APX Trading Limited

Annual Report and Financial Statements

for the year ended 31 December 2021

Registered Number: 01853627

Directors

M Howley
S Bignell
S Frogley

Secretary

P Muwanga

Auditor

Mazars LLP
30 Old Bailey
London
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Registered Office

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2 Television Centre
101 Wood Lane
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Strategic Report
for the year ended 31 December 2021

Principal activity and review of the business

The principal activity of APX Trading Limited ("the Company") provision of media services. The Company is focused on delivering efficiencies & unique opportunities to the Publicis client base, outside of the traditional go-to-market linear strategy.

The Company's key financial and other performance indicators during the year were as follows:

	2021	2020	Change
	£'000	£'000	%
Revenue	45,886	45,472	1%
Operating profit / (loss)	183	(67)	373%
Profit / (loss) after tax	93	(136)	172%
Shareholder's funds	1,436	1,343	7%

Revenue has seen a marginal increase of 1% as a result of the efforts of the Company to maintain its existing client base so the Company is in a position for improved growth as the Covid-19 recovery continues.

Loss after tax has improved by 172% to a profit after tax as a result of more efficient billing processes and greater efficiency within the organisation.

Shareholder's funds increased by 7% due to the profit incurred during the year.

The services offered by the Company have minimal environmental impact. However, the Board believes that good environmental practices support the Board's strategy by enhancing the reputation of the firm.

Principal risks and uncertainties

The principal risks and uncertainties facing the Company are broadly grouped as competitive and financial instrument risk.

Competitive risks

The Company operates in a highly competitive marketplace where margins are continually under pressure. However, the Company is well positioned to maintain its market share.

Financial instrument risks

The Company has established a risk and financial management framework whose primary objectives are to protect the Company from events that hinder the achievement of the Company's performance objectives.

The objectives aim to limit undue counterparty exposure, ensure sufficient working capital exists and monitor the management of risk at a business unit level.

Strategic Report (continued)
for the year ended 31 December 2021

Principal risks and uncertainties (continued)

- *Exposure to liquidity, cash flow and credit risk*

  Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. We aim to mitigate liquidity risk by managing cash generation by our operations and applying cash collection targets.

  Cash flow risk is the risk that inflows and outflows of cash and cash equivalents will not be sufficient to finance the day-to-day operations. We manage cash flow risk by careful negotiation of terms with customers and suppliers.

  Credit risk is the risk that one party to a financial instrument will cause a financial loss for that other party by failing to discharge an obligation. Our policies are aimed at minimising such losses and require that deferred terms are only granted to customers who demonstrate an appropriate payment history and satisfy credit worthiness procedures.

- *Exposure to foreign exchange risk*

  Foreign exchange risk is the risk arising from purchases and sales of goods or services denominated in foreign currencies. Our commercial dealings including intercompany activity are transacted in multiple foreign currencies and therefore expose the Company to a significant level of foreign exchange risk.

  The Company manages this risk through the use of derivatives, namely currency forward contracts and currency swaps, with the overall aim being to minimise the foreign exchange charge or gain.

  As regards intercompany loans/borrowings, these are subject to appropriate hedges if they present significant net exposures to exchange rate risk.

  Derivatives used are generally forward currency contracts or currency swaps.

Covid-19

The declaration of the Covid-19 pandemic in 2020 resulted in unprecedented uncertainty to the global economy following the introduction of lockdown measures by national governments worldwide in a bid to combat the spread of the virus. Since the initial declaration, the Company has taken certain actions to effectively manage the impact of the pandemic on the Company which prioritised the health and safety of employees whilst supporting clients and managing the cost-base of the business. In this context, the Company has entered 2022 in an improving environment with various national governments including the UK government relaxing all restrictions related to the Covid-19 pandemic which has seen a recovery in economic activity.

However, there continues to be economic and social uncertainty related to the Covid-19 pandemic which could have an impact on economic activity in certain overseas markets in which the Company operates. This is largely driven by the potential impact from varying and ongoing Covid-19 restrictions which continue to be imposed by overseas national governments in their jurisdictions and has been factored by the Company as part of its going concern assessment.

In general, all of the principal risks and uncertainties above should be considered in light of the consequences of the Covid-19 pandemic.

Strategic Report (continued)
for the year ended 31 December 2021

Streamlined energy and carbon reporting

At a Groupe level and in the face of the climate emergency, we have set ambitious targets to reduce our environmental impact. We have decided to become carbon neutral by 2030. Our targets have been validated by the SBTi (Science Based Targets initiative) and are aligned with the Paris Agreement and the 1.5° scenario. To assist our clients in their own efforts to reduce their environmental footprint, we have created A.L.I.C.E (Advertising Limiting Impacts & Carbon Emissions), a calculator to assess the impact of their campaigns or projects. For further details of how we interact with communities and the environment, please see: https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy.

To view the impact of the Company's environmental impact please refer to the Strategic Report of MMS UK Holdings Limited, a fellow subsidiary, where the UK Group's environmental impact is reported in full.

Section 172(1) statement

From the perspective of the Board, the matters that it is responsible for considering have been considered to an appropriate extent and the directors have acted in a way they consider in good faith would be most likely to promote the success of the Company for the benefit of its members as a whole (having regard to the stakeholders and matters set out under Section 172 (1) (a)-(f) of the Companies Act 2006), in the decisions taken during the year ended 31 December 2021.

Strategy, Purpose, Culture and Values

Each of our values are of extreme importance to us and help us to achieve our strategic aims – we are our clients' partners. Therefore, their goals become our goals. We do everything we can to not just meet those goals, but also surpass them.

It is important to recognise that in an organisation such as ours, our strategy and culture is very much aligned with that of our ultimate parent company Publicis Groupe S.A. The Company are experts in communications planning, media planning, value optimisation, technology, and data & analytics.

2021 is a year that will be remembered for the Covid-19 pandemic, with major health, economic and social consequences on a global scale. While all economic activities were impacted in one way or another, the economic rebound in some countries reveals a certain solidity in economic models and the beneficial impact of public policies supporting the economy, businesses and people. Groupe demonstrated its strong resilience in the face of the COVID-19 pandemic and put in place a number of strong measures to contain the financial impacts of the pandemic, such as the implementation of a global savings plan to adapt costs to the decline in the global business activity.

2021 confirmed major changes resulting from the consequences of the Covid-19 pandemic on the organisation of work and the aspirations of employees. Working from home, in either on-and-off or continuous mode, continued depending on changes in the local health situation. Groupe has taken important operational decisions to preserve its talent. The rollout of Marcel, the Groupe's artificial intelligence platform to meet the requirements of new working methods and enable better sharing, even remotely. Marcel has acted as a way of bringing teams together and proved to be a valuable tool during such a period.

In December 2021, Groupe announced the implementation of Work Your World, a new internal mobility system to provide a sustainable response to several wishes formulated by employees in a post-Covid-19 world. Given the Groupe's international footprint with offices in almost every major city around the world, Work Your World allows the employee to work for up to six weeks from a destination of the employee's choice, giving everyone the opportunity to work from other locations in the world in a simple and flexible way.

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Strategy, Purpose, Culture and Values (continued)

During lockdown or restriction periods, Groupe (UK management) were involved in a vast mental health support programs across Groupe UK, involving all employees to meet their needs:

- 100 employees were trained as Mental Health First Aiders (with Mental Health First Aid England) and 15 of them received more specific training in suicide prevention. The Headline program continued in a more extensive version, always with the help of volunteers, Headline Ambassadors trained in issues related to the consequences of the pandemic;
- the offer of health care services in terms of physical and mental health remained due to the simplified access to the EAP – Employee Assistance Program and to activities: yoga, meditation, massages, sports club (including running, cycling, etc.), supplemented by a 24/7 hotline;
- the UK Executive Committee held plenary sessions to answer all employees' questions, and the internal communication plan was always accompanied government health announcements;
- these collective sessions were supplemented by Brave Space and another individual format, Ask US Anything days, organised by the Talent and DE&I teams, where each employee could meet directly with each other and ask more personal questions;
- two internal surveys dedicated to employee well-being were repeated (one per half-year), in order to monitor changes in team morale and provide rapid responses; and
- the Marcel Mentors program began allowing mentees with a professional challenge to find a voluntary mentor within the Groupe to support them. This relationship had a very positive impact for both partners, especially during the long months of working at home.

Support to clients to help them overcome the consequences of the Covid-19 pandemic crisis continues with the provision of strategic, creative, technological and commercial support. We are able to address their challenges through our strong ability to devise tailor-made solutions to maintain links with end consumers.

The Board recognises the importance of having the right corporate culture. Our long-term success depends on achieving our strategic goals in the right way, so we look after the best interests of our stakeholders.

How Stakeholder interests are considered

The directors fulfil their duties partly through a governance framework that delegates day-to-day decision-making to senior management and employees of the Company.

Action has been taken to ensure stakeholder interests are embedded within the culture and operating model of the business by various means. The Chief Financial Officer and Chief Executive Officer sit as directors of the Company and both have oversight over the strategic activities delegated to employees and as such, regularly provides updates to the other directors.

As part of their induction, all directors are briefed on their duties and they can access professional advice on these, either from the Company Secretary or, if they judge it necessary, from an independent adviser. Directors must fully adhere to the Group code of ethics ("JANUS") which includes a defined set of internal policies, procedures and processes framework that take into account stakeholder interests. As part of this process, they must declare any potential conflicts of interest annually. For further details of JANUS, the Group structure and our corporate culture, please see: https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Our stakeholders

The Company is committed to being a responsible business. Our behaviour is aligned with the expectations of our people, clients, investors, communities and society as a whole and we are aware that this is important for the long-term success of the Company:

1. *Our People*

Our people are brilliant specialists. We are straight talking, preferring to keep things simple. We are always positive, scouting for new opportunities. And, we're in it together, we're natural collaborators.

Diversity and inclusion are deeply rooted in our strategy and recruitment policy, which brings through a diverse range of talent crucial in communication and advertising. For our business to succeed, it is crucial that we understand our employee's values, and what drives them. We aim to manage our people's performance and development and encourage employees to discuss training proposals with their line managers, whilst ensuring we operate as efficiently as possible and this is fundamental to the long term success of the business. We also ensure we share common values that inform and guide our behaviour so we achieve our goals in the right way.

Engagement: The Company has a well-developed structure through which it engages with its employees. We communicate our core values, policies, and processes to all our employees via JANUS and our detailed employee handbook. Our dedicated qualified HR and People teams are on hand to ensure compliance with JANUS and all local applicable employment laws, and are a point of contact for employees to raise queries, concerns and provide feedback on any employment matters, thus helping us to make improvements to our processes.

A Groupe centralised whistleblowing mechanism is operational and is designed to receive and handle internal or external alerts. Reported concerns are managed by the Groupe Secretary General and systematically followed up, with complete confidentiality and protection for whistleblowers. We also have a whistleblowing policy, managed by an independent whistleblowing services provider, where employees can report concerns confidentially. We are continuously working on wide collaborative projects relating to recruitment, career development and equal pay.

Regular mental health and wellbeing surveys are conducted. Employees respond, giving their views on our strategic direction, the impact of recent transactions in the business and confidence in their leaders. The key takeaways from the surveys were that psychological and physical wellbeing are at the forefront of our employees' minds. The results of the surveys continue to shape future business decisions, where internal culture is at the heart of discussions, so that employees' mental wellbeing and physical wellbeing is supported. This is achieved through the establishment, continued promotion and support of current initiatives that are aligned with a feedback culture through listening exercises, engagement surveys and focus groups.

We have implemented new employee initiatives (as well as continue to promote current initiatives) that represent interests of employees throughout the year, including:

- Mental Health & Wellbeing policy;
- Agile, flexible working practices;
- Trained mental health first aiders and people managers to understand workplace pressures and build resilience with the aim of reducing employee turnover;

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Our stakeholders (continued)

1. *Our People (continued)*

- Publicis e-Learning – the employee training and career development platform;
- Career Conversations – an online portal for annual performance reviews and goal setting for employees;
- HEADLINE – a mental health and wellbeing initiative which has a whole programme of activities, resources and tools to support employees and ensure they have more good days at work. UNUM Lifeworks opened a free 24/7 crisis support hotline to offer professional emotional support to individuals dealing with the unfolding events in Ukraine;
- The Groupe Diversity Equity & Inclusion charter. In 2021, extensive work was done to develop inclusive and progressive policies around the expression of concerns at work; and
- Business Resource Groups (BRGs) employee-led groups join together around common interests, backgrounds or demographic factors to help build an engaging and inclusive work environment for all.
    - **VivaWomen** – regularly offer free events and training for developing and encouraging confidence in female leaders;
    - **Egalite** – is Groupe's BRG for lesbian, gay, bisexual, transgender and queer (LGBTQ+) professionals and their allies. The group is committed to enhancing the Company's reputation as an employer of choice for LGBTQ+ employees and their allies by promoting equality in the workplace, supporting the LGBTQ+ community, and helping to develop leaders who can elevate our clients' brands within the hearts and minds of the LGBTQ+ community;
    - **Embrace** – established for BAME (Black, Asian, minority ethnic people) and their allies. The group is committed to support the unique issues and challenges facing ethnic minorities and their allies, and to foster a more informed and inclusive community where Black, Asian and people from ethnic minorities and their allies can live, develop and work authentically. Embrace aims to help steer Publicis Groupe to become a reflection of the brands and communities we serve; and
    - **Enable** – established to enable colleagues with a disability (visible and non-visible) to thrive within Publicis Groupe, and to attract, support and retain more disabled talent in the business. We do this by championing the needs of colleagues with disabilities and promoting dialogue and action to foster a more disability confident culture.

We held various meetings and events during the year for our employees, driven by senior management (on a global and local level), including:

- Employee representative forums where employees are encouraged to put forward their comments, questions and ideas about the business to their representatives (from across the business);
- Town Hall Meetings – held regularly for all employees to learn more about key achievements, and
- Company social events and various fundraising events.

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Our stakeholders (continued)

1. Our People (continued)

These meetings were an opportunity for employees to engage with each other or to provide feedback to senior management to help improve our processes, and for senior management to listen to employee concerns and inform them of any key strategic changes and transactions happening in the Company. Employees are consulted regularly on a wide range of matters affecting their current and future interests.

We use various other methods to engage and communicate with our employees, including:

- Regular email updates and announcements from business leads;
- Quarterly business updates from our CEO;
- Communication from other leadership team members on business changes and ad-hoc matters;
- Regular capability group and industry team meetings and webinars, and
- Quarterly industry webinars.

2. Business Relationships (our clients and suppliers)

a. Clients

We operate in a way that allows us to stay close to our clients, and actively seek feedback to build relationships and inform them of ongoing improvements. We have fully dedicated client teams that have increased engagements with clients throughout the year, in order to gain insight from clients to assist with innovation and improvements in our processes. For further details of how we work with our clients, please see: https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy.

b. Suppliers

In line with our current strategy, we practice responsible procurement. We value all of our suppliers and create and maintain relationships to ensure that they are compliant with applicable law and our processes. We aim to ensure all suppliers are paid promptly.

Engagement: We communicate our core values, policies and processes to all our suppliers via our supplier code of conduct, which they must all adhere to. We engage with key suppliers on a regular basis through our dedicated financial operations and procurement teams who have monthly or quarterly calls with major suppliers (dependent on their classification i.e. business critical or high revenue) to discuss payment concerns and provide feedback. We have in place a vendor management system (RVIC), where suppliers can raise queries and complaints, helping to make adjustments to our payment processes and we continue to engage with our platform user and monitor supplier satisfaction.

On a Groupe level, we carry out a CSR assessment program (using the EcoVadis platform) for our main providers, and from 2020 this was extended to local providers through a proprietary tool called PASS (Publicis Groupe Platform for Providers for a (self) Assessment on Sustainability in the Supply-chain).

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Our stakeholders (continued)

3. *Wider society*

   a. *Community*

Corporate social responsibility continues to remain an integral part of the Company's business and long term strategic aspirations. What we believe in inspires what we support. Climate change is the shift for the future and is starting now and we all need to reduce our impact on the environment, without exception. Our approach, which prioritises corporate social responsibility specific to the environment and communities in which we work, is set out in JANUS, communicated and embedded within the business as part of our Groups' overarching strategic objectives.

Engagement: The Company's approach is to use our position of strength to create positive change for the people and communities with which we interact. We want to leverage our expertise and enable colleagues to support the communities around us and as such have collaborated with various charities and foundations.

   b. *Environment*

We carry out multiple activities to improve the overall environmental conditions of our office building by cutting down the amount of waste produced by recycling used water and recycling 98% of waste. We have installed PV solar panels, which store solar energy and are currently using heat from the earth to heat the building thereby being more energy efficient.

We have installed a building management system to monitor energy usage and temperature control at our main site as well as programmable lighting systems, (including PIR), to reduce usage at non-occupied times and LED lights in 100% of areas.

We have Green Roof (used to absorb rainwater, provide insulation, create a habitat for wildlife, and helps to lower urban air temperatures and mitigate a heat island effect). There are sensor controls in all toilets and auto shut off valves for the water services and our ground source heat pumps (these use the earth as a heat source (in the winter) or a heat sink (in the summer). This takes advantage of the moderate temperatures in the ground to boost efficiency and reduce the operational costs of heating and cooling systems).

We also encourage our key suppliers to sign up to our Group CSR Procurement Guidelines and their actions and commitment to CSR is tracked through our internal platform 'EcoVadis'. Only suppliers who have conducted the self-assessment may progress to the next step, which is the selection process. We aim to expand our commitment to corporate social responsibility further in 2021. For further details of how we interact with communities and the environment, please see: https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy.

4. *Shareholders*

The Board is committed to openly engaging with our shareholders, as we recognise the importance of a continuing effective dialogue with all shareholders. It is important to us those shareholders understand strategy and objectives.

Strategic Report (continued)
for the year ended 31 December 2021

Section 172(1) statement (continued)

Our stakeholders (continued)

4. *Shareholders (continued)*

   The board throughout the year reviews the stakeholder interests set out in s.172 by information provided from the Company Secretary and senior management, who have direct engagement with the stakeholders. This year, the board have reviewed and approved reports, policies and processes on gender gap reporting, modern slavery and human trafficking, and payment practices, which affect the interests of various stakeholders (including employees and suppliers).

   The board recognises the need to review and regularly challenge the identity of our stakeholders as it makes decisions, as well as how we can improve engagement. This is something we will continue to review throughout 2022.

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

s c frogley
s c frogley (Jun 29, 2022 19:24 GMT+1)
S Frogley
Director

29 June 2022

Directors' Report
for the year ended 31 December 2021

The directors present their report and the audited financial statements of APX Trading Limited ("the Company") for the year ended 31 December 2021.

Results and dividends

The Company recorded a profit after tax for the year of £93,000 (2020: loss of £130,000). A dividend of £Nil (2020: £Nil) was declared and paid during the year.

As permitted by Paragraph 1A of Schedule 7 to the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008 certain matters which are required to be disclosed in the Directors' Report have been omitted as they are included in the Strategic Report on pages 2 to 10. These matters relate to the principal activity and financial risks.

Future developments

The directors do not foresee any material changes in the continuing operations of the business.

Directors

The directors of the Company who served during the year and up to the date of signing the financial statements were:

A C Sayliss	(resigned 24 June 2021)
G S Sampson	(resigned 24 June 2021)
M Howley	(appointed 24 June 2021)
S Bignell	
S Frogley	(appointed 24 June 2021)

Directors' indemnity

The directors confirm that no qualifying third party indemnity provision in favour of any directors of the Company, as defined by Section 236 of the Companies Act 2006, either by the Company or by any other party, was in force at the time of the signing of the report, and that no such provision had been in force at any time in the year.

Post balance sheet events

Since the year ended 31 December 2021, the United Kingdom, the European Union, the United States of America and other Western nations have imposed economic sanctions on Russia and Russian interests worldwide in response to Russian forces entering Ukraine on 24 February 2022. The directors have considered the impact of the Company's ultimate parent undertaking Publicis Groupe S.A. subsequent announcement on 15 March 2022 that it has ceased all trading activities in Russia with immediate effect and the wider global impact of the economic sanctions imposed on the Company's activities and operations. Whilst it is too early to assess the full financial impact on the Company, a decline in activity may give rise to future impairment of assets and may create additional liabilities which cannot be quantified at this stage. As such, the directors have treated this as a non-adjusting post balance sheet event.

Directors' Report (continued)
for the year ended 31 December 2021

Disabled employees

Applications for employment by disabled persons are always fully considered, bearing in mind the aptitudes and abilities of the applicant concerned. In the event of members of staff becoming disabled, every effort is made to ensure that their employment with the Company continues and that appropriate training is arranged. It is the policy of the Company that the training, career development and promotion of disabled persons should, as far as possible, be identical to that of other employees.

Employees' engagement

The Company places considerable value on its engagement with employees and has continued its previous practice of keeping them informed on matters affecting them as employees and in various factors affecting the performance of the Company through electronic communication. Employees are consulted regularly on a wide range of matters affecting their current and future interests. See the s172 Statement in the Strategic Report on pages 2 to 10 for further information.

Going concern

The Company has access to considerable financial resources together with long standing relationships with key clients and suppliers. The directors have prepared detailed budgets and financial forecasts taking into account expected future trading performance, including the prolonged impact of the Covid-19 pandemic and the impact on global economic activity of the economic sanctions imposed by the United Kingdom, the European Union, the United States of America and other Western nations on Russia and Russian interests in response to Russia entering Ukraine on 24 February 2022. As a consequence, the directors believe that the Company is well placed to manage its business risks successfully. After making enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue to meet its obligations as they fall due for the foreseeable future being a period of at least twelve months from the approval of these financial statements. Accordingly, they continue to adopt the going concern basis in preparing the annual report and financial statements.

Disclosure of information to the auditor

The directors who held office at the date of approval of this Directors' report confirm that:

- so far as they are each aware, there is no relevant audit information of which the Company's auditor is unaware; and
- each director has taken all the steps that he/she ought to have taken as a director to make himself/herself aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

This information is given and should be interpreted in accordance with s418 of the Companies Act 2006.

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

s c frogley
s c frogley (Jun 29, 2022 19:24 GMT+1)

S Frogley
Director

29 June 2022

Statement of Directors' Responsibilities
for the year ended 31 December 2021

The directors are responsible for preparing the Strategic Report, 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. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs 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 estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; 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 which 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.

Independent auditor's report to the members of APX Trading Limited
for the year ended 31 December 2021

Opinion

We have audited the financial statements of APX Trading Limited (the 'Company') for the year ended 31 December 2021 which comprise the Statement of Comprehensive Income, the Balance Sheet, the Statement of Changes in Equity and the 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 101 "Reduced Disclosure Framework" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Company's affairs as at 31 December 2021 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 Annual Report and Financial Statements, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the Annual Report and Financial Statements. 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 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

Independent auditor's report to the members of APX Trading Limited (continued)
for the year ended 31 December 2021

Other information (continued)

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 have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In 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 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 Statement of Directors' Responsibilities set out on page 13, 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

Independent auditor's report to the members of APX Trading Limited (continued)
for the year ended 31 December 2021

Auditor's responsibilities for the audit of the financial statements (continued)

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 the financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

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.

Based on our understanding of the Company and its industry, we considered that non-compliance with the following laws and regulations might have a material effect on the financial statements: the UK tax legislation, employment regulation and health and safety regulation, anti-bribery, corruption and fraud, money laundering, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements, such as the Companies Act 2006.

To help us identify instances of non-compliance with these laws and regulations, and in identifying and assessing the risks of material misstatement in respect to non-compliance, our procedures included, but were not limited to:

- Discussing with the directors and management their policies and procedures regarding compliance with laws and regulations;
- Communicating identified laws and regulations throughout our engagement team and remaining alert to any indications of non-compliance throughout our audit; and
- Considering the risk of acts by the Company which were contrary to applicable laws and regulations, including fraud.

We also considered those laws and regulations that have a direct effect on the preparation of the financial statements, such as the Companies Act 2006.

In addition, we evaluated the directors' and management's incentives and opportunities for fraudulent manipulation of the financial statements, including the risk of management override of controls, and determined that the principal risks related to were related to posting manual journal entries to manipulate financial performance, management bias through judgements and assumptions in significant accounting estimates, in particular in relation to revenue recognition and recoverability of media inventory.

Our audit procedures in relation to fraud included but were not limited to:

- Making enquiries of the directors and management on whether they had knowledge of any actual, suspected or alleged fraud;
- Gaining an understanding of the internal controls established to mitigate risks related to fraud;
- Discussing amongst the engagement team the risks of fraud; and
- Addressing the risks of fraud through management override of controls by performing journal entry testing.

There are inherent limitations in the audit procedures described above and the primary responsibility for the prevention and detection of irregularities including fraud rests with management. As with any audit, there remained a risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal controls.

Independent auditor's report to the members of APX Trading Limited (continued)
for the year ended 31 December 2021

Auditor's responsibilities for the audit of the financial statements (continued)

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

Use of our report

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

David Herbinet (Jun 30, 2022 12:40 GMT+1)

David Herbinet (Senior Statutory Auditor)
for and on behalf of Mazars LLP
Chartered Accountants and Statutory Auditor
30 Old Bailey
London
EC4M 7AU

30 June 2022

Statement of Comprehensive Income
for the year ended 31 December 2021

	Notes	2021 £'000	2020 £'000
Revenue	3	45,886	45,472
Administrative expenses		(45,703)	(45,539)
Operating profit / (loss)	4	183	(67)
Interest payable and similar charges	8	(69)	(93)
Profit / (loss) on ordinary activities before taxation		114	(160)
Taxation	9	(21)	30
Profit / (loss) for the year		93	(130)
Other comprehensive income		-	-
Total comprehensive income / (loss) for the year		93	(130)

The Company's revenue and operating profit / (loss) all relate to continuing operations.

The notes on pages 21 to 31 form part of these financial statements.

Balance Sheet
at 31 December 2021

	Notes	2021 £'000	2020 £'000
Current assets			
Inventory	10	1,061	7,967
Trade and other receivables	11	54,370	39,524
Cash and cash equivalents		-	530
		55,431	48,021
Current liabilities			
Trade and other payables	12	(53,880)	(46,584)
Corporation tax		(115)	(94)
		(53,995)	(46,678)
Net current assets		1,436	1,343
Net assets		1,436	1,343
Capital and reserves			
Called up share capital	13	2,500	2,500
Retained earnings		(1,064)	(1,157)
Total equity		1,436	1,343

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

s c frogley
s c frogley (Jun 29, 2022 19:24 GMT+1)

S Frogley
Director

29 June 2022

The notes on pages 21 to 31 form part of these financial statements.

Statement of Changes in Equity
for the year ended 31 December 2021

	Called-up share capital £'000	Retained earnings £'000	Total equity £'000
At 1 January 2020	2,500	(1,027)	1,473
Loss for the year	-	(130)	(130)
Other comprehensive income	-	-	-
Total comprehensive loss for the year	**-**	**(130)**	**(130)**
At 31 December 2020	**2,500**	**(1,157)**	**1,343**
Profit for the year	-	93	93
Other comprehensive income	-	-	-
Total comprehensive income for the year	**-**	**93**	**93**
At 31 December 2021	**2,500**	**(1,064)**	**1,436**

The notes on pages 21 to 31 form part of these financial statements.

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies

1.1. Basis of preparation

APX Trading Limited ("the Company") is a private company limited by shares incorporated and domiciled in the United Kingdom and registered in England and Wales. The address of the registered office is 1st Floor, 2 Television Centre, 101 Wood Lane, London W12 7FR. These financial statements have been prepared in accordance with Financial Reporting Standard 101 "Reduced Disclosure Framework" ("FRS 101") and in accordance with the applicable provisions of the Companies Act 2006. Except for certain disclosure exemptions detailed below, the recognition, measurement and disclosure requirements of International Financial Reporting Standards as adopted by the UK have been applied to these financial statements and, where necessary, amendments have been made in order to comply with the Companies Act 2006 and The Large and Medium-sized Companies and Groups Regulations 2008/410 ('Regulations').

Basis of measurement

The financial statements have been prepared under the historical cost convention except for certain financial instruments which are measured at fair value. The Company's functional and presentational currency is Pound Sterling.

Going concern

The Company has access to considerable financial resources together with long standing relationships with key clients and suppliers. The directors have prepared detailed budgets and financial forecasts taking into account expected future trading performance, including the prolonged impact of the Covid-19 pandemic and the impact on global economic activity of the economic sanctions imposed by the United Kingdom, the European Union, the United States of America and other Western nations on Russia and Russian interests in response to Russia entering Ukraine on 24 February 2022. As a consequence, the directors believe that the Company is well placed to manage its business risks successfully. After making enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue to meet its obligations as they fall due for the foreseeable future being a period of at least twelve months from the approval of these financial statements. Accordingly, they continue to adopt the going concern basis in preparing the annual report and financial statements

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies (continued)

1.1. Basis of preparation (continued)

Disclosure exemptions applied

The Company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 101 paragraph 8:

(i) The requirements of IFRS 2 'Share-based Payment' paragraphs 45(b) and 46 to 52 relating to certain disclosure requirements on share-based payments;

(ii) The requirement of IFRS 7 'Financial Instruments: Disclosures' relating to the disclosure of financial instruments and the nature and extent of risks arising from such instruments;

(iii) The requirements of the second sentence of paragraph 110 and paragraphs 113(a), 114, 115, 118, 119(a) to (c), 120 to 127 and 129 of IFRS 15 'Revenue from Contracts with Customers'

(iv) The applicable requirements of IAS 1 'Presentation of Financial Statements' relating to the disclosure of comparative information in respect of the number of shares outstanding at the beginning and end of the year (IAS 1.79(a)(iv)), the reconciliation of the carrying amount of property, plant and equipment (IAS 16.73(e)) and the reconciliation of the carrying amount of intangible assets (IAS 38(118)(e));

(v) The requirements of IAS 1 'Presentation of Financial Statements' paragraph 16, the requirement to make an explicit and unreserved statement of compliance with IFRS;

(vi) The requirements of IAS 1 'Presentation of Financial Statements' paragraphs 38A to 40D relating to disclosures of comparative information;

(vii) The requirement of IAS 1 'Presentation of Financial Statements' paragraphs 134 to 136 relating to the disclosure of capital management policies and objectives

(viii) The requirements of IAS 7 'Statement of Cash Flows' and IAS 1 'Presentation of Financial Statements' paragraph 10(d) and 111 relating to the presentation of a Cash Flow Statement;

(ix) The requirements of IAS 8 'Accounting Policies, Changes in Accounting Estimates and Errors' paragraphs 30 and 31 relating to the disclosure of standards, amendments and interpretations in issue but not yet effective;

(x) The requirements of IAS 24 'Related Party Disclosures' paragraph 17 and 18(a) relating to the disclosure of key management personnel compensation and relating to the disclosure of related party transactions entered into between the Company and other wholly-owned subsidiaries of the group; and

(xi) The requirements of IAS 36 'Impairment of Assets' paragraphs 130(f)(ii), 130(f)(iii), 134(d) to 134(f) and 135(c) to 135(e) relating to certain disclosure requirements of impairment testing.

For the disclosure exemptions listed in points (i) to (ii) and (x), the equivalent disclosures are included in the consolidated financial statements of the group, Publicis Groupe S.A. which the Company is consolidated into.

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies (continued)

1.1. Basis of preparation (continued)

Changes in accounting policies

New and amended standards and interpretations adopted

The following standards and interpretations have been adopted by the Company as they are mandatory for the year ended 31 December 2021:

	UK effective date Periods beginning on or after
Interest Rate Benchmark Reform - Phase 2 (Amendments to IFRS 9, IAS 39, IFRS 7, IFRS 4 and IFRS 16)	1 January 2021
IAS 1 Presentation of Financial Statements – Classification of Liabilities as Current or Non-Current	1 January 2021

The adoption of the standards and interpretations above has not had a material impact on the Company's financial statements.

1.2. Accounting principles

Revenue recognition

The Company's revenue stems from contracts with clients to provide direct and digital marketing, CRM (Customer Relationship Management), sales promotion and point of sales marketing, public relations, event management, institutional and financial communication strategic media planning, and media buying as well as digital business transformation consulting.

Revenue recognised from contracts with clients comprises fees, commission, performance-based bonuses, and reimbursement of third-party costs incurred on behalf of clients and is stated exclusive of VAT, sales taxes and trade discounts. Fees are usually calculated on the basis of an hourly rate plus overheads and a margin. Commission-based contracts are calculated on the basis of a percentage of the total sum of costs paid to third parties to carry out the contract. Commission-based contracts mainly relate to media space bought on behalf of the clients and supervision of production carried out by third parties. Contracts are short-term in nature, generally under one year, and the Company typically has right to payment to the end of the contract or as a minimum for the work performed to date.

Performance obligations

Revenue is recognised when a performance obligation is satisfied in accordance with the terms of the contractual arrangement. Generally, the promised services in a contract are not considered distinct and are accounted for as a single performance obligation. The promised services are only distinct if the client can benefit from the services on its own and if the Company's promise to transfer these services is separately identifiable from other promises in the contract. As such, these services are recognised as separate performance obligations.

In media services, the transaction price generally covers strategic media planning services as well as media buying. In these contracts, we consider that these two groups of services are separate performance obligations. The transaction price is allocated to each performance obligation based on the actual input and cost of employees assigned have spent fulfilling each service.

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies (continued)

1.2. Accounting principles (continued)

Revenue recognition (continued)

Variable considerations of the transaction price

Some contracts include incentives that are subject to qualitative or quantitative performance criteria. These variable components are only included in the transaction price when it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. Performance-based incentives are typically only recognised when the performance criteria specified in the contract have been met and the client has confirmed its agreement.

The Company also receives volume rebates from suppliers on transactions carried out on behalf of clients. These rebates are either remitted to clients based on contractual terms or local laws, or retained by the Company. The portion paid back to clients is recognised under liabilities and the portion retained is typically recognised under revenue when the media is broadcast, if a contract exists with the media vendor and we anticipate exceeding volume criteria.

Revenue recognition

Almost all the Company's revenue is recognised over time because the client simultaneously receives and consumes the benefit of the services or an asset is generated with no alternative use and for which the Company is entitled to payment for the work done to date.

For the majority of fee arrangements, revenue is recognised over time based on internal measurement which best describes the level of effort spent on the project, usually calculated using an input method on the basis of hours worked and direct external costs incurred on the project to date. For retainer arrangements with a dedicated team, the Company considers that its performance obligation is to be ready at all times to make resources available to the client. In this instance, revenue is recognised on a straight-line basis over the term of the contract.

For commission-based media contracts revenue is recognised at a point in time when the media is broadcast.

"Agent" vs. "Principal" Considerations

When third party suppliers are involved in providing services to clients, the Company considers that it is acting as "Principal" if at least one of the following criteria is satisfied:

- The Company obtains control of the asset or service before transferring it to the client;
- The Company has the ability to direct the supplier(s);
- The Company incorporates or combines the work of suppliers to deliver the promised goods or services to the client.

When the Company acts as "Principal", the revenue is recognised for the gross amount invoiced to the client. When the Company acts as "Agent", revenue is recognised net of the pass-through costs to clients, which means that revenue recorded is solely comprised of fees or commission. In any case, out of pocket expenses reimbursed by clients (transport, hotels, meals, etc.) are always recognised in revenue.

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies (continued)

1.2. Accounting principles (continued)

Revenue recognition (continued)

Contract modifications

On occasion, the client may ask for changes to the scope of the services in the course of the contract. These changes are generally negotiated as new contracts encompassing the additional needs with the related compensation.

Effect of foreign currency

Transactions denominated in foreign currencies are translated into sterling at the actual exchange rates at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date. Any gain or loss arising from a change in exchange rates subsequent to the date of the transaction is reported as an exchange gain or loss in the Statement of Comprehensive Income. The Company uses derivatives such as foreign currency hedges to hedge its current or future positions against foreign exchange rate risks. These derivatives are measured at fair value, determined by reference to observable market prices at the reporting date.

Interest income and expense

Interest income arises from balances with group undertakings. Interest expense arises from financing activities. Interest income and expense are recognised in the Statement of Comprehensive Income using the effective interest method.

Income tax

UK corporation tax payable is provided on taxable profits at the current rate.

Deferred tax is recognised in respect of all temporary differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exception:

- deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying temporary differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which temporary differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

Inventory

Inventory relates to pre-purchased media space. Media space is initially recognised at the cost of purchase, and subsequently valued at the lower of cost and net realisable value.

At year end, the Company assess the recoverability of the media inventory based on the length of the agreements with the media suppliers and the related value based solution forecasted services to be run on behalf of clients until the end of the agreement, recognising an impairment should there be any indication that the services to be run would be lower than the media inventory cost recognised.

Notes to the financial statements
for the year ended 31 December 2021

1. Accounting policies (continued)

1.2. Accounting principles (continued)

Trade and other receivables

Trade receivables are recognised at the initial amount of the invoice, except for longer-term debtors explained below. Trade receivables presenting a risk of non-recovery are subject to impairment. Such allowances are determined, on a case-by-case basis, using various criteria such as difficulties in recovering the receivables, the existence of any disputes and claims, or the financial position of the debtor. Due to the nature of the Company's activities, trade receivables are of a short-term nature and are measured at amortised cost using the effective interest method. Nevertheless, any trade and other receivables of a longer-term nature will be recognised at their discounted value.

Contract assets

Contract assets consist of revenue recorded when a performance obligation has been satisfied but not yet invoiced. Contract assets are transferred to Trade receivables when the right to consideration becomes unconditional and the service is invoiced to the client in accordance with the terms of the contract.

Cash and cash equivalents

Cash and cash equivalents includes cash in hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

Trade and other payables

This line item includes all operating payables (including notes payable and accrued supplier invoices) related to the purchase of goods and services. These payables are generally due within less than one year. Financial liabilities are measured at amortised cost using the effective interest method.

Contract liabilities

Contract liabilities correspond to deferred income. These are considerations received or invoiced to clients for which the Company has an obligation to provide goods or services.

Contract liabilities do not include client advances for external costs incurred on behalf of clients and that are directly pass-through to the clients when the Company acts as "Agent". Such advances are recorded under Trade payables.

Equity and reserves

Called up share capital represents the nominal value of shares that have been issued.

Retained earnings include all current and prior period retained profits.

Notes to the financial statements
for the year ended 31 December 2021

2. Critical accounting judgements and key sources of estimation uncertainty

The preparation of financial statements requires of the use of certain critical accounting judgements and estimates regarding the future. Estimates and judgements are continually evaluated based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Actual results may differ from these estimates.

Information about critical accounting judgements and key sources of estimation uncertainty in applying accounting policies that have the most significant effect on the amounts recognised in the financial statements are described in the relevant notes highlighted below:

- revenue recognition on client projects;

Detailed disclosures concerning this matter is provided in Note 1.2.

3. Revenue

The activities of the Company during the year were principally related to the provision of media services. The directors believe that such activities comprise a unified class of business which cannot be further analysed into segments.

An analysis of revenue by geographical market is given below:

	2021 £'000	2020 £'000
United Kingdom	45,886	45,472

4. Operating profit / (loss)

Operating profit / (loss) is stated after charging:

	2021 £'000	2020 £'000
Loss on transactions denominated in foreign currency	79	92
Auditor's remuneration (Note 5)	37	37

Notes to the financial statements
for the year ended 31 December 2021

5. Auditor's remuneration

The remuneration of the auditor is further analysed as follows:

	2021	2020
	£'000	£'000
Audit of the financial statements - Company	37	37

6. Employees

The Company does not have any employees (2020: None) other than the directors.

7. Directors' remuneration

The directors' remuneration were as follows:

	2021	2020
	£'000	£'000
Emoluments	26	3
Defined contribution pension scheme costs	-	-
	26	3

There were 3 (2020: 2) directors who were members of a money purchase pension scheme during the year.

The above amounts for remuneration include the following in respect of the highest paid director:

	2021	2020
	£'000	£'000
Emoluments	18	2
Defined contribution pension scheme costs	-	-
	18	2

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Notes to the financial statements
for the year ended 31 December 2021

8. Interest payable and similar charges

	2021 £'000	2020 £'000
Intercompany interest payable	69	93

9. Taxation

(a) Analysis of charge / (credit) for year

	2021 £'000	2020 £'000
Current tax:		
Corporation tax	21	(30)
Total current tax	21	(30)
Tax on profit / (loss) on ordinary activities (see Note 9(b))	21	(30)

(b) Factors affecting tax charge / (credit) for the year

The tax assessed on the profit / (loss) on ordinary activities for the year differs from the standard rate of corporation tax in the UK of 19.00% (2020: 19.00%). The differences are reconciled below:

	2021 £'000	2020 £'000
Profit / (loss) on ordinary activities before taxation	114	(160)
Profit / (loss) on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2020: 19%)	22	(30)
Expenses not deductible for tax purposes	(1)	-
Total tax (see Note 9(a))	21	(30)

Notes to the financial statements
for the year ended 31 December 2021

10. Inventory

	2021 £'000	2020 £'000
Pre-purchased media space	1,061	7,967

11. Trade and other receivables

	2021 £'000	2020 £'000
Trade receivables	2,107	-
Amounts owed by group undertakings	32,040	21,105
Contract assets	19,929	17,470
Other receivables	294	949
	54,370	39,524

12. Trade and other payables

	2021 £'000	2020 £'000
Trade payables	17,182	17,389
Amounts owed to group undertakings	34,370	24,636
Accruals	2,249	4,435
Contract liabilities	-	77
Payments on account	79	47
	53,880	46,584

13. Authorised and issued share capital

	2021 £'000	2020 £'000
Allotted, called up and fully paid		
2,500,100 (2020: 2,500,100) ordinary shares of £1 each	2,500	2,500

Notes to the financial statements
for the year ended 31 December 2021

14. Related party transactions

The Company has taken advantage of the exemption under IAS 24, "Related Party Disclosures", not to disclose transactions with group undertakings as it is a subsidiary undertaking which is 100% controlled by the ultimate parent undertaking.

15. Ultimate parent undertaking and controlling party

The immediate parent undertaking is Publicis Media Limited, a company incorporated in England and Wales. The ultimate parent undertaking, controlling party and the parent undertaking of the largest and smallest group to include the Company in its group financial statements is Publicis Groupe S.A., incorporated in France. Copies of its consolidated financial statements are available from 133 Avenue des Champs Elysees, 75008 Paris, France.

16. Post balance sheet events

Since the year ended 31 December 2021, the United Kingdom, the European Union, the United States of America and other Western nations have imposed economic sanctions on Russia and Russian interests worldwide in response to Russian forces entering Ukraine on 24 February 2022. The directors have considered the impact of the Company's ultimate parent undertaking Publicis Groupe S.A. subsequent announcement on 15 March 2022 that it has ceased all trading activities in Russia with immediate effect and the wider global impact of the economic sanctions imposed on the Company's activities and operations. Whilst it is too early to assess the full financial impact on the Company, a decline in activity may give rise to future impairment of assets and may create additional liabilities which cannot be quantified at this stage. As such, the directors have treated this as a non-adjusting post balance sheet event.