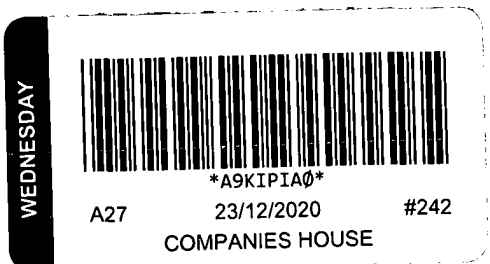


Registered number: 03840274

Sticky Content Limited

Annual report and financial statements

for the year ended 31 December 2019



Sticky Content Limited

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Sticky Content Limited

Officers and professional advisors

Directors	P E Curtis J R Goode C P Marshall
Registered Office	The Point 37 North Wharf Road Paddington London W2 1AF
Auditor	Grant Thornton UK LLP Chartered Accountants & Statutory Auditor 30 Finsbury Square London EC2A 1AG
Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Solicitors	Taylor Wessing LLP 5 New Street Square London EC4A 3TW

Sticky Content Limited

Directors' report

The directors present their report and the financial statements of the Company for the year ended 31 December 2019.

Principal activities

The principal activity of the Company during the year continued to be that of delivery of written web-based content with a diversification into wrap-around strategy and visual production to offer a complete digital content business solution.

Review of business

Revenue was £3.2m (2018: £3.0m) and operating loss was £69,000 (2018: operating profit of £16,000). Net assets were in line with prior year at £1.5m (2018: £1.6m).

Directors

The directors, who served throughout the year and subsequently except as noted, were as follows:

D J Brotzel	(resigned 18 December 2020)
P E Curtis	(appointed 6 October 2020)
A J Dowsett	(resigned 29 March 2019)
J R Goode	(appointed 29 March 2019)
C P Marshall	
E J A Shelley	(resigned 1 June 2020)
C J Toole	(resigned 29 March 2019)
A G Watson	(resigned 1 May 2020)

Director's indemnities

The Company has made qualifying third party indemnity provisions for the benefit of its directors which were made during the year and remain in force at the date of this report.

Dividends

No dividends were paid or proposed in the year (2018: £Nil).

Going concern

After reviewing the Company's forecasts and projections, including consideration of the impact of Brexit and COVID-19 on the Company, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Having reviewed the company's current trading trends and forecasts for a period of at least 12 months from the date of approval of the financial statements, and the support provided by its parent, the directors believe it is appropriate to draw up its accounts on the going concern basis.

Financial risk management objectives and policies

The Company's financial risk management objectives and policies are actively managed by the directors on a group basis.

Credit risk

The group's principal financial assets are cash, trade and other receivables and investments. The group's credit risk is primarily attributable to its trade receivables to the extent that a customer may be unable to pay the debt on the specified due date. The amounts presented in the statement of financial position are net of allowances for doubtful receivables. An allowance for impairment is made where there is an identified loss event which, based on previous experience, is evidence of a reduction in the recoverability of cash flows. This risk is further mitigated by the strong ongoing customer relationships and for many customers there is a dependency on an ongoing service.

Liquidity risk

The group mitigates liquidity risk by ensuring that sufficient funds are available for ongoing operations and future developments. The group holds cash on deposit and has ensured that the funds are held in a spread of money market funds and institutions.

The Press Association Limited

Directors' report (continued)

Small company provisions

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

Directors' responsibilities statement

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) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland". 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 and 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

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

The directors confirm that:

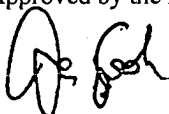
- so far as each director is aware, there is no relevant audit information of which the Company's auditor is unaware; and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company's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

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

Auditor

Having expressed a willingness to continue in office, Grant Thornton UK LLP will be proposed for re-appointment in accordance with section 485 of the Companies Act 2006.

Approved by the Board and signed on its behalf by:



J R Goode

Director

21 December 2020

The Point
37 North Wharf Road,
Paddington, London
W2 1AF

Independent auditor's report to the members of Sticky Content Limited

Year ended 31 December 2019

Opinion

We have audited the financial statements of Sticky Content Limited (the 'company') for the year ended 31 December 2019, which comprise statement of income and retained earnings, balance sheet 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 Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2019 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.

The impact of macro-economic uncertainties on our audit

Our audit of the financial statements requires us to obtain an understanding of all relevant uncertainties, including those arising as a consequence of the effects of macro-economic uncertainties such as Covid-19 and the withdrawal of the United Kingdom from the European Union ("Brexit"). All audits assess and challenge the reasonableness of estimates made by the directors and the related disclosures and the appropriateness of the going concern basis of preparation of the financial statements. All of these depend on assessments of the future economic environment and the company's future prospects and performance.

Covid-19 and Brexit are amongst the most significant economic events currently faced by the UK, and at the date of this report their effects are subject to unprecedented levels of uncertainty, with the full range of possible outcomes and their impacts unknown. We applied a standardised firm-wide approach in response to these uncertainties when assessing the company's future prospects and performance. However, no audit should be expected to predict the unknowable factors or all possible future implications for a company associated with these particular events.

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 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.

In our evaluation of the directors' conclusions, we considered the risks associated with the company's business model, including effects arising from macro-economic uncertainties such as Covid-19 and Brexit, and analysed how those risks might affect the company's financial resources or ability to continue operations over the period of at least twelve months from the date when the financial statements are authorised for issue. In accordance with the above, we have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor's report is not a guarantee that the company will continue in operation.

Independent auditor's report to the members of Sticky Content Limited Year ended 31 December 2019 (continued)

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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matter on which we are required to report under the Companies Act 2006

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

Matters on which we are required to report by exception

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set out on page 3, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and

Independent auditor's report to the members of Sticky Content Limited Year ended 31 December 2019 (continued)

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.

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

Use of our report

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

 UK LLP

Sergio Cardoso
Senior Statutory Auditor
For and on behalf of Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
London
21 December 2020

Sticky Content Limited

Statement of income and retained earnings

For the year ending 31 December 2019

	Note	2019 £000	2018 £000
Turnover		3,151	2,971
Staff costs	5	(1,429)	(1,426)
Depreciation		(25)	(23)
Other operating expenses		(1,766)	(1,506)
Operating (loss)/profit		(69)	16
Finance costs (net)	3	5	4
(Loss)/profit before taxation	4	(64)	20
Tax on loss/(profit)	7	10	(5)
(Loss)/profit for the financial year attributable to the equity shareholders of the Company		(54)	15
Retained earnings at the start of the financial year		1,570	1,555
Retained earnings at the end of the financial year		1,516	1,570

All the activities of the Company are from continuing operations.

There were no items of other comprehensive income in the current or preceding year therefore a statement of comprehensive income has not been presented.

The notes on pages 9 to 16 form an integral part of these financial statements.

Sticky Content Limited

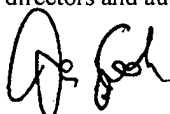
Balance sheet

At 31 December 2019

	Note	2019 £000	2018 £000
Fixed assets			
Tangible assets	8	46	61
Current assets			
Debtors	9	947	1,567
Cash		1,608	679
Creditors: amounts falling due within one year	10	2,555 (1,085)	2,246 (737)
Net current assets		1,470	1,509
Total assets less current liabilities		1,516	1,570
Net assets		1,516	1,570
Capital and reserves			
Profit and loss account	12	1,516	1,570
		1,516	1,570

The financial statements have been prepared in accordance with the provisions applicable to small companies' subject to the small companies' regime and in accordance with the provisions of Section 1A of FRS 102.

The financial statements of Sticky Content Limited (registered number 03840274) were approved by the board of directors and authorised for issue on 21 December 2020. They were signed on its behalf by:



J R Goode
Director

The notes on pages 9 to 16 form an integral part of these financial statements.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

1. Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and to the preceding year.

a. General information and basis of accounting

Sticky Content Limited is a company incorporated in England and Wales under the Companies Act 2006. The Company is a private Company limited by shares. The address of the registered office is given on page 1.

These financial statements have been prepared in accordance with applicable United Kingdom accounting standards, including Section 1A of Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' ('FRS 102') and the Companies Act 2006. The financial statements have been prepared on the historical cost basis.

The functional currency of the Company is considered to be pounds sterling because that is the currency of the primary economic environment in which the Company operates. Accordingly the financial statements are presented in pounds sterling (£'000).

b. Going concern

After reviewing the Company's forecasts and projections, including consideration of the impact of Brexit and COVID-19 on the Company, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Having reviewed the company's current trading trends and forecasts for a period of at least 12 months from the date of approval of the financial statements, and the support provided by its parent, the directors believe it is appropriate to draw up its accounts on the going concern basis.

c. Tangible fixed assets

Tangible fixed assets are stated at cost or valuation, net of depreciation and any provision for impairment. Depreciation is provided on all tangible fixed assets, other than investment properties and freehold land, at rates calculated to write off the cost or valuation, less estimated residual value, of each asset on a straight-line basis over its expected useful life, as follows:

Equipment - 20-25%

d. Financial instruments

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

Financial assets and financial liabilities are recognised when the Company becomes a party to the contractual provisions of the instrument and are offset only when the Company currently has a legally enforceable right to set off the recognised amounts and intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Trade, group and other debtors (including accrued income) which are receivable within one year and which do not constitute a financing transaction are initially measured at the transaction price and subsequently measured at amortised cost, being the transaction price less any amounts settled and any impairment losses.

A provision for impairment of trade debtors is established when there is objective evidence that the amounts due will not be collected according to the original terms of the contract. Impairment losses are recognised in profit or loss for the excess of the carrying value of the trade debtor over the present value of the future cash flows discounted using the original effective interest rate. Subsequent reversals of an impairment loss that objectively relate to an event occurring after the impairment loss was recognised, are recognised immediately in profit or loss.

e. Financial instruments

Financial instruments are classified as liabilities and equity instruments 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 company after deducting all of its liabilities.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

1. Accounting policies

e. Financial instruments

Trade, group and other creditors (including accruals) payable within one year that do not constitute a financing transaction are initially measured at the transaction price and subsequently measured at amortised cost, being transaction price less any amounts settled.

f. Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the Company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that, on the basis of all available evidence, it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date that are expected to apply to the reversal of the timing difference. Deferred tax relating to non-depreciable property, plant and equipment measured using the revaluation model and investment property is measured using the tax rates and allowances that apply to sale of the asset. In other cases, the measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the Group expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Where items recognised in other comprehensive income or equity are chargeable to or deductible for tax purposes, the resulting current or deferred tax expense or income is recognised in the same component of comprehensive income or equity as the transaction or other event that resulted in the tax expense or income.

Current tax assets and liabilities are offset only when there is a legally enforceable right to set off the amounts and the Company intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

Deferred tax assets and liabilities are offset only if: a) the Company has a legally enforceable right to set off current tax assets against current tax liabilities; and b) the deferred tax assets and deferred tax liabilities relate to income taxes levied by the same taxation authority on either the same taxable entity or different taxable entities which intend either to settle current tax liabilities and assets on a net basis, or to realise the assets and settle the liabilities simultaneously, in each future period in which significant amounts of deferred tax liabilities or assets are expected to be settled or recovered.

g. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of estimated discounts, sales taxes and after eliminating intercompany sales within the Company. When the outcome cannot be reliably estimated, turnover is recognised only to the extent that it is probable that future economic benefits will flow to the Company. The Company bases its estimates on historical results, taking into account the type of customer, the type of transaction and the specifics of each arrangement.

Turnover generated from bespoke training, consultancy and marketing content is recognised in line with costs that have been incurred, generally based on hours incurred relative to the total hours expected to be incurred.

h. Foreign currency

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

h. Foreign currency

Exchange differences are recognised in profit or loss in the period in which they arise except for exchange differences arising on gains or losses on non-monetary items which are recognised in other comprehensive income.

i. Pension costs

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

1. Accounting policies

j. Debtors

Short term debtors are measured at transaction price, less any impairment.

k. Creditors

Short term creditors are measured at transaction price.

2. Critical accounting judgements

In the application of the Company's accounting policies, which are described in note 1, the directors are required to make judgements, estimates and assumptions about the carrying amounts 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The directors do not identify any critical accounting judgements or key sources of estimation uncertainty in relation to these financial statements.

3. Finance costs (net)

	2019 £000	2018 £000
Other interest receivable and similar income	5	4

4. (Loss)/profit before taxation

(Loss)/profit before taxation is stated after charging:

	2019 £000	2018 £000
Depreciation of tangible assets (see note 8)	25	23

Auditors' remuneration was borne by a fellow group company. The auditors did not perform any non-audit services in the year (2018: £Nil).

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

5. Staff costs

An analysis of staff costs is as follows:

	2019 £000	2018 £000
Wages and salaries	1,256	1,258
Social security costs	135	142
Pension costs	38	26
	<u>1,429</u>	<u>1,426</u>

The average number of persons employed by the Company during the period was:

	2019 No	2018 No
Operational	21	19
Sales	7	4
	<u>28</u>	<u>23</u>

6. Directors' remuneration

The directors' aggregate remuneration in respect of qualifying services was:

	2019 £000	2018 £000
Aggregate emoluments	159	226
Pension costs	6	4
	<u>165</u>	<u>230</u>

In addition to the above, three directors did not receive any emoluments for their services as directors of the Company during the year or preceding year. These directors of the Company have wide ranging responsibilities for the management of PA Media Group Limited and as such their emoluments are paid by PA Media Group Limited. Accordingly, disclosures in respect of directors' remuneration have been made in the financial statements of PA Media Group Limited.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

7. Tax on (loss)/profit on ordinary activities

	2019 £000	2018 £000
Current tax		
UK current tax expense	-	7
Adjustments in respect of prior year	(7)	-
	<u>(7)</u>	<u>-</u>
Total current tax	<u>(7)</u>	<u>7</u>
Deferred tax		
Origination and reversal of timing differences	(3)	(2)
	<u>(3)</u>	<u>(2)</u>
Tax on (loss)/profit on ordinary activities	<u>(10)</u>	<u>5</u>

Reconciliation of tax expense

The tax assessed on the (loss)/profit on ordinary activities for the year is the same as (2018: the same as) the standard rate of corporation tax in the UK of 19.00% (2018: 19.00%).

	2019 £000	2018 £000
(Loss)/profit on ordinary activities before taxation	<u>(64)</u>	<u>20</u>
(Loss)/profit on ordinary activities by rate of tax	(12)	4
Expenses not tax deductible	2	1
Group relief surrendered	7	-
Adjustment to tax charge in respect of previous years	<u>(7)</u>	<u>-</u>
Tax (credit)/charge on loss/profit	<u>(10)</u>	<u>5</u>

Factors that may affect future tax charges

The standard rate of corporation tax in the UK was 19.00% through 2019. Accordingly, the Company's profits for this accounting period are taxed at an effective rate of 19.00% (2018: 19.00%). The deferred tax assets and liabilities reflect these rates.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

8. Tangible fixed assets

	Equipment £000
Cost	
At 1 January 2019	157
Additions	25
Eliminated on disposal	(105)
	<u>77</u>
At 31 December 2019	<u>77</u>
Depreciation	
At 1 January 2019	96
Charge for the year	25
Eliminated on disposal	(90)
	<u>31</u>
At 31 December 2019	<u>31</u>
Net book value at 31 December 2019	<u>46</u>
Net book value at 31 December 2018	<u>61</u>

9. Debtors

	2019 £000	2018 £000
Amounts falling due within one year:		
Trade debtors	785	1,085
Amounts owed by group companies	-	113
Prepayments and accrued income	154	362
Other debtors	1	3
Deferred tax asset (see note 11)	7	4
	<u>947</u>	<u>1,567</u>

Trade debtors is stated after provisions for impairment of £7,000. Amounts owed by group undertakings are unsecured, interest free and repayable on demand.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

10. Creditors: amounts falling due within one year

	2019 £000	2018 £000
Trade creditors	20	37
Amounts owed to group companies	103	-
Corporation tax	-	7
Other taxes and social security	308	172
Other creditors	1	-
Accruals and deferred income	653	521
	<u>1,085</u>	<u>737</u>

Amounts owed to group undertakings are unsecured, interest free and repayable on demand.

11. Deferred tax

Deferred tax assets can be analysed as follows:

	2019 £000	2018 £000
Accelerated capital allowances	<u>7</u>	<u>4</u>

The movement in deferred tax is as follows:

	2019 £000	2018 £000
At 1 January	4	2
Deferred tax charged to profit and loss	<u>3</u>	<u>2</u>
	<u>7</u>	<u>4</u>

Based on current capital investment plans, the Company expects to continue to be able to claim capital allowances in excess of depreciation in future years at a similar level to the current year.

12. Reserves

Profit and loss account

Includes all accumulated profits and losses.

13. Related party transactions

As a subsidiary company of undertaking PA Media Group Limited, the company has taken advantage of the exemptions in Section 33 "Related Party Transactions" from disclosing transactions with members of PA Media Group Limited.

14. Controlling party

At 31 December 2019, the largest and smallest group in which the results of the company were consolidated is PA Media Group Limited. The consolidated financial statements can be obtained from The Point, 37 North Wharf Road, Paddington, London, W2 1AF. The ultimate parent company PA Media Group Limited has prepared consolidated group financial statements for the year ended 31 December 2019. The ultimate controlling party is PA Media Group Limited.

Sticky Content Limited

Notes to the financial statements

For the year ended 31 December 2019

15. Post balance sheet events

The company has determined that the Covid-19 pandemic is a non-adjusting subsequent event. Accordingly, the financial position and results of operations as of and for the year ended 31 December 2019 have not been adjusted to reflect their impact.