



Section 172 Statement

Under section 172 of the Companies Act 2006, the directors have a duty to promote the success of the Company for the benefit of its members as a whole. This includes having due regard to the broad range of stakeholders of the Company, such as its shareholder and its impact on the wider community and environment.

The Company's Board is responsible for setting the strategy of and managing the Company, subject to certain approvals required from the Board of Daisy Holdco Limited ('the Daisy Group'), its ultimate parent company during the financial year.

The Company engages with its shareholder on a regular basis through the presentation of monthly financial information. As an investment holding company, the Company does not have any employees, customers or suppliers. During the year the key decisions taken by the Board were in relation to the acquisition of Communicate Better. These decisions were taken for the long-term benefit of the Company and its stakeholders as the acquired entities complement the existing trade of the Company's subsidiaries.