

Byte London Limited

Annual Report and Financial Statements

For the year ended 31 December 2020

Company Registration No. 08782065 (England and Wales)

Byte London Limited

Company Information

Directors J Kenny
A Miller
F Schmid (Appointed 11 February 2021)

Company number 08782065

Registered office Charlotte Building
17 Gresse Street
London
W1T 1QL

Auditor Moore Kingston Smith LLP
Charlotte Building
17 Gresse Street
London
W1T 1QL

Byte London Limited

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Byte London Limited

Strategic Report

For the year ended 31 December 2020

The directors present the strategic report for the year ended 31 December 2020.

Introduction

Byte is a fast-growing independent marketing technology agency that combines technology with creativity, data and paid media to help scale brands' returns across digital platforms. Byte achieves this through a variety of marketing solutions like ad campaigns, content production, AR lenses, automation and chatbots.

Fair Review of the Business

2020 has been a stable year at Byte, considering the impact of COVID-19.

Turnover for London has grown by £7.3m to £23.7m in 2020, an increase of 44.7% from 2019.

Included in the turnover growth is an increase in passthrough costs, which increased by 69% from 2019.

Gross profit, which internally we refer to as 'net income', has grown by £0.5m in 2020, which is a rise of 6% from 2019.

Administrative expenses over the year have increased by £0.4m from 2019, an increase of 8%. This is relatively flat due to a freeze on hiring for the majority of 2020 with our average employees in 2020 at 87, up slightly from 86 in 2019.

Byte brought on an impressive list of new clients in 2020, including Twitch, Tinder and Amazon Prime Video amongst others. Byte also retained and extended its scope with key clients including Just Eat and ASOS.

Byte has continued to invest in R&D, developing in-house tools which drive performance and margin, as well as bespoke external products for key clients.

Overall, the profit before tax over gross profit (net income) is 26%, compared to 26% in 2019.

Byte has also maintained a strong cash flow position and operates with no debt, other than trade creditors. This is despite our debtor days increasing from 20 days in 2019 to 37 days in 2020.

Principal Risks & Uncertainties

Currency Risk

As London operates across the UK, EMEA & USA London operates with multiple currencies and is subject to the volatility of the exchange rates between them. We attempt to manage this by keeping transactions invoiced & paid in the same currency, as well as managing when we make inter-currency transfers.

Brexit

How Brexit will ultimately impact Byte is still unknown, however the board continues to monitor the situation and the potential difficulties faced by the business, as well as for our clients. Brexit has also led to increased fluctuations in exchange rates which the board continues to monitor.

COVID-19

The outbreak of COVID-19 in the UK in early 2020 required immediate action around the business' cost base and how Byte can continue to service its clients in these uncertain times. However, towards the end of 2020 we started to see growth again in Byte and this has continued well into 2021.

Byte London Limited

Strategic Report (Continued)

For the year ended 31 December 2020

Key Performance Indicators

Byte London uses several key performance indicators across the financial statements. These include but are not limited to; turnover, net income, staff costs and adjusted EBITDA. The group refers to net income as all income after media spend and production costs.

Future Developments

In February 2021, Byte Club Ltd sold all of its shares to Dept UK Holding Ltd. This is the next step in growth for Byte as it becomes a part of Dept, with ties across the USA, EMEA & APAC. Byte London has also seen significant growth during 2021 in terms of net income & EBITDA.

On behalf of the board

A Miller
Director
20 December 2021

Byte London Limited

Directors' Report

For the year ended 31 December 2020

The directors present their annual report and financial statements for the year ended 31 December 2020.

Principal activities

The principal activity of the company continued to be that of operating as a marketing technology agency.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

J Kenny

A Miller

F Schmid

(Appointed 11 February 2021)

Results and dividends

The results for the year are set out on page 9.

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

Auditor

Subsequent to the year end the auditor, Moore Kingston Smith LLP, was not reappointed.

Statement of directors' responsibilities

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

- select suitable accounting policies and then apply them consistently;
- make judgements and 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 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.

Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.

Byte London Limited

Directors' Report (Continued)

For the year ended 31 December 2020

On behalf of the board

A Miller

Director

20 December 2021

Byte London Limited

Independent Auditor's Report

To the Members of Byte London Limited

Opinion

We have audited the financial statements of Byte London Limited (the 'company') for the year ended 31 December 2020 which comprise the Statement of Income and Retained Earnings, the Balance Sheet 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 FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2020 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the 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

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

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.

Byte London Limited

Independent Auditor's Report (Continued)

To the Members of Byte London Limited

Opinions on other matters 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 Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Directors' Report.

We have nothing to report in respect of the following matters where 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 remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement, 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 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.

Byte London Limited

Independent Auditor's Report (Continued)

To the Members of Byte London Limited

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the company and considered that the most significant are the Companies Act 2006, UK financial reporting standards as issued by the Financial Reporting Council, and UK taxation legislation.
- We obtained an understanding of how the company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Byte London Limited

Independent Auditor's Report (Continued)

To the Members of Byte London Limited

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 for no purpose other than to draw to the attention of the company's members those matters we are required to include in an auditor's report addressed to them. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the company and the company's members as a body, for our work, for this report, or for the opinions we have formed.

Francesca Robe (Senior Statutory Auditor)
for and on behalf of Moore Kingston Smith LLP

22 December 2021

Chartered Accountants
Statutory Auditor

Charlotte Building
17 Gresse Street
London
W1T 1QL

Byte London Limited

Statement of Income and Retained Earnings

For the year ended 31 December 2020

		2020	2019
	Notes	£	£
Turnover	3	23,741,260	16,402,444
Cost of sales		(15,453,657)	(8,617,678)
Gross profit		8,287,603	7,784,766
Administrative expenses		(6,219,754)	(5,775,767)
Other operating income		143,529	36,285
Operating profit		2,211,378	2,045,284
Interest receivable and similar income	6	1,933	7,109
Interest payable and similar expenses	7	(739)	-
Profit before taxation		2,212,572	2,052,393
Taxation	8	(406,794)	(50,959)
Profit for the financial year		1,805,778	2,001,434
Retained earnings brought forward		2,658,814	1,747,380
Dividends	9	-	(1,090,000)
Retained earnings carried forward		4,464,592	2,658,814

The Profit And Loss Account has been prepared on the basis that all operations are continuing operations.

Byte London Limited

Balance Sheet

As at 31 December 2020

	Notes	2020		2019	
		£	£	£	£
Fixed assets					
Tangible assets	10		148,391		257,057
Current assets					
Debtors	11	4,803,045		2,113,759	
Cash at bank and in hand		4,238,443		2,779,403	
		<u>9,041,488</u>		<u>4,893,162</u>	
Creditors: amounts falling due within one year	12	<u>(4,520,030)</u>		<u>(2,304,658)</u>	
Net current assets			<u>4,521,458</u>		<u>2,588,504</u>
Total assets less current liabilities			<u>4,669,849</u>		<u>2,845,561</u>
Creditors: amounts falling due after more than one year	13		(104,168)		(75,252)
Provisions for liabilities	14		(100,878)		(111,284)
Net assets			<u>4,464,803</u>		<u>2,659,025</u>
Capital and reserves					
Called up share capital	17		211		211
Profit and loss reserves			4,464,592		2,658,814
Total equity			<u>4,464,803</u>		<u>2,659,025</u>

The financial statements were approved by the board of directors and authorised for issue on 20 December 2021 and are signed on its behalf by:

A Miller
Director

Company Registration No. 08782065

Byte London Limited

Notes to the Financial Statements

For the year ended 31 December 2020

1 Accounting policies

Company information

Byte London Limited is a private company limited by shares incorporated in England and Wales. The registered office is Charlotte Building, 17 Gresse Street, London, W1T 1QL.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Exemptions for qualifying entities under FRS 102

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 4 'Statement of Financial Position' – Reconciliation of the opening and closing number of shares;
- Section 7 'Statement of Cash Flows' – Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues' – Carrying amounts, interest income/expense and net gains/losses for each category of financial instrument; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;
- Section 26 'Share based Payment' – Share-based payment expense charged to profit or loss, reconciliation of opening and closing number and weighted average exercise price of share options, how the fair value of options granted was measured, measurement and carrying amount of liabilities for cash-settled share-based payments, explanation of modifications to arrangements;
- Section 33 'Related Party Disclosures' – Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of Byte Club Limited. These consolidated financial statements are available from its registered office, 6th Floor, Charlotte Building, 17 Gresse Street, London, United Kingdom, W1T 1QL.

1.3 Going concern

At the balance sheet date, the company made a profit for the year of £1,805,778 (2019: £2,001,434), and had net assets at that date of £4,464,803 (2019: £2,659,025).

The directors have prepared cash flow forecasts for a period of 12 months from the date of approval of these financial statements which indicate that, taking account of reasonably possible downsides, the company will have sufficient projected funds, to meet its liabilities as they fall due for that period. Therefore the financial statements have been prepared on a going concern basis.

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

1 Accounting policies

(Continued)

1.4 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold improvements	Straight line over life of lease
Fixtures, fittings & equipment	20% Straight line
Computer equipment	33% Straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.6 Cash and cash equivalents

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The Company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

1.8 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

1.9 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

1 Accounting policies

(Continued)

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.10 Provisions

Provisions are recognised when the company has a legal or constructive present obligation as a result of a past event, it is probable that the company will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation. Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value, the unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

1.11 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

1 Accounting policies

(Continued)

1.14 Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

1.15 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

In the year, a provision has been made for property dilapidations. This provision is an estimate and the actual costs and timing of future cash flows are dependent on future events. The difference between expectations and the actual future liability will be accounted for in the period when such determination is made.

3 Turnover and other revenue

An analysis of the company's turnover is as follows:

	2020	2019
	£	£
Turnover analysed by class of business		
Sales of services	9,679,161	7,838,035
Sales of media	13,474,000	8,055,643
Management charge	588,099	508,766
	<u>23,741,260</u>	<u>16,402,444</u>

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

3 Turnover and other revenue (Continued)

	2020	2019
	£	£
Other significant revenue		
Interest income	1,933	7,109
Grants received	142,138	-
	<u>144,071</u>	<u>7,109</u>
	2020	2019
	£	£
Turnover analysed by geographical market		
UK	14,242,376	11,944,831
US	1,276,811	557,596
Ireland & Europe	5,524,032	2,998,805
Rest of world	2,698,041	901,212
	<u>23,741,260</u>	<u>16,402,444</u>

4 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

2020	2019
87	86

Their aggregate remuneration comprised:

	2020	2019
	£	£
Wages and salaries	3,637,732	3,319,043
Social security costs	395,792	349,818
Pension costs	179,159	163,657
	<u>4,212,683</u>	<u>3,832,518</u>

5 Directors' remuneration

	2020	2019
	£	£
Remuneration for qualifying services	17,813	16,848

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

6	Interest receivable and similar income	2020	2019
		£	£
	Interest income		
	Interest on bank deposits	1,933	7,109
		<u> </u>	<u> </u>
7	Interest payable and similar expenses	2020	2019
		£	£
	Interest on bank overdrafts and loans	739	-
		<u> </u>	<u> </u>
8	Taxation	2020	2019
		£	£
	Current tax		
	UK corporation tax on profits for the current period	417,200	247,488
	Adjustments in respect of prior periods	-	(203,249)
		<u> </u>	<u> </u>
	Total current tax	417,200	44,239
		<u> </u>	<u> </u>
	Deferred tax		
	Origination and reversal of timing differences	(10,406)	6,720
		<u> </u>	<u> </u>
	Total tax charge	406,794	50,959
		<u> </u>	<u> </u>

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

8 Taxation

(Continued)

The actual charge for the year can be reconciled to the expected charge for the year based on the profit or loss and the standard rate of tax as follows:

	2020	2019
	£	£
Profit before taxation	2,212,572	2,052,393
	<u>2,212,572</u>	<u>2,052,393</u>
<i>Expected tax charge based on the standard rate of corporation tax in the UK of 19.00% (2019: 19.00%)</i>	420,389	389,955
Tax effect of expenses that are not deductible in determining taxable profit	73,262	34,439
Adjustments in respect of prior years	-	(203,249)
Permanent capital allowances in excess of depreciation	(10,311)	(23,846)
Research and development tax credit	(85,660)	(130,355)
Other permanent differences	(373)	-
Deferred tax	(10,406)	6,720
Balancing charges	575	475
Provision tax adjustment	19,670	(22,974)
Fixed asset profit on disposal	(352)	(206)
	<u>406,794</u>	<u>50,959</u>
Taxation charge for the year	406,794	50,959
	<u>406,794</u>	<u>50,959</u>
	2020	2019
	£	£
Interim paid	-	1,090,000
	<u>-</u>	<u>1,090,000</u>

9 Dividends

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

10 Tangible fixed assets

	Leasehold improvements	Fixtures, fittings & equipment	Computer equipment	Total
	£	£	£	£
Cost				
At 1 January 2020	263,753	59,587	206,622	529,962
Additions	7,452	599	46,215	54,266
Disposals	-	-	(51,368)	(51,368)
At 31 December 2020	271,205	60,186	201,469	532,860
Depreciation and impairment				
At 1 January 2020	119,662	22,659	130,583	272,904
Depreciation charged in the year	100,718	11,571	49,468	161,757
Eliminated in respect of disposals	-	-	(50,192)	(50,192)
At 31 December 2020	220,380	34,230	129,859	384,469
Carrying amount				
At 31 December 2020	50,825	25,956	71,610	148,391
At 31 December 2019	144,091	36,928	76,038	257,057

11 Debtors

	2020	2019
	£	£
Amounts falling due within one year:		
Trade debtors	2,396,764	847,299
Corporation tax recoverable	-	196,440
Amounts due from group undertakings	-	335,670
Other debtors	1,950,067	183,211
Prepayments and accrued income	456,214	551,139
	4,803,045	2,113,759

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

12 Creditors: amounts falling due within one year

	2020	2019
	£	£
Trade creditors	695,506	211,202
Amounts due to group undertakings	109,971	-
Corporation tax	116,988	-
Other taxation and social security	682,912	342,140
Other creditors	75,759	79,173
Accruals and deferred income	2,838,894	1,672,143
	<u>4,520,030</u>	<u>2,304,658</u>

13 Creditors: amounts falling due after more than one year

	2020	2019
	£	£
Other creditors	104,168	75,252
	<u>104,168</u>	<u>75,252</u>

14 Provisions for liabilities

	Notes	2020	2019
		£	£
Dilapidations		78,440	78,440
Deferred tax liabilities	15	22,438	32,844
		<u>100,878</u>	<u>111,284</u>

15 Deferred taxation

Deferred tax assets and liabilities are offset where the company has a legally enforceable right to do so. The following is the analysis of the deferred tax balances (after offset) for financial reporting purposes:

	Liabilities	Liabilities
	2020	2019
Balances:	£	£
Accelerated capital allowances	22,438	32,844
	<u>22,438</u>	<u>32,844</u>

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

15 Deferred taxation	(Continued)
	2020
Movements in the year:	£
Liability at 1 January 2020	32,844
Credit to profit or loss	(10,406)
	<hr/>
Liability at 31 December 2020	22,438
	<hr/> <hr/>

16 Retirement benefit schemes	2020	2019
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	179,159	163,657
	<hr/>	<hr/>

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

17 Share capital	2020	2019
	£	£
Ordinary share capital		
Issued and fully paid		
21,076 Ordinary shares of 1p each	211	211
	<hr/>	<hr/>
	211	211
	<hr/> <hr/>	<hr/> <hr/>

18 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2020	2019
	£	£
Within one year	184,161	368,529
Between two and five years	-	184,161
	<hr/>	<hr/>
	184,161	552,690
	<hr/> <hr/>	<hr/> <hr/>

Byte London Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2020

19 Events after the reporting date

On 21 April 2021 Byte London entered into an operating lease agreement, total future minimum lease payments under this agreement are £991,670.

20 Controlling party

The immediate parent company is Byte Club Limited, a company incorporated in England and Wales.

The ultimate controlling party post year end is Heisenberg S.A.R.L, a company registered in Luxemburg at 2, Avenue Charles de Gaulle, Luxemburg. Consolidated accounts are available from their registered office above.

21 Directors' transactions

During the year the directors received £17,264 (2019: £16,848) in remuneration.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.