

COMPANY REGISTRATION NUMBER: 07366299

ICX LIMITED

FILLETED UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 December 2020

ICX LIMITED
FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2020

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ICX LIMITED
DIRECTORS' REPORT

YEAR ENDED 31 DECEMBER 2020

The directors present their report and the unaudited financial statements of the company for the year ended 31 December 2020 .

Business review

The company's primary business is the provision of campaign calling and live chat solutions on behalf of our clients to their customers. The directors are satisfied with the financial performance and position of the Company, which continues to focus on improving its operations to ensure it remains on course with its long-term strategic objective to be a data and technology led business delivering high quality customer interactions on behalf of our clients in the automotive sector. Turnover was static during 2019, however, in light of the Covid-19 pandemic which dominated much of 2020 and which had a significant impact on the company's business through the forced closure of franchised car dealerships, the directors feel that this is a significant achievement due much to the performance of its employees under very challenging conditions. The directors consider the company's EBITDA to be a key performance indicator and this has increased from £42k in 2019 to £111k in 2020. Future Developments The outlook for the company is positive. The company continues to deliver innovative solutions to its clients as digitisation of the customer car buying journey increases rapidly brought about by changes driven out of the Covid-19 pandemic. The company's commitment is to continuous improvement, enhancing its ability to react to client needs and investment in technology. In order to deliver on these commitments, the directors can confirm that an additional £134k of share capital funding has been secured from new investors in early 2021. In terms of growth the company is forecasting revenues of £1 million in 2021 and sustained growth and profitability in the long-term. In April 2021 the company rebranded as ICX, an acronym for 'Integrated Customer Experience' which better encapsulates its current service offering and is aligned with the growth strategy, focusing on delivering a seamless customer experience across all touchpoints.

Directors

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

S. A. Brown

R. F. Hooper

R. J. Lewis

S. R. Egan

(Resigned 21 February 2020)

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on 6 May 2021 and signed on behalf of the board by:

R. J. Lewis

Director

Registered office:

Venture House

2 Arlington Square

Downshire Way

Bracknell

England

RG12 1WA

ICX LIMITED
STATEMENT OF FINANCIAL POSITION

31 December 2020

		2020	2019
	Note	£	£
FIXED ASSETS			
Intangible assets	5	206,772	313,029
Tangible assets	6	2,017	4,301
		208,789	317,330
CURRENT ASSETS			
Debtors	7	130,442	193,892
Cash at bank and in hand		136,537	19,773
		266,979	213,665
CREDITORS: Amounts falling due within one year	8	(199,476)	(236,117)
NET CURRENT ASSETS/(LIABILITIES)		67,503	(22,452)
TOTAL ASSETS LESS CURRENT LIABILITIES		276,292	294,878
CREDITORS: Amounts falling due after more than one year	9	(229,402)	(170,614)
PROVISIONS		(81)	(448)
NET ASSETS		46,809	123,816
CAPITAL AND RESERVES			
Called up share capital		51,250	106,250
Capital redemption reserve		55,000	—
Profit and loss account		(59,441)	17,566
SHAREHOLDERS FUNDS		46,809	123,816

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

For the year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476 ;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements .

ICX LIMITED

STATEMENT OF FINANCIAL POSITION *(continued)*

31 December 2020

These financial statements were approved by the board of directors and authorised for issue on 6 May 2021 , and are signed on behalf of the board by:

R. J. Lewis

Director

Company registration number: 07366299

ICX LIMITED

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2020

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is Venture House, 2 Arlington Square, Downshire Way, Bracknell, RG12 1WA, England.

2. Statement of compliance

These financial statements have been prepared in compliance with Section 1A of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Disclosure exemptions

The entity satisfies the criteria of being a qualifying entity as defined in FRS 102.(a) Disclosures in respect of each class of share capital have not been presented. (b) No cash flow statement has been presented for the company. (c) Disclosures in respect of financial instruments have not been presented. (d) Disclosures in respect of share-based payments have not been presented. (e) No disclosure has been given for the aggregate remuneration of key management personnel.

Revenue recognition

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax. Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer (usually on despatch of the goods); the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity; and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Income tax

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in profit or loss, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, tax is recognised in other comprehensive income or directly in equity, respectively. Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses. Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Development costs	-	25% straight line
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If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Research and development

Research expenditure is written off in the period in which it is incurred. Development expenditure incurred is capitalised as an intangible asset only when all of the following criteria are met: - It is technically feasible to complete the intangible asset so that it will be available for use or sale; - There is the intention to complete the intangible asset and use or sell it; - There is the ability to use or sell the intangible asset; - The use or sale of the intangible asset will generate probable future economic benefits; - There are adequate technical, financial and other resources available to complete the development and to use or sell the intangible asset; and - The expenditure attributable to the intangible asset during its development can be measured reliably. Expenditure that does not meet the above criteria is expensed as incurred.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses. An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in equity, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in equity in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in equity in respect of that asset, the excess shall be recognised in profit or loss.

Depreciation

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

Computer equipment	-	25% straight line
Software	-	33% straight line
Furniture and fittings	-	25 % straight line

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date. For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets. For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the company are assigned to those units.

Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event, it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense. Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised as a finance cost in profit or loss in the period it arises.

Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Debt instruments are subsequently measured at amortised cost. Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment. Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately. For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics. Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund. When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

4. Employee numbers

The average number of persons employed by the company during the year amounted to 40 (2019: 40).

5. Intangible assets

	Development costs £
Cost	
At 1 January 2020	727,978
Additions	100,983

At 31 December 2020	828,961

Amortisation	
At 1 January 2020	414,949
Charge for the year	207,240

At 31 December 2020	622,189

Carrying amount	
At 31 December 2020	206,772

At 31 December 2019	313,029

6. Tangible assets

	Computer equipment £	Software £	Furniture and fittings £	Total £
Cost				
At 1 January 2020	52,339	56,605	8,145	117,089
Additions	1,521	—	—	1,521
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At 31 December 2020	53,860	56,605	8,145	118,610
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Depreciation				
At 1 January 2020	48,795	56,114	7,879	112,788
Charge for the year	3,048	491	266	3,805
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At 31 December 2020	51,843	56,605	8,145	116,593
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Carrying amount				
At 31 December 2020	2,017	—	—	2,017
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At 31 December 2019	3,544	491	266	4,301
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7. Debtors

	2020 £	2019 £
Trade debtors	105,170	146,446
Other debtors	25,272	47,446
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	130,442	193,892
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8. Creditors: Amounts falling due within one year

	2020	2019
	£	£
Bank loans and overdrafts	6,172	102,203
Trade creditors	32,760	35,282
Social security and other taxes	92,365	54,699
Other creditors	68,179	43,933
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	199,476	236,117
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9. Creditors: Amounts falling due after more than one year

	2020	2019
	£	£
Bank loans and overdrafts	43,788	—
Other creditors	185,614	170,614
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	229,402	170,614
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10. Directors' advances, credits and guarantees

At the balance sheet date the directors loan account was in credit by £157,500 (2019: £170,614). The loan is interest free and repayable on demand.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.