basis to ICE Elegant Gifts Limited ("ICE"), a company substantially owned and controlled by Mrs J Varley, wife of Mr M Varley. In 2018 sales of £69,000 (2017: £13,000) were made to ICE and trade receivables at 31 December 2018 include £39,000 (2017: £15,000) due from ICE.

20 Control

In the opinion of the directors the company's immediate and 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, Maindy, Cardiff CF4 3UZ. The registered office of Altitude Group plc is Unit 4 Rhodes Business Park, Silburn Way, Middleton, Manchester, M24 4NE.

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.