Company registration number: 08756401

Roxhill Media Limited

Directors' report and financial statements

For the year ended

31 October 2024

Roxhill Media Limited

Contents

Directors and other information

Directors	Mr A Northcott Mr S Rickett
Company number	08756401
Registered office	Vaughan Chambers Vaughan Road Harpenden AL5 4EE
Auditor	S&W Audit EQ Building 111 Victoria Street Bristol BS1 6AX
Accountants	Hicks and Company Chartered Accountants Vaughan Chambers Vaughan Road Harpenden AL5 4EE

Roxhill Media Limited

Strategic report

Year ended 31 October 2024

Review of the business

Roxhill Media Limited develops, sells and supports its proprietary data and software platform that provides global media intelligence and databases to a range of clients, including corporates, journalists and the Public Relations community.

Roxhill Media has significant market presence in the UK with a growing international client base of multi-national clients. The company also provides consulting services and runs a series of paid for media events.

Business review

The company continues to grow revenue, with turnover for the year ended 31 October 2024 of £9.92m, an increase of 16% on the equivalent period last year (2023 full year: £8.56m).

During 2024 the company made significant investment in a full suite, AI driven media intelligence platform, both increasing the range of products and services it provides and leveraging newly available technologies to enhance the value delivered to customers.

As part of this development, the company continued to invest in both its staff and third party development resource. Average employee numbers increased to 79 in the year whilst outsourced development costs increased by 138% to £925k.

Key Performance Indicators

ARR ended the year at £10.3m (2023; £9.1m)

Adjusted EBITDA was £2.2m (2023; £2.1m)

International Revenues;

UK: £8.9m

Europe: £0.2m

North America: £0.6m

Rest of World: £0.2m

Future developments

The directors continue to target double digit growth by sales to new clients, further sales to existing clients, expansion into new territories and development of new product functionality.

Since the year end and to accommodate the increase in staff numbers, the company has committed to new leased office space in the UK

Competition

Due to the nature of the market in which the company operates, its products are subject to competition from technological advances. The directors are committed to the development strategy in place and are confident that the company is able to react effectively to the developments within the market by leveraging newly available technologies.

The company consistently wins new business against its competitors due to its knowledge, expertise and focus on its core market.

Risks

The group's principal financial assets are cash and trade debtors. The credit risk associated with the cash is limited as the counter parties have high credit ratings assigned by international credit-rating agencies. The principal credit risk arises therefore from the group's trade debtors; the majority of debtors are established and well rated corporates. Credit control is managed by dedicated internal resource with very limited bad debts.

Approximately 10% of the group's turnover relates to overseas clients. The group therefore has limited exposure to foreign currency fluctuations during debtor collection and translation of results. The company continues to manage its foreign exchange exposure on a net basis without the use of forward contracts.

This report was approved by the board of directors on 13 February 2026 and signed on behalf of the board by:

Mr A Northcott

Director

Roxhill Media Limited

Directors report

Year ended 31 October 2024

The directors present their report and the financial statements of the company for the year ended 31 October 2024.

Directors

The directors who served the company during the year were as follows:

Mr A Northcott
Mr S Rickett

Dividends

Particulars of recommended dividends are detailed in note 12 to the financial statements.

Future developments

The business has identified no specific principal risks and uncertainties within the core business. The current macro-economic climate means customers are focusing on the quality of media information provided, and the ongoing speed of service delivery. The product roadmap focuses on new technology to enhance the accuracy and relevancy of the media data and to ensure the platform continues to offer a responsive and quick level of service for the customer.

Financial instruments

Liquidity risk

Roxhill Media seeks to manage financial risk by ensuring adequate liquidity is available to meet foreseeable needs and to invest cash assets safely and profitably. Short-term flexibility is achieved by holding cash balances in Roxhill Media's main operational currencies, notably UK Sterling, US Dollar and Euro.

Credit risk

Roxhill Media is exposed to credit risk from its operations, primarily from trade receivables. The credit risk is managed through setting payment terms and credit limits with its customers and, where possible, for revenue to be invoiced in advance of the service being provided.

Foreign exchange risk

Roxhill Media has significant operations in both the UK and overseas. Revenue and costs are exposed to variations in exchange rates and therefore reported profits. There is some natural hedging of transactional foreign exchange risk, however Roxhill Media remains subject to translation exchange risk.

Directors responsibilities statement

The directors are responsible for preparing the strategic report, directors report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted

Accounting Practice (United Kingdom Accounting Standards and applicable law). 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 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 judgments 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 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.

Auditor

Each of the persons who is a director at the date of approval of this report confirms that:

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

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

This report was approved by the board of directors on 13 February 2026 and signed on behalf of the board by:

Mr A Northcott

Director

Roxhill Media Limited

Independent auditor's report to the members of

Roxhill Media Limited

Year ended 31 October 2024

Opinion

We have audited the financial statements of Roxhill Media Limited (the 'company') for the year ended 31 October 2024 which comprise the Statement of Comprehensive Income, Statement of Financial Position. Statement of Changes in Equity, Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including 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 October 2024 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 other information comprises the information included in the Directors' report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within directors' report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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 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 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 strategic report or the directors' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion: - adequate accounting records have not been kept, 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 the 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.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement set out on page 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:We obtained a general understanding of the company's legal and regulatory framework through enquiry of management concerning their understanding of relevant laws and regulations, the entity's policies and procedures regarding compliance, and how they identify, evaluate and account for litigation and claims. We also drew on our existing understanding of the company's industry and regulation.We understand that the company complies with the framework through ensuring it employs suitably qualified individuals to advise on relevant matters, and using external experts where the need arises.

In the context of the audit, we considered those laws and regulations which determine the form and content of the financial statements, which are central to the company's ability to conduct its business and where failure to comply could result in material penalties. We have identified the following laws and regulations as being of significance in the context of the company:

- The Companies Act 2006 and FRS 102 in respect of the preparation and presentation of the financial statements

The senior statutory auditor led a discussion with senior members of the engagement team regarding the susceptibility of the company's financial statements to material misstatement, including how fraud might occur. The key areas identified as part of the discussion were the risk of manipulation of the financial statements through incomplete recognition of revenues, incorrect recognition of expenses and inappropriate use of manual journals. These areas were communicated to the other members of the engagement team who were not present at the discussion.

The procedures we carried out to gain evidence in the above areas included:

- Review and testing of the basis of revenue recognition;

- Testing of a sample of expense transactions to underlying documentation; and

- Testing of a sample of manual journal entries, selected through applying specific risk assessments based on the company's processes and controls surrounding manual journal entries;

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

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Carl Deane (Senior Statutory Auditor)

For and on behalf of

S&W Audit

Chartered Accountants and Statutory Auditors

EQ Building

111 Victoria Street

Bristol

BS1 6AX

13 February 2026

Roxhill Media Limited

Statement of comprehensive income

Year ended 31 October 2024

	Note	2024 £	2023 £
Turnover	4	9,914,332	8,560,865
Cost of sales		(1,336,919)	(827,054)
Gross profit		8,577,413	7,733,811
Administrative expenses		(7,496,000)	(5,648,004)
Operating profit	5	1,081,413	2,085,807
Other interest receivable and similar income	8	110,002	47,482
Interest payable and similar expenses	9	(63)	(26)
Profit before taxation		1,191,352	2,133,263
Tax on profit	10	(418,345)	(482,280)
Profit for the financial year and total comprehensive income		773,007	1,650,983

All the activities of the company are from continuing operations.

Roxhill Media Limited

Statement of financial position

31 October 2024

	Note	2024 £	£	2023 £	£
Fixed assets					
Tangible assets	13	27,880		33,906	
			27,880		33,906
Current assets					
Debtors	14	3,509,006		1,612,733	
Cash at bank and in hand		3,248,814		4,674,110	
		6,757,820		6,286,843	
Creditors: amounts falling due within one year	15	(6,748,274)		(5,554,800)	
Net current assets			9,546		732,043
Total assets less current liabilities			37,426		765,949
Provisions for liabilities	16		(6,970)		(8,500)
Net assets			30,456		757,449
Capital and reserves					
Called up share capital	19		100		100
Profit and loss account	20		30,356		757,349
Shareholders funds			30,456		757,449

These financial statements were approved by the board of directors and authorised for issue on 13 February 2026 , and are signed on behalf of the board by:

Mr A Northcott

Director

Company registration number: 08756401

Roxhill Media Limited

Statement of changes in equity

Year ended 31 October 2024

	Called up share capital	Profit and loss account	**Total**
	£	£	**£**
At 1 November 2022	100	(893,634)	(893,534)
Profit for the year		1,650,983	1,650,983
Total comprehensive income for the year	-	1,650,983	1,650,983
At 31 October 2023 and 1 November 2023	100	757,349	757,449
Profit for the year		773,007	773,007
Total comprehensive income for the year	-	773,007	773,007
Dividends paid and payable		(1,500,000)	(1,500,000)
Total investments by and distributions to owners	-	(1,500,000)	(1,500,000)
At 31 October 2024	100	30,356	30,456

Roxhill Media Limited

Statement of cash flows

Year ended 31 October 2024

	2024	2023
	£	£
Cash flows from operating activities		
Profit for the financial year	773,007	1,650,983
Adjustments for:		
Depreciation of tangible assets	25,506	23,396
Other interest receivable and similar income	(110,002)	(47,482)
Interest payable and similar expenses	63	26
Gain/(loss) on disposal of tangible assets	1,999	(50)
Tax on profit	418,345	482,280
Accrued expenses/(income)	112,636	(80,325)
Changes in:		
Trade and other debtors	(1,906,598)	29,648
Trade and other creditors	614,851	596,117
Cash generated from operations	(70,193)	2,654,593
Interest paid	(63)	(26)
Interest received	110,002	47,482
Tax paid/(received)	56,437	(178,513)
Net cash from operating activities	96,183	2,523,536
Cash flows from investing activities		
Purchase of tangible assets	(21,937)	(7,894)
Proceeds from sale of tangible assets	458	50
Net cash used in investing activities	(21,479)	(7,844)
Cash flows from financing activities		
Equity dividends paid	(1,500,000)	-
Net cash used in financing activities	(1,500,000)	-
Net increase/(decrease) in cash and cash equivalents	(1,425,296)	2,515,692
Cash and cash equivalents at beginning of year	4,674,110	2,158,418
Cash and cash equivalents at end of year	3,248,814	4,674,110

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is Vaughan Chambers, Vaughan Road, Harpenden, AL5 4EE.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and investment properties measured at fair value through profit or loss.The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The accounts have been prepared on a going concern basis. The directors have prepared projections which indicate that the company will continue to operate within its existing facilities so as to allow it to meet its liabilities as and when they fall due for a period of not less than 12 months from the signing of these accounts.

Turnover

Turnover is measured at the fair value of the consideration received or receivable and represents amounts receivable for goods supplied and services rendered, stated net of discounts and of Value Added Tax.Invoiced sales are in the first instance treated as deferred income and thereafter released to the profit and loss account on a straight line basis over the period of contract.

Taxation

The taxation expense represents the aggregate amount of current tax and deferred tax recognised in the reporting period. Tax is recognised in the Income Statement, 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 is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

Foreign currencies

Foreign currency transactions are initially recorded in the functional currency, by applying the spot exchange rate as at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rate ruling at the reporting date, with any gains or losses being taken to the profit and loss account.

Tangible assets

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and any accumulated impairment losses.Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fittings fixtures and equipment	- Straight line over 3 years
Computer equipment	- Straight line over 3 years

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised retrospectively to reflect the new estimates.

Impairment

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event, it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.Debt instruments are subsequently measured at amortised cost.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided.

Share-based payments

Equity-settled share-based payment transactions are measured at fair value at the date of grant. The fair value is expensed on a straight-line basis over the vesting period, with a corresponding increase in equity. This is based upon the company's estimate of the shares or share options that will eventually vest which takes into account all vesting conditions and non-market performance conditions, with adjustments being made where new information indicates the number of shares or share options expected to vest differs from previous estimates.Fair value is determined using an appropriate pricing model. All market conditions and non-vesting conditions are taken into account when estimating the fair value of the shares or share options. As long as all other vesting conditions are satisfied, no adjustment is made irrespective of whether market or non-vesting conditions are met.Where the terms of an equity-settled transaction are modified, an expense is recognised as if the terms had not been modified. In addition, an expense is recognised for any increase in the fair value of the transaction, as measured at the date of modification.Where an equity-settled transaction is cancelled or settled, it is treated as if it had vested on the date of cancellation or settlement, and any expense not yet recognised in profit or loss is expensed immediately.Share options granted as at 31 October 2024 was 4,677 (2023: 4,677). No charge recognised in the accounts given they only vest on an exit event.

4. Turnover

Turnover arises from:

	2024	2023
	£	£
Rendering of services	9,914,082	8,557,365
Commissions	250	3,500
	9,914,332	8,560,865

The turnover is attributable to the one principal activity of the company. An analysis of turnover by the geographical markets that substantially differ from each other is given below:

	2024	2023
	£	£
UK	8,933,914	7,714,290
Europe	203,241	175,495
US	631,517	545,305
Rest of world	145,660	125,775
	9,914,332	8,560,865

5. Operating profit

Operating profit is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of tangible assets	25,506	23,396
Loss/(gain) on disposal of tangible assets	1,999	(50)
Impairment of trade debtors	507,186	18,645
Foreign exchange differences	14,929	21,882
Fees payable for the audit of the financial statements	28,000	-

6. Staff costs

The average number of persons employed by the company during the year, including the directors, amounted to:

	2024	2023
Administrative staff	79	77

The aggregate payroll costs incurred during the year were:

	2024	2023
	£	£
Wages and salaries	4,797,029	4,020,146
Social security costs	618,895	479,971
Other pension costs	152,256	91,951
	5,568,180	4,592,068

7. Directors remuneration

The directors aggregate remuneration in respect of qualifying services was:

	2024	2023
	£	£
Remuneration	794,186	224,438
Company contributions to pension schemes in respect of qualifying services	4,926	1,541
	799,112	225,979

Remuneration of the highest paid directors in respect of qualifying services:

	2024	2023
	£	£
Aggregate remuneration	627,238	141,750
Company contributions to pension plans in respect of qualifying services	2,463	1,321
	629,701	143,071

8. Other interest receivable and similar income

	2024	2023
	£	£
Bank deposits	101,482	47,367
Other interest receivable and similar income	8,520	115
	110,002	47,482

9. Interest payable and similar expenses

		2024	2023
		£	£
Other loans made to the company:			
	Other interest on other loans made to the company	-	26
Other interest payable and similar expenses		63	-
		63	26

10. Tax on profit

Major components of tax expense

	2024	2023
	£	£
Current tax:		
UK current tax expense	419,875	485,632
Double taxation relief	-	548
Deferred tax:		
Origination and reversal of timing differences	(1,530)	(3,900)
Tax on profit	418,345	482,280

Reconciliation of tax expense

The tax assessed on the profit for the year is higher than (2023: higher than) the standard rate of corporation tax in the UK of 25.00 % (2023: 22.52%).

	2024	2023
	£	£
Profit before taxation	1,191,352	2,133,263
Profit multiplied by rate of tax	297,838	480,411
Effect of expenses not deductible for tax purposes	121,145	7,026
Effect of capital allowances and depreciation	892	(1,805)
Deferred tax	(1,530)	(3,900)
Double taxation relief	-	548
Tax on profit	418,345	482,280

11. Earnings per share

Basic earnings/(loss) per share

The earnings/(loss) and weighted average number of shares used in the calculation of basic earnings/(loss) per share are as follows:

	2024	2023
	£	£
Profit for the year attributable to the owners of the company	773,007	1,650,983

Diluted earnings/(loss) per share

The earnings/(loss) and weighted average number of shares used in the calculation of diluted earnings/(loss) per share are as follows:

	2024	2023
	£	£
Earnings/(loss) used in calculation of basic earnings/(loss) per share	773,007	1,650,983

12. Dividends

Equity dividends

	2024	2023
	£	£
Dividends paid during the year (excluding those for which a liability existed at the end of the prior year)	1,500,000	-

13. Tangible assets

	Fixtures, fittings and equipment	Computer equipment	**Total**
	£	£	**£**
Cost			
At 1 November 2023	8,994	83,222	92,216
Additions	-	21,937	21,937
Disposals	(7,191)	(838)	(8,029)
At 31 October 2024	1,803	104,321	106,124
Depreciation			
At 1 November 2023	3,157	55,153	58,310
Charge for the year	2,803	22,703	25,506
Disposals	(4,752)	(820)	(5,572)
At 31 October 2024	1,208	77,036	78,244
Carrying amount			
At 31 October 2024	595	27,285	27,880
At 31 October 2023	5,837	28,069	33,906

14. Debtors

	2024	2023
	£	£
Trade debtors	1,166,174	1,149,088
Prepayments and accrued income	100,686	90,869
Other debtors	2,242,146	372,776
	3,509,006	1,612,733

15. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	197,685	108,505
Accruals and deferred income	5,078,923	4,463,320
Corporation tax	960,861	484,549
Social security and other taxes	464,627	463,643
Other creditors	46,178	34,783
	6,748,274	5,554,800

16. Provisions

	Deferred tax (note 17)	**Total**
	£	**£**
At 1 November 2023	8,500	8,500
Additions	(1,530)	(1,530)
At 31 October 2024	6,970	6,970

17. Deferred tax

The deferred tax included in the statement of financial position is as follows:

	2024	2023
	£	£
Included in provisions (note 16)	6,970	8,500

The deferred tax account consists of the tax effect of timing differences in respect of:

	2024	2023
	£	£
Accelerated capital allowances	6,970	8,500

18. Employee benefits

The amount recognised in profit or loss in relation to defined contribution plans was £ 152,256 (2023: £ 91,951).

19. Called up share capital

Issued, called up and fully paid

	2024		2023	
	No	**£**	No	£
Ordinary shares of £ 0.01 each	10,000	100	10,000	100

20. Reserves

Profit and loss account:This reserve records retained earnings and accumulated losses.

21. Analysis of changes in net debt

	At 1 November 2023	Cash flows	At 31 October 2024
	£	**£**	**£**
Cash and cash equivalents	4,674,110	(1,425,296)	3,248,814
	4,674,110	(1,425,296)	3,248,814

22. Directors advances, credits and guarantees

During the year the directors entered into the following advances and credits with the company:

2024

	Balance brought forward	Advances /(credits) to the directors	Balance o/standing
	£	**£**	**£**
Mr A Northcott	-	100,049	100,049
Mr S Rickett	-	1,507,149	1,507,149
	-	1,607,198	1,607,198

2023

	Balance brought forward	Advances /(credits) to the directors	Balance o/standing
	£	£	£
Mr A Northcott	-	-	-
Mr S Rickett	-	-	-

During the year ended 31 October 2024 directors loans paid to Mr A Northcott and Mr S Rickett are accruing interest at HMRC's official rate of 2.25% and are repayable on demand.

23. Related party transactions

Mr S Rickett is a director and shareholder in Everlution Software Limited. During the year ended 31 October 2024, the company purchased services with a value of £1,276,194 plus VAT (2023 - £731,953 plus VAT) from Everlution Software Limited. At 31 October 2024, the balance due from Roxhill Media Limited to Everlution Software Limited was £154,334 (2023 - £77,885).Mr S Rickett and Mr A Northcott are both shareholders in Roxhill LLC a company registered in New York, USA. During the year ended 31 October 2024, the company advanced funds to Roxhill LLC of £128,698 (2023 - £6,847). As at 31 October 2024 the balance due from Roxhill LLC was £nil (2023 - £342,776), which is net of a provision for bad debt of £471,474 (2023 - £nil).