

ALCHEMETRICS LIMITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 31 DECEMBER 2019

ALCHEMETRICS LIMITED
REGISTERED NUMBER: 03124263

BALANCE SHEET
AS AT 31 DECEMBER 2019

	Note	2019		2018
		£		£
Fixed assets				
Intangible assets	4	1,489,710		1,412,989
Tangible assets	5	3,720		3,246
Investments	6	2,275		6,238
		<u>1,495,705</u>		<u>1,422,473</u>
Current assets				
Stocks	7	2,000	2,000	
Debtors: amounts falling due within one year	8	289,743	444,571	
Cash at bank and in hand	9	164,538	52,267	
		<u>456,281</u>	<u>498,838</u>	
Creditors: amounts falling due within one year	10	(396,100)	(285,741)	
Net current assets		<u>60,181</u>		<u>213,097</u>
Total assets less current liabilities		<u>1,555,886</u>		<u>1,635,570</u>
Creditors: amounts falling due after more than one year	11	-		(404,691)
Provisions for liabilities				
Deferred tax	12	(135,599)	(112,630)	
		<u>(135,599)</u>		<u>(112,630)</u>
Net assets		<u>1,420,287</u>		<u>1,118,249</u>
Capital and reserves				
Called up share capital	13	60,766		44,003
Share premium account		374,650		374,650
Capital redemption reserve		345		345
Profit and loss account		984,526		699,251
		<u>1,420,287</u>		<u>1,118,249</u>

ALCHEMETRICS LIMITED
REGISTERED NUMBER: 03124263

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2019

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

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

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

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

T P Kearns
Director
Date: 5 March 2021

The notes on pages 3 to 12 form part of these financial statements.

ALCHEMETRICS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

1. General information

Alchemetrics Limited is a private company limited by shares incorporated in England and Wales. The registered office is West Tithe, Pury Hill Business Park, Alderton Road, Paulerspury, Towcester, NN12 7LS.
The company's principal activities and nature of its operations are disclosed in the Directors' Report.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Associates and joint ventures

Associates and Joint Ventures are held at cost less impairment.

2.3 Cashflow statement

The company has taken advantage of the exemption conferred by FRS102 Section 1A not to prepare a cashflow statement on the grounds that it is a 'small' company under the Companies Act 2006.

2.4 Going concern

The company was profit making in the year and has a strong balance sheet position. The company was also acquired by Xtremepush Limited at the end of 2019.

The Directors have considered the impact of the global Covid-19 pandemic on the ability of the company to continue trading for the foreseeable future. The company does not prepare detailed forecasts and therefore the directors have based their conclusions on the parent company's, Xtremepush Limited, ability to continue to support Alchemetrics Limited for a period of 12 months from the date of signing the financial statements.

Based on this review and taken together with existing financing facilities the directors believe that the financial statements have been prepared appropriately on the going concern basis.

ALCHEMETRICS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

2. Accounting policies (continued)

2.5 Turnover

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

Rendering of services

Turnover from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of turnover can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.6 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

The estimated useful lives range as follows:

Software	-	10	years
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2.7 Tangible fixed assets

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

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

Depreciation is provided on the following basis:

Office equipment - 33% straight line

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

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

ALCHEMETRICS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

2. Accounting policies (continued)

2.8 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.9 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving stocks.

2.10 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.11 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.12 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

2.13 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.14 Foreign currency translation

Functional and presentation currency

The Company's functional and presentational currency is GBP.

Transactions and balances

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

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

2.15 Operating leases

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

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

2. Accounting policies (continued)

2.16 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

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

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

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

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

2.17 Research and development

All development costs are capitalised within intangible fixed assets.

2.18 Pensions

Defined contribution pension plan

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

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

2.19 Exceptional items

Exceptional items are transactions that fall within the ordinary activities of the Company but are presented separately due to their size or incidence.

3. Employees

The average monthly number of employees, including directors, during the year was 17 (2018 - 17).

4. Intangible assets

Cost

At 1 January 2019	2,434,854
Additions	318,209
At 31 December 2019	2,753,063

Amortisation

At 1 January 2019	1,021,865
Charge for the year on owned assets	241,488
At 31 December 2019	1,263,353

Page 6

Net book value

At 31 December 2019	1,489,710
At 31 December 2018	1,412,989

ALCHEMETRICS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

5. Tangible fixed assets

	Office equipment £
Cost or valuation	
At 1 January 2019	1,194,358
Additions	2,916
At 31 December 2019	1,197,274
Depreciation	
At 1 January 2019	1,191,112
Charge for the year on owned assets	2,442
At 31 December 2019	1,193,554
Net book value	
At 31 December 2019	3,720
At 31 December 2018	3,246

6. Fixed asset investments

	Investments in subsidiary companies £	Investments in associates £	Total £
Cost or valuation			
At 1 January 2019	2,275	3,963	6,238
Disposals	-	(3,963)	(3,963)
At 31 December 2019	2,275	-	2,275

The company holds a 100% investment in Alchemtrics UAB, a subsidiary of the company.
During the year the company disposed of a 25.1% investment in Rubicon Data Insight Limited.

ALCHEMETRICS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

Subsidiary undertaking

The following was a subsidiary undertaking of the Company:

Name	Registered office	Class of shares	Holding
UAB Alchemetrics	Lithuania	Ordinary	100%

The aggregate of the share capital and reserves as at 31 December 2019 and the profit or loss for the year ended on that date for the subsidiary undertaking was as follows:

Name	Profit/(Loss)
UAB Alchemetrics	6,706

7. Stocks

	2019	2018
	£	£
Raw materials and consumables	2,000	2,000
	<u>2,000</u>	<u>2,000</u>

8. Debtors

	2019	2018
	£	£
Trade debtors	166,132	177,661
Amounts owed by group undertakings	59,030	50,631
Other debtors	17,229	52,533

Prepayments and accrued income	31,653	44,292
Tax recoverable	15,699	119,454
	<u>289,743</u>	<u>444,571</u>

9. Cash and cash equivalents

	2019	2018
	£	£
Cash at bank and in hand	164,538	52,267
	<u>164,538</u>	<u>52,267</u>

ALCHEMETRICS LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019

10. Creditors: Amounts falling due within one year

	2019 £	2018 £
Trade creditors	165,273	134,773
Amounts owed to group undertakings	120,000	-
Corporation tax	-	2,578
Other taxation and social security	67,396	69,925
Accruals and deferred income	43,431	78,465
	<u>396,100</u>	<u>285,741</u>

11. Creditors: Amounts falling due after more than one year

	2019 £	2018 £
Directors' loan account	-	404,691
	<u>-</u>	<u>404,691</u>

12. Deferred taxation

	2019 £
At beginning of year	(112,630)
Charged to profit or loss	(22,969)
At end of year	<u>(135,599)</u>

The provision for deferred taxation is made up as follows:

	2019 £	2018 £
Accelerated capital allowances	(248,165)	(235,010)
Tax losses carried forward	112,566	122,380
	<u>(135,599)</u>	<u>(112,630)</u>

ALCHEMETRICS LIMITED

Page 10
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019

13. Share capital

	2019	2018
	£	£
Allotted, called up and fully paid		
6,076,600 (2018 - 4,400,300) Ordinary shares of £0.01 each	<u>60,766</u>	<u>44,003</u>

During the year 1,676,300 shares were issued at £0.01 per share.

14. Commitments under operating leases

At 31 December 2019 the Company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2019	2018
	£	£
Not later than 1 year	47,520	70,560
Later than 1 year and not later than 5 years	30,240	-
	<u>77,760</u>	<u>70,560</u>

15. Related party transactions

Included within creditors is a loan from the director G K Antoniou amounting to £Nil (2018: £404,691). The full amount was written off in the year following the acquisition of the company by Xtremepush Limited.

Included within debtors is a loan to the director F H G Arnold-Wallinger £35,924 (2018: £44,144) and a loan to D P Gurney £Nil (2018: £4,160). These loans are unsecured, interest free and have no set repayment date.

The company received invoices totalling £160,544 (2018: £Nil) from Emailcenter UK Limited, a company under common control. At the balance sheet date the company owed Emailcenter UK Limited £96,069 (2018: £Nil) in respect of these invoices.

16. Controlling party

Xtremepush Limited is the company's controlling party by virtue of their holdings in the share capital of the company.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

17. Auditor's information

The auditor's report on the financial statements for the year ended 31 December 2019 was unqualified.

In their report, the auditor emphasised the following matter without qualifying their report:

We draw attention to note 2.4 in the financial statements, which indicates that the impact of COVID-19 has cast some doubt on the Company's ability to continue as a going concern. The company does not prepare forecasts and therefore we have been unable to obtain sufficient evidence over the companies ability to continue as a going concern for a period of atleast 12 months from the date of signing the financial statements. Therefore our conclusion is based on a letter of support provided from the parent company Xtremepush Limited, and it's ability to continue to support Alchemetrics Limited for a period of 12 months from the date of signing the financial statements. Our opinion is not modified in respect of this matter.

The audit report was signed on 16 March 2021 by Darren O'Connor BSc (Hons) FCCA ACA (Senior statutory auditor) on behalf of James Cowper Kreston.