

Highlights

Financial highlights

Revenue (£000)

£874k +23%

17	874
16	711
15	344

Net assets (£000)

£27,892k +129%

17	27,892
16	12,172
15	7,764

EPS (p)

(19)p +6%

17	(19)
16	(18)
15	(21)

2017 operational highlights

- The Company was admitted to AIM following its successful IPO on 19 December, raising £23.7 million net of costs
- The Group ran its largest single campaign in China in Q4, generating total impressions for the advertiser in excess of 800m
- The Group signed a landmark contract in the US with Univision in October
- The Group signed an extended term on its existing contract with Globosat in Brazil in September, extending the term by a further five years from the start of the original contract
- The Company's granted patents increased to 11 with seven additional patents pending as at 31 December 2017. These cover the Company's core technology and are registered in a variety of territories including Europe and the US. A Chinese application was confirmed as pending in August
- Grant funding secured from EUREKA Eurostars for the Valence project in February (total funding of £298k over the period of the grant)



Contents

Strategic report

- 01 Highlights
- 02 Mirriad at a glance
- 04 Chairman's statement
- 05 Chief Executive's statement
- 07 Our strategy
- 08 Financial review
- 10 Risks and uncertainties

Corporate governance

- 12 Board of Directors
- 14 Corporate governance report
- 16 Remuneration report
- 18 Directors' report
- 19 Statement of Directors' responsibilities

Financial statements

- 20 Independent auditors' report
- 24 Consolidated statement of profit or loss
- 24 Consolidated statement of comprehensive income
- 25 Consolidated and Company balance sheet
- 26 Consolidated statement of changes in equity
- 27 Company statement of changes in equity
- 28 Consolidated and Company statement of cash flows
- 29 Notes to the consolidated financial statements
- 60 Notice of Annual General Meeting
- IBC Company information

The Strategic Report contained on pages 2 to 11 was approved by the Board on 9 May 2018.

Roger Conant Faxon
Non-executive Chairman

Watch our 2018 showreel and stay up to date with the latest news and announcements on our new website:



mirriadplc.com