

# Neon UK Bidco Limited

## Strategic report For the year ended 31 December 2023

The director presents the Strategic report of Neon UK Bidco Limited ('the Company') for the year ended 31 December 2023.

The director in preparing this strategic report has complied with section 414C of the Companies Act 2006.

### Principal activities

The Company is a holding company for the Numerator business in the Kantar Group.

### Going concern

The director considers that the going concern assumption upon which these financials have been prepared continues to be appropriate, due to continuing support from the intermediate parent company, Kantar Group Holdings Limited. Forecasts and cash flow projections have been produced by the Group, covering the period of 12 months from the date of signing these financial statements. These demonstrate the Group has sufficient funding to enable the Company to meet its obligations as they fall due. Following correspondence with Group management, the director of the Company is satisfied that the Group will continue to invest in this entity as it is considered strategically beneficial to the Group.

The director considers that both the level of business and year end financial position are satisfactory in the Company's capacity as a holding company. For the 12 months from signing these financial statements the Company is expected to continue as a non-trading holding company, with no expected cashflows and to retain its strong net asset position.

### Results and dividends

The financial statements for the year ended 31 December 2023 are set out on pages 10 to 11. The profit for the year after taxation was \$nil (2022: \$nil). No dividend was paid during year ended 31 December 2023 (2022: \$nil). The director is satisfied with the performance of the subsidiaries held by the Company as investments, as that business continues to execute its strategic plans.

### Future developments

The Company will continue to act as a holding company for the Numerator business.

### Key performance indicators

As the Company is a holding company. The Company's director believes that analysis using further key performance indicators for the Company is not necessary or appropriate for an understanding of the development, performance or position of the business. The development, performance and position of Kantar Global Holdings S.à r.l. which includes the Company are discussed in the Group's annual report, which does not form part of this report.

### Principal risks and uncertainties

There are no principal risks and uncertainties that pertain to the Company, being a non-trading holding company. The Kantar Group is headed by Kantar Global Holdings S.à r.l.. The principal risks and uncertainties of Kantar Global Holdings S.à r.l. are disclosed in its Consolidated Financial Statements copies of which can be obtained as described in note 9.

### Section 172(1) Statement

The director of the Company, as those of all UK companies, must act in accordance with section 172 of the UK Companies Act 2006. The director is of the opinion that he has acted fairly and in good faith to promote the success of the Company for the benefits of its members.

The director has carried out these duties and has made decisions and undertaken short and long-term strategies to maintain its financial performance and position. The director continues to recognise the importance of the Company's partnership with all stakeholders, including employees, members, suppliers, customers and the community, as well as maintaining its high standards of business conduct and reputation.

We have representatives who attend and communicate with industry bodies in the markets in which we operate who engaged on issues that affect our people, clients and competitors. We contributed during the year to indexes that provide meaningful data on governance and policy issues.

# Neon UK Bidco Limited

## Strategic report (continued) For the year ended 31 December 2023

### Section 172(1) Statement (continued)

#### a) Long term consequences

The director considered the purpose and strategy for the Company, supported by a budget for the following year and a medium-term financial plan. Agenda items for the following year are set based on the discussions held and decisions taken by the Board throughout the year. For example, business development and operational progress are discussed to help maintain the long-term sustainability of the business model.

#### b) Interest of other stakeholders

The Company recognises the importance of its continued partnerships with its wider stakeholders in delivering its business strategy and sustainability goals. The Company aims to have an open and transparent relationship which is based on honesty and respect. The Company engages in constant conversation with stakeholders on improving delivery of services and relationships. The Company has gone through an exercise to identify all relevant stakeholders, by reviewing all its relationships. Given the nature of the entity, as an intermediate holding company with no employees, the key stakeholders identified were its owners.

#### c) Impact of community and environment

Corporate responsibility including human rights, environmental stewardship and use of resources, sustainable solutions, greenhouse gas emissions and energy management are monitored with quarterly reporting of these to help the Company plan for future actions to be taken in order for the business to help the local community and the environment. Given the nature of the entity being an intermediate holding company with no trade, the impact on the community is considered as part of the wider Group.

#### d) High standards of business conduct

The Company maintains high standards of business conduct focusing on business ethics, anti-bribery and anti-corruption. The director is required to read and agree with all policies in regard to the Group's code of conduct, right to speak and anti-bribery. These are communicated on an annual basis by HR.

#### e) Act fairly between members

The director aims to understand the views of its shareholders and always act in their best interests. In order to do this, the director works closely with the shareholders to ensure operations, strategy and performance are aligned with their long-term objectives, while complying with the Articles of Association of the Company and in line with the highest standards of conduct as laid out in Group policies.

Approved and signed by the director:



Christophe Jacobs Van Merlen

Director

Date: 02 August 2024