

Signed.

Company Registration No. 05783577 (England and Wales)

SURVEY SAMPLING UK LIMITED
ANNUAL REPORT AND ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015
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SURVEY SAMPLING UK LIMITED

COMPANY INFORMATION

Directors	C Watson M Guidi C Fanning D Weatherseed
Secretary	J Thompson
Company number	05783577
Registered office	Second Floor India House 45 Curlew Street London SE1 2ND
Auditor	Westbury 2nd Floor 145-157 St John Street London EC1V 4PY
Business address	Second Floor India House 45 Curlew Street London SE1 2ND

SURVEY SAMPLING UK LIMITED

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SURVEY SAMPLING UK LIMITED

STRATEGIC REPORT

FOR THE YEAR ENDED 31 DECEMBER 2015

The directors present the strategic report for the year ended 31 December 2015.

Fair review of the business

The results for the year and the financial position at the year end were considered satisfactory by the directors.

Principal risks and uncertainties

The current economic conditions have created a number of uncertainties which are likely to affect the performance of the company going forward. However, since the company has a sales support agreement in place with its indirect US parent, market, investment, credit and foreign exchange risks have been mitigated. Also, in light of the company's financial position with no third party external debt, the Directors believe that the company is well positioned for the future.

On behalf of the board



D Weatherseed

Director

26th September 2016

SURVEY SAMPLING UK LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2015

The directors present their report and financial statements for the year ended 31 December 2015.

Principal activities

The principal activity of the company continued to be the supply of survey samples.

The company has seen its revenue grow in excess of 56% compared to the prior year. This was mainly due to the inclusion of the results of the business of the UK Branch of MRops Europe LLC (a US corporation) which was acquired on 1 April 2015. Additionally the result is also the consequence of good customer base management and increasing business development in a barely growing market.

In parallel to this growth, the company has managed to reduce its cost base by improving productivity with better tools and organisation.

After the balance sheet date the company acquired certain assets and liabilities of Instantly (UK) Ltd, a provider of online surveying and market research services.

Directors

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

C Watson
M Guidi
C Fanning
D Weatherseed

Results and dividends

The results for the year are set out on page 5.

Auditor

In accordance with the company's articles, a resolution proposing that Westbury be reappointed as auditor of the company will be put at a General Meeting.

Statement of directors' responsibilities

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

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

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

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

SURVEY SAMPLING UK LIMITED

DIRECTORS' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

Statement of disclosure to auditor

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

On behalf of the board



D Weatherseed

Director

26 September 2016

SURVEY SAMPLING UK LIMITED

INDEPENDENT AUDITOR'S REPORT TO SURVEY SAMPLING UK LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 5 to 17, together with the financial statements of Survey Sampling UK Limited for the year ended 31 December 2015 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to company those matters we are required to state to it in a special 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 for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

The directors are responsible for preparing the abbreviated accounts in accordance with section 445 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 445 (3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.


Ratnakar Lele (Senior Statutory Auditor)
for and on behalf of Westbury

Chartered Accountants
Statutory Auditor

26th September 2016

2nd Floor
145-157 St John Street
London
EC1V 4PY

SURVEY SAMPLING UK LIMITED

ABBREVIATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 DECEMBER 2015

	Notes	2015 £	2014 £
Turnover	3	5,495,179	3,506,644
Other operating income and cost of sales		(4,224,435)	(2,827,125)
Administrative expenses		(1,051,803)	(545,500)
Operating profit	4	218,941	134,019
Interest receivable and similar income	7	261	37
Profit before taxation		219,202	134,056
Taxation	8	(36,608)	(29,252)
Profit for the financial year		182,594	104,804

The profit and loss account has been prepared on the basis that all operations are continuing operations.

SURVEY SAMPLING UK LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2015

	Notes	2015 £	£	2014 £	£
Fixed assets					
Tangible assets	9		375,365		16,167
Current assets					
Debtors	11	4,807,336		3,751,339	
Cash at bank and in hand		749,150		701,519	
		<u>5,556,486</u>		<u>4,452,858</u>	
Creditors: amounts falling due within one year	12	<u>(4,345,429)</u>		<u>(3,081,461)</u>	
Net current assets			1,211,057		1,371,397
Total assets less current liabilities			<u>1,586,422</u>		<u>1,387,564</u>
Provisions for liabilities	14		<u>(12,988)</u>		<u>3,276</u>
Net assets			<u><u>1,573,434</u></u>		<u><u>1,390,840</u></u>
Capital and reserves					
Called up share capital	16		1		1
Profit and loss reserves			<u>1,573,433</u>		<u>1,390,839</u>
Total equity			<u><u>1,573,434</u></u>		<u><u>1,390,840</u></u>

These abbreviated accounts have been prepared in accordance with the special provisions in section 445(3) of the Companies Act 2006 relating to medium-sized companies.

The financial statements were approved by the board of directors and authorised for issue on 26th September 2016 and are signed on its behalf by:



D Weatherseed
Director

Company Registration No. 05783577

SURVEY SAMPLING UK LIMITED

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 DECEMBER 2015

	Notes	Share capital £	Profit and loss reserves £	Total £
Balance at 1 January 2014		1	1,286,035	1,286,036
Year ended 31 December 2014:				
Profit and total comprehensive income for the year		-	104,804	104,804
Balance at 31 December 2014		1	1,390,839	1,390,840
Year ended 31 December 2015:				
Profit and total comprehensive income for the year		-	182,594	182,594
Balance at 31 December 2015		1	1,573,433	1,573,434

SURVEY SAMPLING UK LIMITED

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2015

	Notes	2015 £	£	2014 £	£
Cash flows from operating activities					
Cash generated from operations	20	520,241		167,936	
Income taxes paid		(43,904)		(31,491)	
Net cash inflow from operating activities		<u>476,337</u>		<u>136,445</u>	
Investing activities					
Purchase of tangible fixed assets		(428,967)		(18,836)	
Interest received		261		37	
Net cash used in investing activities		<u>(428,706)</u>		<u>(18,799)</u>	
Net cash used in financing activities		-		-	
Net increase in cash and cash equivalents		<u>47,631</u>		<u>117,646</u>	
Cash and cash equivalents at beginning of year		701,519		583,873	
Cash and cash equivalents at end of year		<u><u>749,150</u></u>		<u><u>701,519</u></u>	

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2015

1 Accounting policies

Company information

Survey Sampling UK Limited is a company limited by shares incorporated in England and Wales. The registered office is Second Floor, India House, 45 Curlew Street, London, SE1 2ND.

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, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

These financial statements for the year ended 31 December 2015 are the first financial statements of Survey Sampling UK Limited prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was 1 January 2014. The reported financial position and financial performance for the previous period are not affected by the transition to FRS 102.

1.2 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.

1.3 Turnover

Turnover represents amounts receivable for services net of VAT and trade discounts.

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

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost 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	Over the duration of the lease
Fixtures, fittings & equipment	Furniture & fixtures - 5 years straight line
	Computer equipment - 3 years straight line

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

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

1 Accounting policies

(Continued)

1.5 Impairment of fixed assets

At each reporting period end date, the company 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.

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 publically traded and whose fair values cannot be measured reliably are measured at cost less impairment.

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.

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.

1.6 Taxation

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

Current tax

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

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

1 Accounting policies

(Continued)

Deferred tax

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

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

1.7 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.

1.8 Retirement benefits

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

1.9 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.

1.10 Foreign exchange

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

2 Judgements and key sources of estimation uncertainty

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

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

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2015

3 Turnover and other revenue

	2015	2014
	£	£
Total turnover	5,495,179	3,506,644
Other significant revenue		
Interest income	261	37

4 Operating profit

	2015	2014
	£	£
Operating profit for the year is stated after charging/(crediting):		
Exchange losses	110,474	28,092
Fees payable to the company's auditor for the audit of the company's financial statements	12,000	10,000
Depreciation of owned tangible fixed assets	69,769	9,504
Operating lease charges	244,706	84,400

5 Employees

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

	2015	2014
	Number	Number
Administration	10	2
Operations	122	11
Management	5	4
Sales	16	11
	153	28

Their aggregate remuneration comprised:

	2015	2014
	£	£
Wages and salaries	2,737,577	1,732,243
Social security costs	283,992	170,676
Pension costs	86,149	53,626
	3,107,718	1,956,545

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

6 Directors' remuneration

	2015	2014
	£	£
Remuneration for qualifying services	165,427	150,000
Company pension contributions to defined contribution schemes	4,060	3,996
	<u>169,487</u>	<u>153,996</u>

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 1 (2014 - 1).

7 Interest receivable and similar income

	2015	2014
	£	£
Interest income		
Other interest income	261	37
	<u>261</u>	<u>37</u>

8 Taxation

	2015	2014
	£	£
Current tax		
UK corporation tax on profits for the current period	20,344	28,904
Adjustments in respect of prior periods	-	3,624
	<u>20,344</u>	<u>32,528</u>
Total current tax	<u>20,344</u>	<u>32,528</u>
Deferred tax		
Origination and reversal of timing differences	16,264	(3,276)
	<u>16,264</u>	<u>(3,276)</u>
Total tax charge	<u>36,608</u>	<u>29,252</u>

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

8 Taxation

(Continued)

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:

	2015 £	2014 £
Profit before taxation	219,202	134,056
Expected tax charge based on the standard rate of corporation tax in the UK of 20.22% (2014: 21.50%)	44,323	28,822
Tax effect of expenses that are not deductible in determining taxable profit	4,704	3,632
Capital allowances in excess of depreciation	(28,710)	(3,541)
Deferred tax	16,291	339
Tax expense for the year	36,608	29,252

9 Tangible fixed assets

	Land and buildings Leasehold £	Fixtures, fittings & equipment £	Total £
Cost			
At 1 January 2015	-	177,239	177,239
Additions	346,246	82,721	428,967
Disposals	-	(109,760)	(109,760)
At 31 December 2015	346,246	150,200	496,446
Depreciation and impairment			
At 1 January 2015	-	161,072	161,072
Depreciation charged in the year	62,507	7,262	69,769
Eliminated in respect of disposals	-	(109,760)	(109,760)
At 31 December 2015	62,507	58,574	121,081
Carrying amount			
At 31 December 2015	283,739	91,626	375,365
At 31 December 2014	-	16,167	16,167

10 Financial instruments

	2015 £	2014 £
Carrying amount of financial assets		
Debt instruments measured at amortised cost	4,689,824	3,704,740

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

		(Continued)	
10	Financial instruments		
	Carrying amount of financial liabilities		
	Measured at amortised cost	3,382,887	2,317,578
11	Debtors		
		2015	2014
		£	£
	Amounts falling due within one year:		
	Amount due from parent undertaking	4,479,609	3,631,888
	Amounts due from fellow group undertakings	7,675	32,934
	Other debtors	202,540	39,918
	Prepayments and accrued income	117,512	46,599
		<u>4,807,336</u>	<u>3,751,339</u>
12	Creditors: amounts falling due within one year		
		2015	2014
		£	£
	Trade creditors	61,191	222,597
	Amounts due to group undertakings	2,484,601	1,684,900
	Corporation tax	5,344	28,904
	Other taxation and social security	957,198	734,979
	Accruals and deferred income	837,095	410,081
		<u>4,345,429</u>	<u>3,081,461</u>
13	Provisions for liabilities		
		2015	2014
		£	£
	Deferred tax liabilities (assets)	12,988	(3,276)
		<u>12,988</u>	<u>(3,276)</u>
14	Deferred taxation		
Deferred tax assets and liabilities are offset where the company has a legally enforceable right to do so. The following is the analysis of the deferred tax balances (after offset) for financial reporting purposes:			
		Liabilities	Liabilities
		2015	2014
		£	£
	Balances:		
	ACAs	12,988	(3,276)

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

14 Deferred taxation (Continued)

	2015
	£
Movements in the year:	
Liability/(Asset) at 1 January 2015	(3,276)
Charge to profit or loss	16,264
	<u>12,988</u>
Liability at 31 December 2015	<u>12,988</u>

The deferred tax liability set out above is expected to reverse and relates to accelerated capital allowances.

15 Retirement benefit schemes

	2015	2014
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	86,149	53,626
	<u>86,149</u>	<u>53,626</u>

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

The charge to profit or loss in respect of defined contribution schemes was £86,149 (2014 - £53,626).

16 Share capital

	2015	2014
	£	£
Ordinary share capital		
Authorised		
Issued and fully paid		
1 Ordinary share of £1 each	1	1
	<u>1</u>	<u>1</u>

17 Operating lease commitments

Lessee

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

	2015	2014
	£	£
Within one year	348,770	44,921
Between two and five years	1,250,542	1,171,280
	<u>1,599,312</u>	<u>1,216,201</u>

18 Related party transactions

SURVEY SAMPLING UK LIMITED

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

18 Related party transactions

(Continued)

The Company has elected not to disclose related party transactions with the members of the group as available per The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) paragraph 33.1A.

Balances due to related parties at the balance sheet date were as follows:

	2015	2014
Survey Sampling International LLC	2,004,541.00	1,579,073.00
Survey Sampling Europe BV	Nil	376,986.00
Survey Sampling Spain	4,410.00	1,935.00
Survey Sampling France	Nil	19,777.00
Survey Sampling China	3,265.00	3,265.00
Survey Sampling Sweden	(9,534.00)	(9,072.00)
Survey Sampling Australia	Nil	3,177.00

19 Controlling party

The company's immediate parent company is Survey Sampling Europe B.V., a company incorporated in the Netherlands. Copies of the immediate parent's financial statements may be obtained from 6 Research Drive, Shelton, CT 06484, USA.

The company's ultimate parent is HGGC Saber Topco LLC, a private equity firm incorporated in Palo Alto, California, USA.

20 Cash generated from operations

	2015 £	2014 £
Profit for the year after tax	182,594	104,804
Adjustments for:		
Taxation charged	36,608	29,252
Investment income	(261)	(37)
Depreciation and impairment of tangible fixed assets	69,769	9,504
Movements in working capital:		
(Increase) in debtors	(1,055,997)	(1,183,375)
Increase in creditors	1,287,528	1,207,788
Cash generated from operations	520,241	167,936