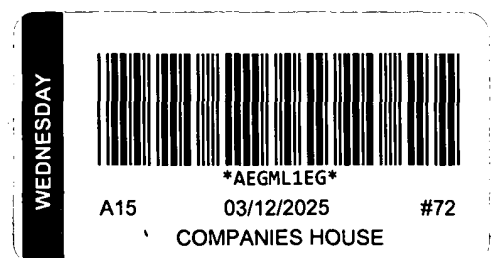


Limited Liability Partnership registration number OC360654 (England and Wales)

Anomaly London LLP

Annual Report And Financial Statements

For The Year Ended 31 December 2024



Anomaly London LLP

Limited Liability Partnership Information

Designated members	Anomaly UK Limited Ms C Harrison
LLP registration number	OC360654
Registered office	25 Charterhouse Square London EC1M 6AE
Auditor	Loucas The Carriage House Mill Street Maidstone Kent ME15 6YE
Business address	25 Charterhouse Square London EC1M 6AE
Bankers	HSBC 60 Queen Victoria Street London EC4N 4TR

Anomaly London LLP

Contents

	Page
Members' report	1 - 2
Members' responsibilities statement	3
Independent auditor's report	4 - 6
Profit and loss account	7
Statement of comprehensive income	8
Balance sheet	9
Reconciliation of members' interests	10 - 11
Statement of cash flows	12
Notes to the financial statements	13 - 24

Anomaly London LLP

Members' Report

For The Year Ended 31 December 2024

The members present their annual report and financial statements for the year ended 31 December 2024.

Principal activities

The principal activity of the limited liability partnership continued to be that of a marketing agency.

Members' drawings, contributions and repayments

The members' drawing policy allows each member to draw a proportion of their profit share, subject to the cash requirements of the business.

A member's capital requirement is linked to their share of profit and the financing requirement of the limited liability partnership. There is no opportunity for appreciation of the capital subscribed. Just as incoming members introduce their capital at "par", so the retiring members are repaid their capital at "par".

Designated members

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

Anomaly UK Limited
Ms C Harrison
S Smith

(Resigned 25 March 2024)

Auditor

Loucas were appointed as auditor to the limited liability partnership and in accordance with section 485 of the Companies Act 2006 (as applied by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008), a resolution proposing that they be re-appointed will be put at a general meeting.

Energy and carbon report

We are required to report greenhouse gas emissions and our reporting covers the accounting period to December 2024.

The consumption figures have been obtained from Ashdown Phillips & Partners, who supply all electricity to our offices. Therefore, it follows that our calculations are based on what we have directly used and paid for.

The following table gives our gross emissions and intensity ratios:

	Energy Consumption	CO2 Emissions (tons of CO2)	CO2e Per Sqm Office space
Scope 1	None	None	None
Scope 2	90,237	51	0.02
Scope 3	705,172	146,020	56.84
	<u>795,409</u>	<u>146,071</u>	<u>56.86</u>

Anomaly London LLP

Members' Report (Continued)

For The Year Ended 31 December 2024

Methodology and reporting

There are no Scope 1 emissions to report.

In respect of scope 2, the emissions from our use of electricity at our offices are derived from figures provided in KWH supplied by the landlord. CO2 emissions were also provided by the landlord and apportioned based on square meter of office space.

Scope 3 emissions represent our CO2 emissions for business travel obtained from our business travel partner in kilograms of CO2. This has been converted to KWH using the Greenhouse gas reporting: conversion factors from the department for Business, Energy and Industrial Strategy.

Energy efficiency action

Anomaly's policy for sustainability is to encourage our stakeholders to have a considered attitude to the environment and to embrace behaviours that minimise a negative impact on the environment. Anomaly is committed to reducing our operational carbon footprint by way of the following measures:

Energy – All offices have automated motion sensor lighting, so energy isn't wasted in areas that don't require constant lighting. Employees are encouraged to switch off all their electrical devices at the end of the day, and any applicable kitchen appliances are turned off.

Recycling and waste – We provide recycling and food waste bins to encourage composting and recycling.

Paper use – We encourage all employees to reduce the amount they print by emailing presentations, rather than printing out paper copies and using double sided printing only when it is necessary.

Transportation – Anomaly participates in the Cycle to Work scheme and encourages virtual calls for meetings as opposed to using transport. It also advocates electric cars for travelling and allows employees time for walking to meetings within a short distance. Anomaly has adopted a hybrid working model which reduces employees' carbon footprint from traveling to and from the office. There are staff incentives in place for using public transport and sustainable commuting.

Anomaly is selective about the clients it partners with, ensuring that they share the same values regarding sustainability. All client productions are subject to an Adgreen levy and carbon offsetting is currently being investigated for those employees who attend shoots and travel the most.

Anomaly is establishing an emissions baseline across operations to set measurable carbon reduction targets and define a formal Net Zero roadmap by 2026, in line with the UK Government's 2050 target. Our plan includes interim milestones, enhanced tracking through our global finance system and continued ISO 14001-aligned improvements.

Overall, Anomaly is committed to playing our part in the global transition to a low-carbon economy - integrating sustainability into every aspect of our operations, partnerships and client work.

Approved by the members on 27 November 2025 and signed on behalf by:



.....
Ms C Harrison
Designated Member

Anomaly London LLP

Members' Responsibilities Statement

For The Year Ended 31 December 2024

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

Company law (as applied by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008) requires the members to prepare financial statements for each financial year. Under that law the members have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice. Under company law (as applied by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008) the members 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 limited liability partnership and of the profit or loss of the limited liability partnership for that period. In preparing these financial statements, the members are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the limited liability partnership will continue in business.

The members are responsible for keeping adequate accounting records that are sufficient to show and explain the limited liability partnership's transactions and disclose with reasonable accuracy at any time the financial position of the limited liability partnership and enable them to ensure that the financial statements comply with the Companies Act 2006 (as applied by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008). They are also responsible for safeguarding the assets of the limited liability partnership and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Anomaly London LLP

Independent Auditor's Report

To The Members Of Anomaly London LLP

Opinion

We have audited the financial statements of Anomaly London LLP (the 'limited liability partnership') for the year ended 31 December 2024 which comprise the profit and loss account, the statement of comprehensive income, the balance sheet, the reconciliation of members' interests, the statement of cash flows and notes to the financial statements, including 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 limited liability partnership's affairs as at 31 December 2024 and of its loss 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 as applied to limited liability partnerships by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008.

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 limited liability partnership 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.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the members' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the limited liability partnership's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the members with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The members are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Anomaly London LLP

Independent Auditor's Report (Continued)

To The Members Of Anomaly London LLP

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 as applied to limited liability partnerships 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
- we have not received all the information and explanations we require for our audit.

Responsibilities of members

As explained more fully in the members' responsibilities statement, the members 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 members 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 members are responsible for assessing the limited liability partnership'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 members either intend to liquidate the limited liability partnership 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 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.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:

As part of designing our audit, we determined materiality and assessed the risks of material misstatement in the financial statements, including how fraud may occur by enquiring of management's own consideration of fraud. In particular we assessed whether judgements made in making accounting estimates are indicative of potential bias, and evaluated the business rationale of significant transactions outside the normal course of business. We also addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and other adjustments. We also considered potential financial or other pressures, opportunities and motivations for fraud. As part of discussions with management we identified the internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations and how management monitor these processes.

We obtained an understanding of the legal and regulatory environment applicable to the company and established the most relevant laws and regulations are FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice), Companies Act 2006, direct and indirect taxation legislation in the United Kingdom, and operational laws and regulations including health and safety, employment law, anti-money laundering, anti-bribery and corruption, and GDPR rules.

We considered the extent of compliance with these laws and regulations as part of our procedures on the related financial statement lines. We made enquiries of management with regards to compliance with the above laws and regulations and corroborated any necessary evidence, for example, review and inspection of legal invoices and correspondence with the relevant authorities and the entity's solicitors.

Anomaly London LLP

Independent Auditor's Report (Continued)

To The Members Of Anomaly London LLP

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentation or through collusion. There are inherent limitations in the audit procedures performed as non-compliance with laws and regulations may not necessarily be reflected in transactions reported in the financial statements, and therefore we may be less likely to become aware of it. Management and those charged with governance of the entity have the primary responsibility for the prevention and detection of fraud.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://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 limited liability partnership's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 as applied by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008. Our audit work has been undertaken so that we might state to the limited liability partnership'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 limited liability partnership and the limited liability partnership's members as a body, for our audit work, for this report, or for the opinions we have formed.

Athos Louca

Mr Athos Louca FCCA, ICPAC (Senior Statutory Auditor)
For and on behalf of Loucas

Date: 28-11-2025.....

Chartered Certified Accountants
Statutory Auditor

The Carriage House
Mill Street
Maidstone
Kent
ME15 6YE

Anomaly London LLP

Profit And Loss Account

For The Year Ended 31 December 2024

	Notes	2024 £	2023 £
Turnover	3	53,782,618	90,447,402
Cost of sales		(34,591,634)	(58,602,292)
Gross profit		19,190,984	31,845,110
Administrative expenses		(20,271,569)	(25,933,943)
Operating (loss)/profit	4	(1,080,585)	5,911,167
Interest receivable and similar income	8	516,769	460,153
(Loss)/profit for the financial year before members' remuneration and profit shares		(563,816)	6,371,320
Members' remuneration charged as an expense	7	(351,154)	(550,000)
(Loss)/profit for the financial year available for discretionary division among members		(914,970)	5,821,320

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

Anomaly London LLP

Statement Of Comprehensive Income For The Year Ended 31 December 2024

	2024 £	2023 £
Loss available for discretionary division among members	(914,970)	5,821,320
Other comprehensive income	-	-
Total comprehensive income for the year	<u>(914,970)</u>	<u>5,821,320</u>

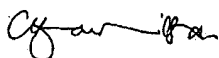
Anomaly London LLP

Balance Sheet

As At 31 December 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	9		498,531		676,237
Current assets					
Stocks	10	405,200		40,907	
Debtors	11	32,406,963		34,665,484	
Cash at bank and in hand		4,940,051		6,655,541	
			37,752,214		41,361,932
Creditors: amounts falling due within one year	12	(14,783,391)		(17,357,975)	
Net current assets			22,968,823		24,003,957
Total assets less current liabilities and net assets attributable to members			23,467,354		24,680,194
Represented by:					
Loans and other debts due to members within one year					
Amounts due in respect of profits			22,260,884		22,595,683
Other amounts			615,000		615,000
			22,875,884		23,210,683
Members' other interests					
Members' capital classified as equity			8,397		8,397
Share based payment reserve			583,073		1,461,114
			23,467,354		24,680,194
Total members' interests					
Amounts due from members			(615,000)		(615,000)
Loans and other debts due to members			22,875,884		23,210,683
Members' other interests			591,470		1,469,511
			22,852,354		24,065,194

The financial statements were approved by the members and authorised for issue on 27 November 2025 and are signed on their behalf by:



Ms C Harrison
Designated member

Limited Liability Partnership registration number OC360654 (England and Wales)

Anomaly London LLP

Reconciliation Of Members' Interests For The Year Ended 31 December 2024

<i>Current financial year</i>	EQUITY			DEBT			TOTAL
	Members' other interests			Loans and other debts due to members less any amounts due from members in debtors			MEMBERS' INTERESTS
	Members' capital	Share based payment reserve	Other reserves	Total	Other amounts	Total	Total 2024
£	£	£	£	£	£	£	£
Members' interests at 1 January 2024	8,397	1,461,114	-	1,469,511	22,595,683	22,595,683	24,065,194
Members' remuneration charged as an expense, including employment costs and retirement benefit costs	-	-	-	-	351,154	351,154	351,154
Loss for the financial year available for discretionary division among members	-	-	(914,970)	(914,970)	-	-	(914,970)
Members' interests after loss and remuneration for the year	8,397	1,461,114	(914,970)	554,541	22,946,837	22,946,837	23,501,378
Allocation of loss for the financial year	-	-	914,970	914,970	(914,970)	(914,970)	-
Drawings on account and distributions of profit	-	-	-	-	(1,878,236)	(1,878,236)	(1,878,236)
Other movements	-	(878,041)	-	(878,041)	2,107,253	2,107,253	1,229,212
Members' interests at 31 December 2024	8,397	583,073	-	591,470	22,260,884	22,260,884	22,852,354

Anomaly London LLP

Reconciliation Of Members' Interests (Continued)

For The Year Ended 31 December 2024

<i>Prior financial year</i>	EQUITY			Total	DEBT		TOTAL MEMBERS' INTERESTS
	Members' other interests				Loans and other debts due to members less any amounts due from members in debtors		
	Members' capital	Share based payment reserve	Other reserves		Other amounts	Total	
£	£	£	£	£	£	£	
Members' interests at 1 January 2023	8,397	-	-	8,397	18,136,662	18,136,662	18,145,059
Members' remuneration charged as an expense, including employment costs and retirement benefit costs	-	-	-	-	550,000	550,000	550,000
Profit for the financial year available for discretionary division among members	-	-	5,821,320	5,821,320	-	-	5,821,320
Members' interests after profit and remuneration for the year	8,397	-	5,821,320	5,829,717	18,686,662	18,686,662	24,516,379
Allocation of profit for the financial year	-	-	(5,821,320)	(5,821,320)	5,821,320	5,821,320	-
Drawings on account and distributions of profit	-	-	-	-	(2,267,776)	(2,267,776)	(2,267,776)
Other movements	-	1,461,114	-	1,461,114	355,477	355,477	1,816,591
Members' interests at 31 December 2023	8,397	1,461,114	-	1,469,511	22,595,683	22,595,683	24,065,194

Anomaly London LLP

Statement Of Cash Flows

For The Year Ended 31 December 2024

	Notes	2024		2023	
		£	£	£	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	19		(295,367)		5,035,825
Investing activities					
Purchase of tangible fixed assets		(58,656)		(204,037)	
Proceeds on disposal of tangible fixed assets		-		4,545	
Interest received		516,769		460,153	
Net cash generated from investing activities			458,113		260,661
Financing activities					
Payments to members that represent a return on amounts subscribed or otherwise contributed		(1,878,236)		(2,267,776)	
Net cash used in financing activities			(1,878,236)		(2,267,776)
Net (decrease)/increase in cash and cash equivalents			(1,715,490)		3,028,710
Cash and cash equivalents at beginning of year			6,655,541		3,626,831
Cash and cash equivalents at end of year			4,940,051		6,655,541

Anomaly London LLP

Notes To The Financial Statements

For The Year Ended 31 December 2024

1 Accounting policies

Limited liability partnership information

Anomaly London LLP is a limited liability partnership incorporated in England and Wales. The registered office is 25 Charterhouse Square, London, EC1M 6AE.

The limited liability partnership's principal activities are disclosed in the Members' Report.

1.1 Basis of preparation

These financial statements have been prepared in accordance with the Statement of Recommended Practice "Accounting by Limited Liability Partnerships" issued in December 2021, together 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 limited liability partnership. 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.

1.2 Going concern

At the time of approving the financial statements, the members have a reasonable expectation that the limited liability partnership has adequate resources to continue in operational existence for the foreseeable future. Thus the members continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Turnover

Turnover represents the amounts recoverable for the services provided to clients, excluding value added tax, under contractual obligations which are performed gradually over time.

If, at the balance sheet date, completion of contractual obligations is dependent on external factors (and thus outside the control of the Limited Liability Partnership), then revenue is recognised only when the event occurs. In such cases, costs incurred up to the balance sheet date are carried forward as work in progress.

1.4 Members' participating interests

Members' participation rights are the rights of a member against the LLP that arise under the members' agreement (for example, in respect of amounts subscribed or otherwise contributed remuneration and profits).

Members' participation rights in the earnings or assets of the LLP are analysed between those that are, from the LLP's perspective, either a financial liability or equity, in accordance with section 22 of FRS 102. A member's participation rights including amounts subscribed or otherwise contributed by members, for example members' capital, are classed as liabilities unless the LLP has an unconditional right to refuse payment to members, in which case they are classified as equity.

All amounts due to members that are classified as liabilities are presented within 'Loans and other debts due to members' and, where such an amount relates to current year profits, they are recognised within 'Members' remuneration charged as an expense' in arriving at the relevant year's result. Undivided amounts that are classified as equity are shown within 'Members' other interests'. Amounts recoverable from members are presented as debtors and shown as amounts due from members within members' interests.

Where there exists an asset and liability component in respect of an individual member's participation rights, they are presented on a gross basis unless the LLP has both a legally enforceable right to set off the recognised amounts, and it intends either to settle on a net basis or to settle and realise these amounts simultaneously, in which case they are presented net.

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

1 Accounting policies

(Continued)

Once an unavoidable obligation has been created in favour of members through allocation of profits or other means, any undrawn profits remaining at the reporting date are shown as 'Loans and other debts due to members' to the extent they exceed debts due from a specific member.

Distributions of profits are shown as financing cash flows, because they represent costs of obtaining financial resources or claims on cash flows by the providers of capital to the LLP.

1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, 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:

Leasehold improvements	Over the term of the lease
Fixtures and fittings	Straight line over 5-7 years
Computers	Straight line over 3 years

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 recognised in the profit and loss account.

1.6 Impairment of fixed assets

At each reporting period end date, the limited liability partnership reviews the carrying amounts of its tangible 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 limited liability partnership estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

1 Accounting policies (Continued)

1.7 Stocks

Stock consists of work in progress (WIP) on ongoing projects that have not yet been completed as at the year end and, where applicable, direct material and overhead costs. Work in progress is measured at the lower of cost and net realisable value,

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of WIP over its estimated selling prices less costs to complete and sell is recognised as an impairment loss in the profit or loss. Reversals of impairment losses are also recognised in the profit or loss.

1.8 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The limited liability partnership has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the limited liability partnership's statement of financial position when the limited liability partnership becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

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 publicly 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.

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

1 Accounting policies

(Continued)

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the limited liability partnership transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Classification of financial liabilities

Financial liabilities and equity instruments are classified 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 limited liability partnership after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

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 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.

Derecognition of financial liabilities

Financial liabilities are derecognised when the limited liability partnership's obligations expire or are discharged or cancelled.

1.10 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 limited liability partnership is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits and post retirement payments to members

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

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

1 Accounting policies

(Continued)

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss 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 leased asset are consumed.

1.13 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 in the period are included in profit or loss.

1.14 Share based payments

The company is part of a group-wide share scheme operated by Stagwell Inc., where employees are granted restricted stock units in the parent company.

In accordance with Section 26 of FRS102, the cost and corresponding increase in equity in respect of equity settled share based payment transactions with employees are measured by reference to the fair value of equity instruments issued at the date of grant. Amounts are expensed on a straight line basis over the vesting period based on the estimate of shares that will eventually vest and adjusted for the effect of non market-based vesting conditions.

The increase in equity is included in a separate Share based payment reserve.

2 Judgements and key sources of estimation uncertainty

In the application of the limited liability partnership's accounting policies, the members 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.

Anomaly London LLP

Notes To The Financial Statements (Continued) For The Year Ended 31 December 2024

3 Turnover

An analysis of the limited liability partnership's turnover is as follows:

	2024	2023
	£	£
Turnover analysed by class of business		
Services	53,782,618	90,447,402

	2024	2023
	£	£
Turnover analysed by geographical market		
UK	21,896,895	16,534,276
Europe	19,806,379	46,867,265
USA	12,079,344	27,035,638
Rest of the World	-	10,223
	<u>53,782,618</u>	<u>90,447,402</u>

	2024	2023
	£	£
Other significant revenue		
Interest income	516,769	460,153

4 Operating (loss)/profit

	2024	2023
	£	£
Operating (loss)/profit for the year is stated after charging/(crediting):		
Exchange losses	155,656	852,805
Depreciation of owned tangible fixed assets	236,247	230,489
Loss/(profit) on disposal of tangible fixed assets	115	(4,198)
Operating lease charges	29,511	22,857

5 Auditor's remuneration

	2024	2023
	£	£
Fees payable to the LLP's auditor and associates:		
For audit services		
Audit of the financial statements of the LLP	32,091	31,000
Share of group audit fees	58,056	60,032
	<u>90,147</u>	<u>91,032</u>

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

6 Employees

The average number of persons (excluding members) employed by the partnership during the year was:

	2024	2023
	Number	Number
Account management	36	49
Creative	32	53
Design	21	32
Planning	17	24
Production	18	28
Admin & HR	18	19
New Business	2	3
Transformation	3	3
Project management	7	11
Partners	1	2
	<hr/>	<hr/>
Total	155	224
	<hr/> <hr/>	<hr/> <hr/>

Their aggregate remuneration comprised:

	2024	2023
	£	£
Wages and salaries	12,329,744	17,239,235
Social security costs	1,450,556	2,079,516
Pension costs	177,269	252,879
	<hr/>	<hr/>
	13,957,569	19,571,630
	<hr/> <hr/>	<hr/> <hr/>

7 Members' remuneration

	2024	2023
	Number	Number
Average number of members during the year	2	3
	<hr/>	<hr/>
	2024	2023
	£	£
Profit attributable to the member with the highest entitlement	(494,613)	5,097,056
	<hr/>	<hr/>
Average members' remuneration	(281,908)	2,123,773
	<hr/> <hr/>	<hr/> <hr/>

Anomaly London LLP

Notes To The Financial Statements (Continued) For The Year Ended 31 December 2024

8 Interest receivable and similar income

	2024 £	2023 £
Interest income		
Interest on bank deposits	63,015	51,077
Interest receivable from group companies	453,754	409,076
	<u>516,769</u>	<u>460,153</u>
	2024 £	2023 £
Investment income includes the following:		
Interest on financial assets not measured at fair value through profit or loss	516,769	460,153
	<u>516,769</u>	<u>460,153</u>

9 Tangible fixed assets

	Leasehold improvements £	Fixtures and fittings £	Computers £	Total £
Cost				
At 1 January 2024	1,686,854	565,975	477,978	2,730,807
Additions	22,299	17,802	18,555	58,656
Disposals	-	-	(67,630)	(67,630)
	<u>1,709,153</u>	<u>583,777</u>	<u>428,903</u>	<u>2,721,833</u>
Depreciation and impairment				
At 1 January 2024	1,438,592	290,899	325,079	2,054,570
Depreciation charged in the year	66,333	64,889	105,025	236,247
Eliminated in respect of disposals	-	-	(67,515)	(67,515)
	<u>1,504,925</u>	<u>355,788</u>	<u>362,589</u>	<u>2,223,302</u>
Carrying amount				
At 31 December 2024	<u>204,228</u>	<u>227,989</u>	<u>66,314</u>	<u>498,531</u>
At 31 December 2023	<u>248,262</u>	<u>275,076</u>	<u>152,899</u>	<u>676,237</u>

10 Stocks

	2024 £	2023 £
Work in progress	405,200	40,907
	<u>405,200</u>	<u>40,907</u>

Anomaly London LLP

Notes To The Financial Statements (Continued) For The Year Ended 31 December 2024

11 Debtors	2024	2023
Amounts falling due within one year:	£	£
Trade debtors	6,802,607	8,658,354
Amounts owed by group undertakings	4,351,018	3,548,168
Amounts owed by members	615,000	615,000
Other debtors	19,550,177	20,151,555
Prepayments and accrued income	1,088,161	1,692,407
	<u>32,406,963</u>	<u>34,665,484</u>
12 Creditors: amounts falling due within one year	2024	2023
	£	£
Trade creditors	1,566,894	3,045,912
Amounts owed to group undertakings	3,870,526	2,026,183
Other taxation and social security	500,250	841,161
Other creditors	7,769,476	10,677,259
Accruals and deferred income	1,076,245	767,460
	<u>14,783,391</u>	<u>17,357,975</u>
13 Retirement benefit schemes	2024	2023
Defined contribution schemes	£	£
Charge to profit or loss in respect of defined contribution schemes	<u>177,269</u>	<u>252,879</u>
14 Loans and other debts due to members	2024	2023
Analysis of loans	£	£
Amounts falling due within one year	<u>22,875,884</u>	<u>23,210,683</u>

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

In the event of a winding up the amounts included in "Loans and other debts due to members" will rank equally with unsecured creditors. There are no protections afforded to other creditors in such an event which are legally enforceable and cannot be revoked solely by a decision of the members, other than those in accordance with the Insolvencies Act. There are no restrictions on the ability of the members to reduce the amount of 'Members' other interests'.

Anomaly London LLP

Notes To The Financial Statements (Continued) For The Year Ended 31 December 2024

15 Share based payment reserve

The company is part of a group-wide share option scheme operated by Stagwell Inc. where employees are granted restricted stock units in the parent company.

In accordance with Section 26 of FRS102, the increase in equity in respect of equity-settled share-based payment transactions with employees is measured by reference to the fair value of equity instruments issued at the date of grant.

The increase in equity is included in a separate Share based payment reserve. This reserve represents the cumulative value of share options that have been granted, adjusted for any options that have been exercised or lapsed.

16 Operating lease commitments

Lessee

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

	2024	2023
	£	£
Within one year	-	2,178
	<u> </u>	<u> </u>

Anomaly London LLP

Notes To The Financial Statements (Continued)

For The Year Ended 31 December 2024

17 Related party transactions

Remuneration of key management personnel

The total losses attributable to the members of the LLP and the area managers, who are considered to be the key management personnel of the LLP was £(563,816), of which £351,154 has been recognised as employee remuneration and £(914,970) as losses attributable to members.

Transactions with related parties

During the year the limited liability partnership entered into the following transactions with related parties:

	Sales 2024 £	Sales 2023 £	Purchases 2024 £	Purchases 2023 £
Other related parties	4,483,311	4,700,283	725,074	3,802,364

The following amounts were outstanding at the reporting end date:

	2024 £	2023 £
Amounts due to related parties		
Other related parties	3,870,526	2,026,183

The following amounts were outstanding at the reporting end date:

	2024 £	2023 £
Amounts due from related parties		
Entities with control, joint control or significant influence over the LLP	4,351,018	3,548,168
Other related parties	19,345,408	20,074,910

18 Ultimate controlling party

The immediate parent company of Anomaly London LLP is Anomaly UK Limited, a company registered in the UK, whose registered office is 25 Charterhouse Square, London, EC1M 6AE.

The ultimate parent company of Anomaly London LLP is Stagwell Inc, a company incorporated in the US, and its registered office is One World Trade Center, 65th floor, New York, NY10007, USA. A copy of the group's consolidated accounts may be obtained from their registered office.

Anomaly London LLP

Notes To The Financial Statements (Continued) For The Year Ended 31 December 2024

19	Cash (absorbed by)/generated from operations	2024	2023	
		£	£	
	(Loss)/profit for the year	(563,816)	6,371,320	
	Adjustments for:			
	Investment income recognised in profit or loss	(516,769)	(460,153)	
	Loss/(gain) on disposal of tangible fixed assets	115	(4,198)	
	Depreciation and impairment of tangible fixed assets	236,247	230,489	
	Equity settled share based payment expense	1,229,212	1,816,591	
	Movements in working capital:			
	(Increase)/decrease in stocks	(364,293)	10,697	
	Decrease/(increase) in debtors	2,258,521	(2,795,405)	
	Decrease in creditors	(2,574,584)	(133,516)	
	Cash (absorbed by)/generated from operations	(295,367)	5,035,825	
20	Analysis of changes in net funds			
		1 January	Cash flows	31 December
		2024		2024
		£	£	£
	Cash at bank and in hand	6,655,541	(1,715,490)	4,940,051
	Loans and other debts due to members:			
	- Other amounts due to members	(23,210,683)	334,799	(22,875,884)
	Balances including members' debt	(16,555,142)	(1,380,691)	(17,935,833)