

Twist MKTG Ltd

Report and Financial Statements

Year Ended

31 December 2019

Company Number 09017475



TWIST MKTG LTD

Company Information

Directors	M Holt B Murphy J Weiss
Company secretary	R Neave B Ostrom
Registered number	09017475
Registered office	London Fruit And Wool Exchange 1 Duval Square London E1 6PW
Independent auditors	BDO LLP 55 Baker Street London W1U 7EU

TWIST MKTG LTD

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TWIST MKTG LTD

Directors' Report For the Year Ended 31 December 2019

The directors present their report and the audited financial statements for the year ended 31 December 2019.

Principal activity

The company's principal activity during the year continued to be public relations and promotions.

Going concern

These financial statements have been prepared on a going concern basis. The directors of the company are continuing to assess the impact of COVID-19 as the situation continues to evolve, and at this stage it is not possible to determine with complete certainty the impact on the company, its customers, employees and suppliers. The directors are continually reviewing their plans and forecast and believe that the company has access to sufficient funding to meet its financial obligations as they fall due and the going concern basis remains appropriate.

In forming their opinions, the directors have taken into account the financial support available from the company's ultimate parent W2O Holdings Inc., which has confirmed it will continue to provide ongoing financial support to the company for the foreseeable future and a period of at least 12 months from the issuance of the financial statements. The directors have made appropriate enquiries of management of W2O Holdings Inc. to gain assurance that the effects of the pandemic will not materially affect its ability to provide ongoing support. The directors have reviewed the current results of W2O Holdings Inc. and feel confident the parent company will be able to provide support to the company if required.

The directors have also prepared revised P&L forecasting based on a more pessimistic revenue projection model, and cash flow forecasts from the revised P&L. The directors are comfortable that these predictions indicate that the Group will be able to meet its commitments through to at least 31 October 2021.

On the basis of the company's current business activity, together with the available financial support from its parent, the directors have a reasonable expectation that the company will be able to continue operations for the foreseeable future. Thus, they continue to adopt the going concern basis of accounting in preparing the financial statements.

Directors

The directors who served during the year were:

M Holt (appointed 12 June 2019)
B Murphy (appointed 12 June 2019)
J Weiss
J Richardson (resigned 12 May 2019)
B Rogers (resigned 12 May 2019)

TWIST MKTG LTD

Directors' Report (continued) For the Year Ended 31 December 2019

Directors' responsibilities statement

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 applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

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

- select suitable accounting policies for the company's financial statements and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

Disclosure of information to auditors

Each of the persons who are directors at the time when this directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware; and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Auditors

The auditors, BDO LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

TWIST MKTG LTD

Directors' Report (continued) For the Year Ended 31 December 2019

Small companies note

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

This report was approved by the board and signed on its behalf by:



.....
J Weiss
Director

Date: December 17, 2020

TWIST MKTG LTD

Independent Auditors' Report to the Members of TWIST MKTG LTD

Opinion

We have audited the financial statements of Twist MKTG Limited ("the company") for the year ended 31 December 2019 which comprise the statement of comprehensive income, the statement of financial position, the 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 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 2019 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

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 year of at least twelve months from the date when the financial statements are authorised for issue.

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.

TWIST MKTG LTD

Independent Auditors' Report to the Members of TWIST MKTG LTD (continued)

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.

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 director's report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, 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 in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement, 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: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

TWIST MKTG LTD

Independent Auditors' Report to the Members of TWIST MKTG LTD (continued)

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.

BDO LLP

Peter Smithson (Senior Statutory Auditor)
For and on behalf of BDO LLP, Statutory Auditor
London
United Kingdom

Date: 17 December 2020

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

TWIST MKTG LTD

Statement of Comprehensive Income For the Year Ended 31 December 2019

	Note	2019 £	2018 £
Turnover		6,557,788	5,039,566
Cost of sales		(3,513,247)	(3,347,583)
Gross profit		3,044,541	1,691,983
Administrative expenses		(1,651,068)	(2,043,172)
Operating profit/(loss)	5	1,393,473	(351,189)
Tax on profit/(loss)	6	(32,943)	76,995
Profit/(loss) for the financial year		1,360,530	(274,194)

All amounts relate to continuing operations.

There was no other comprehensive income for 2019 (2018 - £Nil).

The notes on pages 10 to 16 form part of these financial statements.

TWIST MKTG LTD
Registered number: 09017475

Statement of Financial Position
As at 31 December 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	7	789,761	-
Current assets			
Amounts recoverable on contracts		81,591	73,514
Debtors	8	5,850,613	4,302,395
Cash at bank and in hand		-	15,767
		<u>5,932,204</u>	<u>4,391,676</u>
Creditors: amounts falling due within one year	9	(3,243,730)	(2,306,914)
Net current assets		<u>2,688,474</u>	2,084,762
Deferred tax		(32,943)	-
		<u>(32,943)</u>	-
Net assets		<u><u>3,445,292</u></u>	<u><u>2,084,762</u></u>
Capital and reserves			
Share capital		100	100
Profit and loss account		3,445,192	2,084,662
Shareholders' fund		<u><u>3,445,292</u></u>	<u><u>2,084,762</u></u>

These financial statements have been prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, and applicable law).

The company's financial statements have been prepared in accordance with the 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:



.....
J Weiss
Director

Date: December 17, 2020

The notes on pages 10 to 16 form part of these financial statements.

TWIST MKTG LTD

Statement of Changes in Equity For the Year Ended 31 December 2019

	Share capital	Profit and loss account	Total equity
	£	£	£
At 1 January 2019	100	2,084,662	2,084,762
Comprehensive income for the year			
Profit for the year	-	1,360,530	1,360,530
At 31 December 2019	100	3,445,192	3,445,292

Statement of Changes in Equity For the Year Ended 31 December 2018

	Share capital	Profit and loss account	Total equity
	£	£	£
At 1 January 2018	100	2,358,856	2,358,956
Comprehensive loss for the year			
Loss for the year	-	(274,194)	(274,194)
At 31 December 2018	100	2,084,662	2,084,762

The notes on pages 10 to 16 form part of these financial statements.

The notes on pages 10 to 16 form part of these financial statements

At 31 December 2018	100	282,480.2	282,480.2
Loss for the year	-	(461,412)	(461,412)
Comprehensive loss for the year			
At 1 January 2018	100	282,892.2	282,892.2
	3	3	3
	Share capital	Profit and loss account	Total equity

For the Year Ended 31 December 2018
Statement of Changes in Equity

At 31 December 2018	100	282,480.2	282,480.2
Profit for the year	-	1,380,230	1,380,230
Comprehensive income for the year			
At 1 January 2018	100	282,480.2	282,480.2
	3	3	3
	Share capital	Profit and loss account	Total equity

For the Year Ended 31 December 2018
Statement of Changes in Equity

TWIST MKTG LTD

Notes to the Financial Statements For the Year Ended 31 December 2019

1. General information

Twist MKTG Ltd is a private company, limited by shares and domiciled in England and Wales. The registered office is London Fruit And Wool Exchange, 1 Duval Square, London, E1 6PW. The nature of the company's operations and its principal activities is set out 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 preparation of financial statements in compliance with FRS 102 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 following principal accounting policies have been applied:

2.2 Going concern

These financial statements have been prepared on a going concern basis. The directors' of the company are continuing to assess the impact of Covid-19 as the situation continues to evolve, and at this stage it is not possible to determine with complete certainty the impact on the company, its customers, employees and suppliers. The directors are continually reviewing their plans and forecasts and believe that the company has access to sufficient funding to meet its financial obligations as they fall due and the going concern basis remains appropriate.

In forming their opinions, the directors have taken into account the financial support available from the company's ultimate parent W2O Holdings Inc., which has confirmed it will continue to provide ongoing financial support to the company for the foreseeable future and a period of at least 12 months from the issuance of the financial statements. The directors have made appropriate enquiries of management of W2O Holdings Inc. to gain assurance that the effects of the pandemic will not materially affect its ability to provide ongoing support. The directors have reviewed the current results of W2O Holdings Inc. and feel confident the parent company will be able to provide support to the company if required.

The directors have also prepared revised P&L forecasting based on a more pessimistic revenue projection model, and cash flow forecasts from the revised P&L. The directors are comfortable that these predictions indicate that the Group will be able to meet its commitments through to at least 31 October 2021.

On the basis of the company's current business activity, together with the available financial support from its parent, the directors have a reasonable expectation that the company will be able to continue operations for the foreseeable future. Thus, they continue to adopt the going concern basis of accounting in preparing the financial statements.

accounting in preparing the financial statements.

operations for the foreseeable future. Thus, they continue to adopt the going concern basis of flow its parent, the directors have a reasonable expectation that the company will be able to continue. On the basis of the company's current business activity, together with the available financial support

October 2021.

These predictions indicate that the Group will be able to meet its commitments (through to at least 31 projection month) and cash flow forecasts from the revised F&T. The directors are comfortable that the directors have also prepared revised F&T forecasting based on a more pessimistic revenue

company if required

of WSO Holdings Inc. and feel confident the parent company will be able to provide support to the materially affect its ability to provide ongoing support. The directors have reviewed the current results of management of WSO Holdings Inc. to gain assurance that the effects of the pandemic will not amount from the issuance of the financial statements. The directors have made appropriate enquiries ongoing financial support to the company for the foreseeable future and a period of at least 12 the company's ultimate parent WSO Holdings Inc. which has confirmed it will continue to provide in forming their opinions, the directors have taken into account the financial support available from

obligations as they fall due and the going concern basis remains appropriate.

forecasts and believe the that the company has access to sufficient funding to meet its financial customers, employees and suppliers. The directors are continually reviewing their plans and the stage it is not possible to determine with complete certainty the impact on the company. The company are continuing to assess the impact of Covid-19 as the situation continues to evolve, and at these financial statements have been prepared on a going concern basis. The directors of the

5.3 Going concern

The following principal accounting policies have been applied:

company's accounting policies (see note 3)

critical accounting estimates. It also requires management to exercise judgement in applying the The preparation of financial statements in compliance with FRS 102 requires the use of certain

the Companies Act 2006.

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

5.4 Basis of preparation of financial statements

5. Accounting policies

the company's operations and its principal activities is set out in the directors' report.

registered office is London Fruit And Wool Exchange, 1 Duval Square, London, E1 6PW. The nature of Twist MKTE Ltd is a private company, limited by shares and domiciled in England and Wales. The

6. General information

For the Year Ended 31 December 2019
Notes to the Financial Statements

Twist MKTE Ltd

TWIST MKTG LTD

Notes to the Financial Statements For the Year Ended 31 December 2019

2. Accounting policies (continued)

2.3 Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to costumers.

In respect of contracts spanning the year end and contracts for on-going services, turnover represents the value of work performed in the year, including estimates of amounts not invoiced. Turnover in respect of these contracts is recognised by reference to the stage of completion. Turnover in respect of conditional or contingent fee arrangements, which is over and above any agreed minimum fee, is recognised when the conditions or contingency have been met.

2.4 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.

2.5 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. The taxation expense represents the aggregate amount of current tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, tax is recognised in other comprehensive income or directly in equity, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the statement of financial position 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 reporting date.

TWIST MKTG LTD

Notes to the Financial Statements For the Year Ended 31 December 2019

2. Accounting policies (continued)

2.6 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:

Leasehold improvements	- 10% straight line
Fixtures and fittings	- 5 years 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 the statement of comprehensive income.

2.7 Amounts recoverable on contracts

Amounts recoverable on contracts relates to work on-going at the year end which has not been billed and is stated at the lower of cost and net realisable value. Amounts recoverable on contracts is valued on the basis of direct costs. Provision is made for any unforeseeable losses where appropriate. No element of profit is included in the valuation of amounts recoverable on contracts.

2.8 Debtors

Short term debtors are measured at transaction price, less any impairment.

2.9 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.

2.10 Creditors

Short term creditors are measured at the transaction price.

2.11 Provisions for liabilities

Provisions are made where an event has taken place that gives the company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to profit or loss in the year that the company becomes aware of the obligation, and are measured at the best estimate at the statement of financial position date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the statement of financial position.

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Notes to the Financial Statements For the Year Ended 31 December 2019

2. Accounting policies (continued)

2.12 Financial instruments

Financial assets

Financial assets are initially measured at transaction price (including transaction costs) and subsequently held at cost, less any impairment.

Financial liabilities and equity

Financial liabilities and equity are classified according to the substance of the financial instrument's contractual obligations, rather than the financial instrument's legal form. Financial liabilities are initially measured at transaction price (including transaction costs) and subsequently held at amortised cost.

3. Judgements in applying accounting policies and key sources of estimation uncertainty

In preparing the financial statements, the directors have made the following judgements:

- Turnover is recognised as services delivered. The level of turnover recognised is the period based on the staff time and related reimbursable expenses recorded in light of the overall project scope. The stage of each contract considered at each balance sheet date for specific projects. Should the estimated amount of staff time and reimbursable expenses vary as the contracts progress, there could be an adjustment required to the level of turnover recognised in a particular period and the related accrued or deferred turnover balances.

4. Employees

The average monthly number of employees, including the directors, during the year was as follows:

	2019 No.	2018 No.
Staff	24	24
Directors	3	3
	<u>27</u>	<u>27</u>

5. Operating profit/(loss)

The operating profit/(loss) is stated after charging:

	2019 £	2018 £
Auditors' remuneration	19,000	24,308
Exchange gains	(125,083)	(53,732)
	<u></u>	<u></u>

The director did not receive any emoluments for their services to the company during the year (2018 - £Nil).

TWIST MKTG LTD

Notes to the Financial Statements For the Year Ended 31 December 2019

6. Taxation

	2019 £	2018 £
Corporation tax		
Adjustments in respect of previous periods	-	(76,995)
Total current tax	<u>-</u>	<u>(76,995)</u>
Deferred tax		
Origination and reversal of timing differences	32,943	-
Total deferred tax	<u>32,943</u>	<u>-</u>
Taxation on profit/(loss) on ordinary activities	<u>32,943</u>	<u>(76,995)</u>

Factors affecting tax charge for the year

The tax assessed for the year is lower than (2018 - higher than) the standard rate of corporation tax in the UK of 19% (2018 - 19%). The differences are explained below:

	2019 £	2018 £
Profit/(loss) on ordinary activities before tax	<u>1,393,473</u>	<u>(351,189)</u>
Profit/(loss) on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2018 - 19%)	264,760	(66,726)
Effects of:		
Expenses not deductible for tax purposes	136	-
Losses carried back	-	59,589
Group relief (claimed)/surrendered	(228,078)	7,137
Adjustment to closing deferred tax	(3,875)	-
Adjustment to tax charge in respect of previous periods	-	(76,995)
Total tax charge for the year	<u>32,943</u>	<u>(76,995)</u>

Factors that may affect future tax charges

There were no factors that may affect future tax charges.

There were no factors that may affect future tax charges.

Factors that may affect future tax charges

	2018	2019
Total tax charge for the year	35,943	(16,982)
Adjustment to tax charge in respect of previous periods	-	(16,982)
Adjustment to closing deferred tax	(3,812)	-
Group relief (claimed)/unrelieved	(559,028)	1,121
Losses carried back	-	29,386
Expenses not deductible for tax purposes	432	-
Effects of:		
tax in the UK of 19% (2018 - 18%)	584,180	(661,259)
Profit/(loss) on acquisition activities multiplied by standard rate of corporation tax in the UK of 19% (2018 - 18%)	1,993,113	(321,186)
Profit/(loss) on acquisition activities multiplied by standard rate of corporation tax in the UK of 19% (2018 - 18%)	5018	5018
Profit/(loss) on acquisition activities before tax		

The UK of 19% (2018 - 18%) the differences are explained below:

The tax assessed for the year is lower than (2018 - higher than) the standard rate of corporation tax in

Factors affecting tax charge for the year

	2018	2019
Taxation on profit/(loss) on acquisition activities	35,943	(16,982)
Total deferred tax	35,943	-
Origination and reversal of timing differences	35,943	-
Deferred tax	-	(16,982)
Total current tax	-	(16,982)
Adjustments in respect of previous periods	-	(16,982)
Corporation tax	5018	5018

e. Taxation

For the Year Ended 31 December 2019
Notes to the Financial Statements

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Notes to the Financial Statements For the Year Ended 31 December 2019

7. Tangible fixed assets

	Leasehold improvements £	Fixtures and fittings £	Total £
Cost or valuation			
Additions	595,980	193,781	789,761
At 31 December 2019	595,980	193,781	789,761
Net book value			
At 31 December 2019	595,980	193,781	789,761
At 31 December 2018	-	-	-

8. Debtors

	2019 £	2018 £
Trade debtors	4,605,937	3,134,791
Prepayments and accrued income	525,263	240,696
Amounts owed by group undertakings	572,260	780,636
Corporation tax recoverable	145,508	145,508
Other debtors	1,645	764
	5,850,613	4,302,395

9. Creditors: Amounts falling due within one year

	2019 £	2018 £
Trade creditors	656,316	125,795
Other taxation and social security	976,720	679,388
Accruals and deferred income	1,610,694	1,501,731
	3,243,730	2,306,914

There are no amounts included under 'creditors' in respect of which any security has been given by the company.

TWIST MKTG LTD

Notes to the Financial Statements For the Year Ended 31 December 2019

10. Deferred taxation

	2019 £
Charged to profit or loss	(32,943)
At end of year	(32,943)

The deferred taxation balance is made up as follows:

	2019 £	2018 £
Accelerated capital allowances	(32,943)	-
	(32,943)	-

11. Related party transactions

The company has taken advantage of the exception conferred by FRS 102 Section 33 'Related Party Disclosures' paragraph 33.1A not to disclose transactions with group companies on the grounds that 100% of voting rights in the company are controlled by the group headed by W20 Holdings, LP.

12. Post balance sheet events

The impact of the COVID-19 outbreak, which occurred after the reporting date, continues to evolve and will require continued assessment as the pandemic plays out. The rapid development of the COVID-19 virus makes it very difficult to estimate the ultimate impact at this stage and, due to the fluidity of the situation, it is currently not practical to either ascertain or quantify the impact on the company. In the directors' view, COVID-19 is considered to be a non-adjusting subsequent event and no adjustment to the financial statements has been made as a result.

13. Ultimate controlling party

The company considers its immediate parent company to be AJW Communications LLC, a company registered in United States of America. The ultimate parent company is W20 Holdings, LP, a company registered in the United States of America.