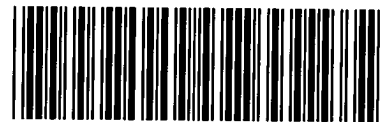


Ptarmigan Media Limited

Annual Report and Financial Statements

For the year ended 31 December 2017

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Company Registration No. 02767482 (England and Wales)

Ptarmigan Media Limited

Company Information

Directors	D Wiggin J Naylor M Woodford M Ball T Jones N Wells
Company number	02767482
Registered office	Mill House 8 Mill Street London SE1 2BA
Auditors	Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL

Ptarmigan Media Limited

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Ptarmigan Media Limited

Strategic Report

For the year ended 31 December 2017

The directors present the strategic report and financial statements for the year ended 31 December 2017.

Fair review of the business

The principal activity of the Group and Company continues to be that of the planning and buying of media space. The Company is a member of The Newspaper Media Association (formally The National Publishers Association).

Review

2017 was a record year for turnover and another year of outstanding growth, the Group managed to increase its turnover versus the prior year to £83m, an increase of 19%, with gross profit levels rising by 27%. Like for like net profit levels (excluding exceptional profit) increased by 31%. During Q1 of 2017, the Group disposed of a business investment, giving rise to the exceptional profit contained in the detailed accounts.

The Group remains cashflow positive and has zero debt outside of trade creditors. Debtors are under control with debtor days standing at 55 days. Due to the standing of the Group's client base there have been no client related bad debts.

Operational Review

The Group's strategy of using its geographical coverage to attract large multi-national clients and to grow local wins into global wins continues to deliver results with turnover growing across all markets. The year ended with the win of two multinational clients that will continue to drive growth across the next 12 months.

In recognition of these impressive results the Group was featured again in the Sunday Times HSBC International Track 200 companies list.

All of the international offices had a strong year with record months for billings and income recorded across the group.

The UK office, serving both the UK and European markets, continued to provide the foundations of the Group, delivering year on year growth in both turnover and gross profit, whilst retaining its position as a well-respected, market leading, specialist service provider. Billings grew from £46m to £50m in line with expectations. The UK operation expanded, moving floors within the same building in the autumn and made a significant investment in improving the IT infrastructure.

Asian markets, across Hong Kong, Singapore and Australia showed signs of recovery and this coupled with new client wins delivered positive growth to the turnover and gross profit lines. Australia completed its first full operational year and already delivered a positive net profit. Billings across Asia rose from £12.8m to £14.1m and our continued investment in staff and operations saw our staff numbers rise to 21.

The Group's US office continued to win new clients, successfully increasing its turnover and profit contribution. The effect of new client wins in the latter half of 2016 contributed to the improved results and with new wins in late 2017, the Directors are very positive that this growth will continue through 2018. Significant investment into the staffing levels have been made which has enabled the variety of the offering to widen. The US subsidiary had another record year with billings rising from £11m to £21m and continued its investment in staff to drive further business growth, finishing the year with 19 employees. 2018 will see further strengthening in terms of US staffing.

The Group strategy has always been to invest in people and this has led to a strong management team being developed over the years. The company founder, David Wiggin stepped into the Chairman's role and Matthew Ball was promoted to Chief Executive.

2018 has started strongly and the Directors believe that the Group remains well positioned to retain its leading market position and grow its operational profitability. It will continue its investment in quality staff, technology, research and development in order to be at the forefront of the Financial Services Sector globally.

Ptarmigan Media Limited

Strategic Report (Continued)

For the year ended 31 December 2017

Principal risks and uncertainties

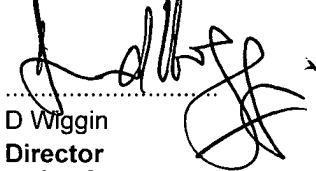
As the Group specialises heavily in the Financial Services sector it can be affected by the level of activity in that market place. The Group continually monitors its market place. If the market and economy showed a downturn it would take the relevant strategic measures necessary to ensure the continued profitability of the business. The current uncertainty after the Brexit result within the sector is being monitored closely.

All clients deemed a risk are credit insured with their credit status fully reviewed at regular intervals. Due the standing of the Groups clients and continued strength of the Group's cash position, the Directors consider that the Group will continue to remain profitable and retain a very positive cash position.

The Group's exposure to currency risk is managed wherever possible by conducting transactions in the same currency.

The Group's key performance indicators are considered to be turnover and gross profit.

On behalf of the board



D Wiggins

Director

5/7/18

Ptarmigan Media Limited

Directors' Report

For the year ended 31 December 2017

The directors present their annual report and financial statements for the year ended 31 December 2017.

Principal activities

The principal activity of the company continued to be that of the planning and buying of media space. The Company is a member of The Newspaper Publisher Association.

Directors

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

D Wiggin
J Naylor
M Woodford
M Ball
T Jones
N Wells

Results and dividends

The results for the year are set out on page 8.

Ordinary dividends were paid amounting to £1,544,337. The directors do not recommend payment of a further dividend.

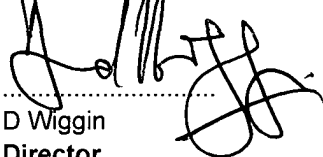
Auditor

The auditor, Kingston Smith LLP, are deemed to be reappointed under section 487(2) of the Companies Act 2006.

Statement of disclosure to auditor

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

On behalf of the board



D Wiggin

Director

Date: 5/7/18

Ptarmigan Media Limited

Directors' Responsibilities Statement

For the year ended 31 December 2017

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and company, and of the profit or loss of the group for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the group's and company's transactions and disclose with reasonable accuracy at any time the financial position of the group and 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 group and company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Ptarmigan Media Limited

Independent Auditor's Report

To the Members of Ptarmigan Media Limited

Opinion

We have audited the financial statements of Ptarmigan Media Limited (the 'parent company') and its subsidiaries (the 'group') for the year ended 31 December 2017 which comprise the Group Profit And Loss Account, the Group Statement of Comprehensive Income, the Group Balance Sheet, the Company Balance Sheet, the Group Statement of Changes in Equity, the Company Statement of Changes in Equity, the Group Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent company's affairs as at 31 December 2017 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Ptarmigan Media Limited

Independent Auditor's Report (Continued)

To the Members of Ptarmigan Media Limited

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

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

Matters on which we are required to report by exception

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

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

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company 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 Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the group's and the parent 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 group or the parent 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.

Ptarmigan Media Limited

Independent Auditor's Report (Continued)

To the Members of Ptarmigan Media Limited

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

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

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

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.

Kingston Smith LLP

Ian Graham (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP

Chartered Accountants
Statutory Auditor

10/7/18

Charlotte Building
17 Gresse Street
London
W1T 1QL

Ptarmigan Media Limited

Group Profit and Loss Account

For the year Ended 31 December 2017

	Notes	2017 £	2016 £
Turnover	3	83,018,304	69,813,293
Cost of sales		(70,974,931)	(60,346,009)
Gross profit		12,043,373	9,467,284
Administrative expenses		(9,662,051)	(7,929,406)
Operating profit	4	2,381,322	1,537,878
Interest receivable and similar income	8	4,978	274,730
Interest payable and similar expenses	9	-	(336)
Profit on disposal of fixed asset investment		3,388,331	-
Profit on ordinary activities before taxation		5,774,631	1,812,272
Tax on profit on ordinary activities	10	(1,101,702)	(506,766)
Profit on ordinary activities after taxation		4,672,929	1,305,506

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

Ptarmigan Media Limited

Group Statement of Comprehensive Income

For the year ended 31 December 2017

	2017 £	2016 £
Profit for the year	4,672,929	1,305,506
Other comprehensive income		
Currency translation differences	(17,945)	17,669
Total comprehensive income for the year	<u>4,654,984</u>	<u>1,323,175</u>

Total comprehensive income for the year is all attributable to the owners of the parent company.

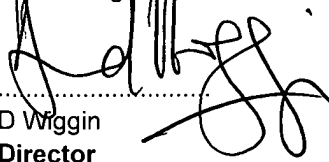
Ptarmigan Media Limited

Group Balance Sheet

As at 31 December 2017

	Notes	2017 £	£	2016 £	£
Fixed assets					
Intangible assets	11		1,758		3,387
Tangible assets	12		221,824		22,116
Investments	13		-		108
			<u>223,582</u>		<u>25,611</u>
Current assets					
Stocks	15	388,101		240,690	
Debtors	17	12,574,000		6,856,333	
Cash at bank and in hand		20,734,385		21,970,459	
		<u>33,696,486</u>		<u>29,067,482</u>	
Creditors: amounts falling due within one year	18	(28,850,741)		(27,134,413)	
Net current assets			<u>4,845,745</u>		<u>1,933,069</u>
Total assets less current liabilities			<u>5,069,327</u>		<u>1,958,680</u>
Capital and reserves					
Called up share capital	20		7,144		7,144
Share premium account			193,384		193,384
Capital redemption reserve			27,096		27,096
Profit and loss reserves			4,841,703		1,731,056
Total equity			<u>5,069,327</u>		<u>1,958,680</u>

The financial statements were approved by the board of directors and authorised for issue on 5/7/18 and are signed on its behalf by:



 D Wiggins
 Director

Ptarmigan Media Limited

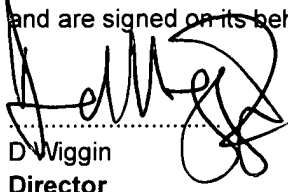
Company Balance Sheet

As at 31 December 2017

	Notes	2017 £	£	2016 £	£
Fixed assets					
Tangible assets	12		201,084		7,888
Investments	13		6,426		6,534
			<u>207,510</u>		<u>14,422</u>
Current assets					
Stocks	15	388,101		231,658	
Debtors	17	8,336,245		5,044,349	
Cash at bank and in hand		13,239,268		12,352,515	
		<u>21,963,614</u>		<u>17,628,522</u>	
Creditors: amounts falling due within one year	18	(17,342,993)		(15,385,927)	
Net current assets			<u>4,620,621</u>		<u>2,242,595</u>
Total assets less current liabilities			<u>4,828,131</u>		<u>2,257,017</u>
Capital and reserves					
Called up share capital	20		7,144		7,144
Share premium account			193,384		193,384
Capital redemption reserve			27,096		27,096
Profit and loss reserves			4,600,507		2,029,393
Total equity			<u>4,828,131</u>		<u>2,257,017</u>

As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes. The company's profit for the year was £4,115,451 (2016 - £1,233,139 profit).

The financial statements were approved by the board of directors and authorised for issue on 5/7/18 and are signed on its behalf by:


D. Wiggan
Director

Company Registration No. 02767482

Ptarmigan Media Limited

Group Statement of Changes in Equity

For the year ended 31 December 2017

	Notes	Share capital £	Share premium account £	Capital redemption reserve £	Profit and loss reserves £	Total £
Balance at 1 January 2016		7,144	193,384	27,096	407,881	635,505
Year ended 31 December 2016:						
Profit for the year		-	-	-	1,305,506	1,305,506
Other comprehensive income:						
Currency translation differences on overseas subsidiaries		-	-	-	17,669	17,669
Total comprehensive income for the year		-	-	-	1,323,175	1,323,175
Balance at 31 December 2016		7,144	193,384	27,096	1,731,056	1,958,680
Year ended 31 December 2017:						
Profit for the year		-	-	-	4,672,929	4,672,929
Other comprehensive income:						
Currency translation differences on overseas subsidiaries		-	-	-	(17,945)	(17,945)
Total comprehensive income for the year		-	-	-	4,654,984	4,654,984
Dividends		-	-	-	(1,544,337)	(1,544,337)
Balance at 31 December 2017		7,144	193,384	27,096	4,841,703	5,069,327

Ptarmigan Media Limited

Company Statement of Changes in Equity

For the year ended 31 December 2017

	Notes	Share capital £	Share premium account £	Capital redemption reserve £	Profit and loss reserves £	Total £
Balance at 1 January 2016		7,144	193,384	27,096	796,254	1,023,878
Year ended 31 December 2016:						
Profit and total comprehensive income for the year		-	-	-	1,233,139	1,233,139
Balance at 31 December 2016		7,144	193,384	27,096	2,029,393	2,257,017
Year ended 31 December 2017:						
Profit and total comprehensive income for the year		-	-	-	4,115,451	4,115,451
Dividends		-	-	-	(1,544,337)	(1,544,337)
Balance at 31 December 2017		7,144	193,384	27,096	4,600,507	4,828,131

Ptarmigan Media Limited

Group Statement of Cash Flows

For the year ended 31 December 2017

	Notes	2017 £	£	2016 £	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	24		(1,049,586)		3,794,344
Interest paid			-		(336)
Income taxes paid			(638,637)		(320,000)
Net cash (outflow)/inflow from operating activities			(1,688,223)		3,474,008
Investing activities					
Purchase of intangible assets		(174)		(2,274)	
Purchase of tangible fixed assets		(227,070)		(7,075)	
Net proceeds on disposal of fixed asset investments		2,239,934		-	
Interest received		4,978		14,774	
Dividends received		-		259,956	
Net cash generated from investing activities			2,017,668		265,381
Financing activities					
Dividends paid to equity shareholders		(1,544,337)		-	
Net cash used in financing activities			(1,544,337)		-
Net (decrease)/increase in cash and cash equivalents			(1,214,892)		3,739,389
Cash and cash equivalents at beginning of year			21,970,459		18,213,401
Effect of foreign exchange rates			(21,182)		17,669
Cash and cash equivalents at end of year			20,734,385		21,970,459

Ptarmigan Media Limited

Notes to the Financial Statements

For the year Ended 31 December 2017

1 Accounting policies

Company information

Ptarmigan Media Limited ("the Company") is a limited company domiciled and incorporated in England and Wales. The registered office is:

Mill House
8 Mill Street
London
SE1 2BA

The Group consists of Ptarmigan Media Limited and all of its subsidiaries.

1.1 Accounting convention

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

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

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

- Section 7 'Statement of Cash Flows' – Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues' – Carrying amounts, interest income/expense and net gains/losses for each category of financial instrument; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;
- Section 26 'Share based Payment' – Share-based payment expense charged to profit or loss, reconciliation of opening and closing number and weighted average exercise price of share options, how the fair value of options granted was measured, measurement and carrying amount of liabilities for cash-settled share-based payments, explanation of modifications to arrangements;
- Section 33 Related Party disclosures paragraph 33.8.

As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes. The company's profit for the year was £4,115,451 (2016 - £1,233,139 profit).

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

1.2 Basis of consolidation

In the parent company financial statements, the cost of a business combination is the fair value at the acquisition date of the assets given, equity instruments issued and liabilities incurred or assumed, plus costs directly attributable to the business combination. The excess of the cost of a business combination over the fair value of the identifiable assets, liabilities and contingent liabilities acquired is recognised as goodwill. The cost of the combination includes the estimated amount of contingent consideration that is probable and can be measured reliably, and is adjusted for changes in contingent consideration after the acquisition date. Provisional fair values recognised for business combinations in previous periods are adjusted retrospectively for final fair values determined in the 12 months following the acquisition date. Investments in subsidiaries, joint ventures and associates are accounted for at cost less impairment.

All intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

Entities other than subsidiary undertakings or joint ventures, in which the group has a participating interest and over whose operating and financial policies the group exercises a significant influence, are treated as associates. In the group financial statements, associates are accounted for using the equity method.

Entities in which the group holds an interest and which are jointly controlled by the group and one or more other venturers under a contractual arrangement are treated as joint ventures. In the group financial statements, joint ventures are accounted for using the equity method.

1.3 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

1.4 Turnover

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

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

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

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

1.5 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date if the fair value can be measured reliably.

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

Software	33% straight line
----------	-------------------

1.6 Tangible fixed assets

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

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

Land and buildings Leasehold	20% straight line
Leasehold improvements	Over the life of the lease
Fixtures, fittings & equipment	20% straight line
Computer equipment	33% straight line

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

1.7 Fixed asset investments

Equity investments are measured at fair value through profit or loss, except for those equity investments that are not publicly traded and whose fair value cannot otherwise be measured reliably, which are recognised at cost less impairment until a reliable measure of fair value becomes available.

In the parent company financial statements, investments in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses.

Entities in which the group has a long term interest and shares control under a contractual arrangement are classified as jointly controlled entities.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

1.8 Impairment of fixed assets

At each reporting period end date, the group reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

The carrying amount of the investments accounted for using the equity method is tested for impairment as a single asset. Any goodwill included in the carrying amount of the investment is not tested separately for impairment.

Intangible assets with indefinite useful lives and intangible assets not yet available for use are tested for impairment annually, and whenever there is an indication that the asset may be impaired.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

1.9 Stock

Work-in-progress is recognised as costs that have been incurred during the year, where the revenue is to be recognised in the following period as per the revenue recognition policy. Work-in-progress is stated at the lower of the costs incurred and the estimated amount that is going to be charged as revenue in the following period.

1.10 Cash and cash equivalents

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

1.11 Financial instruments

The group has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the group's statement of financial position when the group becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Other financial assets

Other financial assets, including investments in equity instruments which are not subsidiaries, associates or joint ventures, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in profit or loss, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

Trade debtors, loans and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as 'loans and receivables'. Loans and receivables are measured at amortised cost using the effective interest method, less any impairment.

Interest is recognised by applying the effective interest rate, except for short-term receivables when the recognition of interest would be immaterial. The effective interest method is a method of calculating the amortised cost of a debt instrument and of allocating the interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the debt instrument to the net carrying amount on initial recognition.

Impairment of financial assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the group transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the group after deducting all of its liabilities.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Other financial liabilities

Derivatives, including interest rate swaps and forward foreign exchange contracts, are not basic financial instruments. Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss in finance costs or finance income as appropriate, unless hedge accounting is applied and the hedge is a cash flow hedge.

Debt instruments that do not meet the conditions in FRS 102 paragraph 11.9 are subsequently measured at fair value through profit or loss. Debt instruments may be designated as being measured at fair value through profit or loss to eliminate or reduce an accounting mismatch or if the instruments are measured and their performance evaluated on a fair value basis in accordance with a documented risk management or investment strategy.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the group after deducting all of its liabilities.

Derecognition of financial liabilities

Financial liabilities are derecognised when the group's contractual obligations expire or are discharged or cancelled.

1.12 Equity instruments

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

1.13 Taxation

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

Current tax

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

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

1 Accounting policies

(Continued)

Deferred tax

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

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

1.14 Employee benefits

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

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

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

1.15 Retirement benefits

The Group operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

1.16 Leases

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

1.17 Foreign exchange

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

Brought forward foreign assets and liabilities are retranslated at the closing rate and the differences are taken directly to reserves.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

2 Judgements and key sources of estimation uncertainty

In the application of the group's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Critical judgements

The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements.

Income recognition

Revenue from contracts is assessed on an individual basis with revenue earned being ascertained based on the stage of completion of the contract which is estimated using a combination of the milestones in the contract and the time spent to date compared to the total time expected to be required to undertake the contract. Estimates of the total time required to undertake the contracts are made on a regular basis and subject to management review. These estimates may differ from the actual results due to a variety of factors such as efficiency of working, accuracy of assessment of progress to date and client decision making.

Depreciation

The annual depreciation charge for property, plant and equipment is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See note 12 for the carrying amount of the property, plant and equipment and note 1.6 for the useful economic lives for each class of asset.

Amortisation

The annual amortisation charge for intangible assets is sensitive to changes in the estimated lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. Goodwill impairment reviews are also performed annually. These reviews require an estimation of the value in use of the cash generating units to which goodwill has been allocated. The value in use calculation requires the entity to estimate the future cash flows expected to arise for the cash generating unit and a suitable discount rate to calculate present value. See note 11 for the carrying amount of the intangible assets and note 1.5 for the useful economic lives of each class of asset.

3 Turnover and other revenue

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

	2017 £	2016 £
Turnover analysed by class of business		
Media planning and buying	83,018,304	69,813,293

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

3 Turnover and other revenue

(Continued)

	2017 £	2016 £
Other significant revenue		
Interest income	4,978	14,774
Dividends received	-	259,956
	<u> </u>	<u> </u>
	2017 £	2016 £
Turnover analysed by geographical market		
UK & Europe	48,365,891	45,924,662
USA	20,551,243	11,083,106
Asia	14,101,170	12,805,525
	<u> </u>	<u> </u>
	83,018,304	69,813,293
	<u> </u>	<u> </u>

4 Operating profit

	2017 £	2016 £
Operating profit for the year is stated after charging/(crediting):		
Exchange losses/(gains)	(33,944)	(181,210)
Depreciation of owned tangible fixed assets	32,281	62,802
Amortisation of intangible assets	121	3,628
Operating lease charges	318,627	331,517
	<u> </u>	<u> </u>

5 Auditors' remuneration

	2017 £	2016 £
Fees payable to the company's auditor and its associates:		
For audit services		
Audit of the financial statements of the group and company	28,750	23,550
Audit of the company's subsidiaries	12,244	8,102
	<u> </u>	<u> </u>
	40,994	31,652
	<u> </u>	<u> </u>

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

6 Employees

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

	Group 2017 Number	2016 Number	Company 2017 Number	2016 Number
Management	15	16	12	12
Administration	8	7	5	5
Marketing	57	46	26	24
	<u>80</u>	<u>69</u>	<u>43</u>	<u>41</u>

Their aggregate remuneration comprised:

	Group 2017 £	2016 £	Company 2017 £	2016 £
Wages and salaries	6,055,901	5,068,041	3,555,401	3,334,034
Social security costs	544,133	456,127	440,250	392,161
Pension costs	240,905	198,840	154,862	139,859
	<u>6,840,939</u>	<u>5,723,008</u>	<u>4,150,513</u>	<u>3,866,054</u>

7 Directors' remuneration

	2017 £	2016 £
Remuneration for qualifying services	1,238,052	1,171,485
Company pension contributions to defined contribution schemes	47,639	37,897
	<u>1,285,691</u>	<u>1,209,382</u>

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 3 (2016 - 3).

Remuneration disclosed above includes the following amounts paid to the highest paid director:

	2017 £	2016 £
Remuneration for qualifying services	343,601	334,922
Company pension contributions to defined contribution schemes	9,117	-
	<u>352,718</u>	<u>334,922</u>

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

8 Interest receivable and similar income

	2017 £	2016 £
Interest income		
Interest on bank deposits	4,978	14,774
Other income from investments		
Dividends received	-	259,956
Total income	<u>4,978</u>	<u>274,730</u>

Investment income includes the following:

Interest on financial assets not measured at fair value through profit or loss	<u>4,978</u>	<u>14,774</u>
--	--------------	---------------

9 Interest payable and similar expenses

	2017 £	2016 £
Interest on financial liabilities measured at amortised cost:		
Interest on bank overdrafts and loans	<u>-</u>	<u>336</u>

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

10 Taxation

	2017 £	2016 £
Current tax		
UK corporation tax on profits for the current period	970,914	299,179
Adjustments in respect of prior periods	-	(52,926)
Total UK current tax	970,914	246,253
Foreign current tax on profits for the current period	130,788	89,151
Total current tax	1,101,702	335,404
Deferred tax		
Origination and reversal of timing differences	-	(5,638)
Adjustments in respect of prior periods	-	177,000
Total deferred tax	-	171,362
Total tax charge	1,101,702	506,766

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

	2017 £	2016 £
Profit before taxation	5,774,631	1,812,272
<i>Expected tax charge based on the standard rate of corporation tax in the UK of 19.25% (2016: 20.00%)</i>	1,111,616	362,454
Tax effect of expenses that are not deductible in determining taxable profit	29,739	17,369
Tax effect of income not taxable in determining taxable profit	(2,498)	-
Tax effect of utilisation of tax losses not previously recognised	(37,507)	-
Unutilised tax losses carried forward	24,433	-
Depreciation on assets not qualifying for tax allowances	(36,289)	23,504
Effect of overseas tax rates	13,244	30,707
Under/(over) provided in the year	381	(52,926)
Dividend income	-	(51,991)
Foreign exchange differences	(2,620)	-
FRS 102 adjustment in respect of accruals	-	177,000
Temporary differences not recognised	1,203	649
Tax expense for the year	1,101,702	506,766

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

11 Intangible fixed assets

Group	Software £
Cost	
At 1 January 2017	136,783
Additions	174
Exchange adjustments	77
At 31 December 2017	137,034
Amortisation and impairment	
At 1 January 2017	133,396
Amortisation charged for the year	121
Exchange adjustments	1,759
At 31 December 2017	135,276
Carrying amount	
At 31 December 2017	1,758
At 31 December 2016	3,387
Company	Software £
Cost	
At 1 January 2017 and 31 December 2017	127,300
Amortisation and impairment	
At 1 January 2017 and 31 December 2017	127,300
Carrying amount	
At 31 December 2017	-
At 31 December 2016	-

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

12 Tangible fixed assets

Group	Land and buildings Leasehold	Leasehold improvements	Fixtures, fittings & equipment	Computer equipment	Total
	£	£	£	£	£
Cost					
At 1 January 2017	33,394	-	90,994	342,418	466,806
Additions	-	175,761	39,131	12,178	227,070
Exchange adjustments	(2,953)	-	(1,392)	(1,637)	(5,982)
At 31 December 2017	30,441	175,761	128,733	352,959	687,894
Depreciation and impairment					
At 1 January 2017	32,671	-	86,864	325,155	444,690
Depreciation charged in the year	735	8,788	6,720	16,038	32,281
Exchange adjustments	(3,082)	-	(2,870)	(4,949)	(10,901)
At 31 December 2017	30,324	8,788	90,714	336,244	466,070
Carrying amount					
At 31 December 2017	117	166,973	38,019	16,715	221,824
At 31 December 2016	723	-	4,130	17,263	22,116
Company		Leasehold improvements	Fixtures, fittings & equipment	Computer equipment	Total
		£	£	£	£
Cost					
At 1 January 2017	-	58,792	304,738		363,530
Additions		175,761	33,445	-	209,206
At 31 December 2017		175,761	92,237	304,738	572,736
Depreciation and impairment					
At 1 January 2017	-	57,813	297,829		355,642
Depreciation charged in the year		8,788	2,650	4,572	16,010
At 31 December 2017		8,788	60,463	302,401	371,652
Carrying amount					
At 31 December 2017		166,973	31,774	2,337	201,084
At 31 December 2016		-	979	6,909	7,888

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

13 Fixed asset investments

	Notes	Group 2017 £	2016 £	Company 2017 £	2016 £
Investments in subsidiaries	14	-	-	6,426	6,426
Investments in non-controlling interests		-	108	-	108
		<u>-</u>	<u>108</u>	<u>-</u>	<u>108</u>
		<u>-</u>	<u>108</u>	<u>6,426</u>	<u>6,534</u>

Movements in fixed asset investments

Group	Shares £
Cost or valuation	
At 31 December 2017	108
Disposals	(108)
	<u>-</u>
At 31 December 2017	-
	<u>-</u>
Carrying amount	
At 31 December 2017	-
	<u>-</u>
At 31 December 2016	108
	<u>108</u>

Movements in fixed asset investments

Company	Shares £
Cost or valuation	
At 31 December 2017	6,534
Disposals	(108)
	<u>6,426</u>
At 31 December 2017	6,426
	<u>6,426</u>
Carrying amount	
At 31 December 2017	6,426
	<u>6,426</u>
At 31 December 2016	6,534
	<u>6,534</u>

During the year, the company sold its investment in Talon Outdoor Limited for a total consideration of £3,445,516.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

14 Subsidiaries

Details of the company's subsidiaries at 31 December 2017 are as follows:

Name of undertaking and country of incorporation or residency	Nature of business	Class of shareholding	% Held	
			Direct	Indirect
Ptarmigan Media Inc. USA	Planning and buying of media space	Ordinary	100	-
Ptarmigan Media (Asia) Ltd Hong Kong	Planning and buying of media space	Ordinary	100	-
Ptarmigan Media (Australia) Pty Ltd **	Planning and buying of media space	Ordinary	-	100
Ptarmigan Media (Singapore) PTE Ltd **	Planning and buying of media space	Ordinary	-	100
Ptarmigan Media (Taiwan) Limited **	Planning and buying of media space	Ordinary	-	100

** Owned by Ptarmigan Media (Asia) Limited

15 Stock

	Group 2017 £	2016 £	Company 2017 £	2016 £
Work in progress	388,101	240,690	388,101	231,658

16 Financial instruments

	Group 2017 £	2016 £	Company 2017 £	2016 £
Carrying amount of financial assets				
Debt instruments measured at amortised cost	12,735,373	6,569,119	7,613,123	4,835,026
Equity instruments measured at cost less impairment	-	108	6,426	6,534
Carrying amount of financial liabilities				
Measured at amortised cost	25,918,002	25,088,807	15,111,121	13,444,398

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

17 Debtors

	Group 2017	2016	Company 2017	2016
Amounts falling due within one year:	£	£	£	£
Trade debtors	10,125,422	6,324,895	5,257,026	4,212,807
Corporation tax recoverable	91,309	85,676	-	85,676
Amounts due from group undertakings	-	-	978,593	505,212
Other debtors	1,452,722	244,224	1,292,807	122,109
Prepayments and accrued income	904,547	201,538	807,819	118,545
	<u>12,574,000</u>	<u>6,856,333</u>	<u>8,336,245</u>	<u>5,044,349</u>

18 Creditors: amounts falling due within one year

	Group 2017	2016	Company 2017	2016
	£	£	£	£
Corporation tax payable	566,479	97,781	562,282	-
Other taxation and social security	1,218	502,375	-	496,079
Trade creditors	11,615,382	12,623,325	6,540,491	4,961,552
Amounts due to fellow group undertakings	187,770	165,000	603,019	297,000
Other creditors	791,905	738,836	767,778	703,987
Accruals and deferred income	15,687,987	13,007,096	8,869,423	8,927,309
	<u>28,850,741</u>	<u>27,134,413</u>	<u>17,342,993</u>	<u>15,385,927</u>

19 Retirement benefit schemes

	2017	2016
Defined contribution schemes	£	£
Charge to profit and loss in respect of defined contribution schemes	<u>240,905</u>	<u>198,840</u>

A defined contribution pension scheme is operated for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

20 Share capital

	Group and company	
	2017	2016
	£	£
Ordinary share capital		
Issued and fully paid		
4,177 Ordinary A shares of £1 each	4,177	4,177
2,645 Ordinary B shares of £1 each	2,645	2,645
322 Ordinary E shares of £1 each	322	322
	<u>7,144</u>	<u>7,144</u>

21 Operating lease commitments

Lessee

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

	Group	2016	Company	2016
	2017		2017	
	£	£	£	£
Within one year	349,816	183,110	248,282	83,885
Between two and five years	881,537	78,929	876,126	33,750
In over five years	1,040,400	-	1,040,400	-
	<u>2,271,753</u>	<u>262,039</u>	<u>2,164,808</u>	<u>117,635</u>

22 Related party transactions

Remuneration of key management personnel

	Group	2016	Company	2016
	2017		2017	
	£	£	£	£
Aggregate emoluments	<u>1,477,897</u>	<u>1,429,749</u>	<u>1,128,073</u>	<u>982,503</u>

Ptarmigan Media Limited

Notes to the Financial Statements (Continued)

For the year Ended 31 December 2017

23 Controlling party

The company is controlled by Ptarmigan Media Holdings Limited, its immediate and ultimate parent company.

A copy of the group's consolidated financial statements can be obtained from the registered office of Ptarmigan Media Holdings Limited: Mill House, 8 Mill Street, London, SE1 2BA.

The ultimate controlling party is D Wiggin, by virtue of his majority shareholding in the parent company Ptarmigan Media Holdings Limited.

24 Cash generated from group operations

	2017 £	2016 £
Profit for the year after tax	4,672,929	1,305,506
Adjustments for:		
Taxation charged	1,101,702	506,766
Finance costs	-	336
Investment income	(4,978)	(274,730)
Amortisation and impairment of intangible assets	121	3,628
Depreciation and impairment of tangible fixed assets	32,281	62,802
Profit on disposal of fixed asset investment	(3,388,331)	-
Movements in working capital:		
(Increase)/decrease in stocks	(147,411)	171,310
(Increase)/decrease in debtors	(4,563,529)	2,688,142
Increase/(decrease) in creditors	1,247,630	(669,416)
Cash (absorbed by)/generated from operations	(1,049,586)	3,794,344