

Interactive Prospect Targeting Holdings Plc

(“IPT” or the “Company”) and its subsidiaries (together the “Group”)

Final Results for the year ended 31 December 2007

Interactive Prospect Targeting Holdings Plc (AIM:IPH), one of Europe’s largest direct online marketing group, today announces its Annual Results for the year ended 31 December 2007.

Key Points

- Group revenues increased from £24.1m in 2006 to £33.2m in 2007, an overall growth of 38%
- Operating profit of £0.6 million (2006: £4.2 million)
- Our French businesses, Directinet and NP6, have continued to exceed expectations with particularly strong demand from Directinet’s blue chip client base.

Commenting on the results Lionel Thain, Chief Executive Officer, said: “2007 was a challenging year for IPT Group. The Group faced a number of technology related issues that were compounded by stiff competition in certain markets and a weakening of the broader economic conditions. However, the Company’s French operations, including its newly acquired companies, performed above expectations and the core UK business is undergoing a strategic re-alignment that will help recapture profitability in 2008.”

- Ends -

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CHAIRMAN'S STATEMENT

The financial year to 31 December 2007 was a difficult one for Interactive Prospect Targeting Holdings plc ("IPT" or the "Company") and its subsidiaries (together the "Group"). While revenues grew 38% to £33.2m (2006: £24.1m), this was mainly due to the continued growth of our businesses in France and the impact of a number of acquisitions made during the last 2 years. Our core UK business has faced a number of challenges.

On 27 March 2007, we announced that the UK operations had been impacted adversely by a problem in sales execution which was causing a shortfall in revenue in our customer acquisition division. As I reported at the time of our interim results this problem was resolved, however, it was not possible to recover the losses that had been incurred. The interim results showed that recovery was underway and the second half of the year began on a positive note. The last quarter of the year has traditionally been our most important quarter with a disproportionate level of revenue and operating profit being achieved. In 2007, UK revenues in this quarter fell well below our expectations. The level of operating costs remained constant and therefore the shortfall in revenue impacted almost directly on operating profit.

The problems described above resulted in a decline in revenue in our core UK business, yet revenue in the UK business overall was similar to 2006 as a result of the impact of acquisitions in market research and affiliate marketing in 2006 and 2007. However, the lower gross profit margins¹ attributable to market research and affiliate businesses, together with the shortfall in revenues mentioned above on a largely fixed cost base, significantly impacted the overall UK gross profit margin. This resulted in the UK business reporting a reduction in Adjusted EBITDA² for the year to £1.3m compared to £5.5m in 2006.

On a positive note, our businesses in France have continued to strengthen. In 2007, revenues in our French segment increased to £14.0m (2006: £4.8m³) and Adjusted EBITDA increased to

¹ Being gross profit as a percentage of revenue.

² As defined in note 4 and applied consistently hereafter.

³ All 2006 comparative figures in relation to our French segment disclosed hereafter refer to the period from the acquisition of Directinet on 24 May 2006 to 31 December 2006.

£2.7m (2006: £1.2m). This growth also reflects the addition of NP6, a leading email broadcast business in France acquired in June 2007, which contributed £1.6m in revenues and £0.7m of Adjusted EBITDA for the year. Our largest French business, Directinet, continues to demonstrate its leading position in French email marketing with strong revenue growth in 2007.

Group loss before tax was £1.0m compared to a profit of £4.0m in 2006. In addition to the UK trading matters, Group loss before tax was negatively impacted by £1.0m foreign exchange movements on deferred consideration and foreign currency loans and a further £0.6m on non-cash interest accretion on deferred consideration.

The reported current slowdown in the world economy is predicted to have an impact on certain aspects of the European media sector and, in recognition of this, we do not expect substantial growth in the more challenging environment of 2008. We have revised the Group's expectations for the coming year accordingly. In the view of the results for 2007 and the prospective trading environment, your Board recognises the requirement to focus on the core product areas of the UK business and create the appropriate operating cost to revenue ratios to bring the business back to operating profitability. To this end much has already been achieved in 2008.

On 22 August 2007, we reported that we were in discussions with parties that may or may not lead to an offer for the Group. Whilst certain discussions have now ceased, a new approach has been received which your Board is considering whether it may or may not lead to an offer for the Group.

In conclusion, I should like to thank the IPT management team and all IPT employees for their efforts during this challenging year.

Comments on current trading and the outlook for 2008 are included in the Chief Executive's Review.

Colin Lloyd

Chairman

14 April 2008

Chief Executive's Statement

Overview

2007 was a challenging year for the Group and, in particular, our UK operations faced a number of difficulties.

UK revenue in the first half was affected by sales execution difficulties in our customer acquisition business and the continuing downturn in demand for postal direct marketing. Although we overcame the sales execution issue, our data rental division experienced a shortfall in revenues, particularly in the second half which has traditionally been our strongest trading period. Our email broadcasting division was significantly impacted in the second half by the departure of key members of staff.

Our French businesses have continued to perform above expectations with particularly strong demand from Directinet's blue chip client base. Directinet's full-year revenue growth⁴ was in excess of 50% in 2007. NP6, an email broadcast business based in Bordeaux, was acquired in June 2007. This business has also traded strongly during the year.

During 2007, we acquired Tpoll, a market research business, in order to exploit the demand within this rapidly growing sector of online marketing. As part of the integration of Tpoll, we ceased our existing online market research business resulting in a reduction in organic revenues⁵ in this division.

Financial highlights

Group revenues increased from £24.1m in 2006 to £33.2m in 2007 - an overall growth of 38%.

France revenues grew from £4.8m in 2006 to £14.0m in 2007. Excluding the impact of the NP6 acquisition in 2007, full-year revenues⁴ in France grew by over 50% in 2007 due to the continued growth in our Directinet business. This growth in organic revenues, and the operating profit contribution of £0.7m from the acquisition of NP6, drove a significant increase in

⁴ Full-year 2006 revenue compared to full-year 2007 revenue.

⁵ Being revenues excluding the impact of acquisitions since 1 January 2006.

profitability. Adjusted EBITDA in France increased by 125% to £2.7m (2006: £1.2m) while reported operating profits grew from £0.9m in 2006 to £2.2m in 2007.

In 2007, UK revenues were £19.2m (2006: £19.3m) although this included the contribution from the Tpoll acquisition of £1.9m and the full-year impact of UK Acquisitions made in 2006. The reduction in organic revenue was primarily driven by the impact of the sales execution issue on our customer acquisition revenues, the impact of email delivery issues on our data rental businesses and the departure of key staff in the email broadcasting division.

UK gross profit margins fell to 67% in 2007 (2006: 82%) arising from a change in revenue mix with lower revenues in higher margin products such as customer acquisition and list rental being replaced by revenues from the lower margin businesses of market research and affiliate marketing. UK administration expenses grew from £10.3m in 2006 to £11.6m in 2007 including £0.8m relating to acquired businesses as we increased investment in headcount and infrastructure required to generate expected higher revenues. As a result of the challenging issues experienced in the first half, we implemented a number of cost saving measures in the second half, including headcount reduction. The UK business was also impacted by relocation of its business to new premises in December 2007.

Group Adjusted EBITDA decreased 48% to £3.3m (2006: £6.3m) due to the shortfall in margins mentioned above on a higher cost base. Non allocated costs were also impacted by costs incurred in relation to the ongoing discussions on the future of the Group.

Depreciation and amortisation costs increased in 2007 to £2.5m (2006: £1.8m) largely due to the compound effect of higher levels of investment in data and equipment in prior years.

UK operating profit fell from £3.8m in 2006 to an operating loss of £0.7m in 2007, while Group operating profit decreased to £0.6m (2006: £4.2m) due to the underperformance of its UK business.

The Group experienced a significant increase in finance costs in 2007. Finance costs increased to £1.7m (2006: £0.4m) due to translation adjustments and interest costs on contingent consideration and loans.

Group loss before tax was £1.0m compared to a profit of £4.0m in the prior year.

Operational highlights

Our UK customer acquisition division, which includes myoffers.co.uk and webbrands.co.uk, allows IPT to maintain its position as the UK's leading builder of online prospect databases. In the first half-year, a change in the method of operations of major Internet Service Providers (ISPs) resulted in a sales execution issue whereby our email newsletters inviting existing users to return to our sites were not being delivered. Although we were able to overcome this problem and we returned to normal operations in the second half, the negative effect on revenue in the first half could not be recovered. Additionally, a short term impact of resolving this issue was a reduction of investment in new registrations being collected. During the second half year we resumed normal activities and an average of 206,000 new registrations were collected each month.

Revenues from our UK data rental business were disappointing in 2007. Whilst demand for email data rental remained strong in most market sectors, the effect of delivery rules adopted by ISPs reduced our ability to maximise revenues from our core databases. 2007 has seen the concept of "permission based" email marketing change from an acceptance that "opting-in" to receive marketing communication by email was sufficient to ensure delivery to an email address to the need to comply with a complex and ever changing system of filters imposed by individual ISPs to maintain delivery. During the year, IPT acquired NP6 which has a team of highly technical experts and the systems required to understand and react to the ISP filtering mechanisms. The use of NP6's proprietary technology, "MailPerformance", is allowing IPT to improve levels of deliverability in its core businesses.

Data rental revenues in the UK have also been under pressure from increased competition in the market place particularly from cost per acquisition models. We have reacted to increasing

competition by encouraging clients to enter longer term contracts on more preferential terms. Data rental revenues were also impacted by the decline in demand for postal data.

Our market research division has undergone a period of change in 2007. In February we acquired Tpoll to spearhead our market research business. A period of integration and reorganisation followed which involved the closure of our existing online market research panel with a resultant impact on organic revenues in the year. Tpoll is now actively developing its own consumer panels under the “Mindmover” brand using the Group’s resources and experience in data collection. Direct Excellence, now re-branded as Integra Insight, has successfully moved its product range from traditional call centre activity, which was loss-making, to a combination of online and consumer generated data delivering new insight into the markets it serves.

Directinet has continued to grow its business in France and has exceeded our expectations. Its core products consistently produce highly responsive prospects for clients and in 2007 average spend per client increased to £40,000 (2006: £27,000). It is apparent that the delivery issues currently experienced in the UK are not prevalent to the same degree in France.

The development of “Butineo”, the Group’s French version of our MyOffers product, has proceeded rapidly during 2007. It is now collecting over one million completed surveys per month from an ever increasing number of registrations, currently 70,000 per month. This product is building our own proprietary database of French consumers which will improve our operating profit margins⁶ in France.

NP6, acquired in June 2007, continues to grow in what is a vibrant market for email broadcasting in France, whereas the market for email services in the UK has proved much more difficult with increased competitive threat and commoditisation of pricing. During 2008 we will continue the introduction of the broadcasting engine “MailPerformance” into the UK market and the experience of the NP6 team will enable us to offer market leading technology and deliverability expertise in the UK.

Employees

⁶ Being operating profit as a percentage of revenue.

At 31 December 2007, our number of employees had increased to 285 (2006: 244), with 108 (2006: 50) now located in our French businesses. I would like to thank all our employees, particularly in the UK, for their determination throughout a most difficult year. We have an exceptionally strong team in France and I am delighted with the positive support they have given to the UK operations. I am particularly pleased to welcome the staff that joined us as a result of our acquisitions during 2007 and I am happy that they have integrated so positively.

Current trading

In the light of a disappointing performance in 2007, and with signs of weakness in both the UK and French economies, management has revised its expectations for 2008. Revenue and profits are currently in line with these revised targets.

Outlook

Our aim for 2008 is to continue to restore the profitability of the UK business and we are currently undertaking a review of all operations with this goal in mind.

We expect our customer acquisition products will continue to lead the provision of database building services both in the UK and France in 2008. Although our UK business was adversely impacted by issues in the first half of 2007, our performance in the second half of the year restored revenues to previous levels. We believe we can continue to progress in 2008 through the introduction of new revenue initiatives, exploring wider traffic acquisition sources and the implementation of website operational improvements.

Our key focus in the UK list rental business will be to continue improving the levels of email deliverability through greater use of targeting and data mining. We also aim to improve our positioning with key clients to focus list rental revenues where they are most profitable, although we are mindful of the increasing competition from cost per acquisition models in this market. We expect the decline in traditional postal data sales to continue.

In 2008 we expect Directinet to maintain on a growth path but in a more challenging economic environment in France.

During 2008 we expect the market for email broadcast services to remain very competitive in both the UK and France. We believe we are well positioned to face this challenge as the experience of the NP6 team will enable us to offer market leading technology and deliverability expertise. We will continue the promotion of the "MailPerformance" broadcasting engine into the UK market and explore the expansion into other European countries.

As I mentioned previously, our market research division has undergone a period of change in 2007. 2008 will see Tpoll launch a new consumer panel under the "Mindmover" brand, giving it greater presence in the fast growing market for online consumer panels. Our Integra Insight business has successfully converted its loss-making offline model to online and is now profitably exploiting this medium for the markets it serves.

Our wider UK business has experienced a challenging year in 2007 and as a result a number of cost saving measures, including headcount reduction, have already been implemented in the second half. We expect to continue our strategy of achieving a lower cost base appropriate to our revenues, whilst ensuring that we can deliver the best results for our clients both on price and service.

Lionel Thain

Chief Executive Officer

14 April 2008

Financial Review

Year ended 31 December 2007

2007 performance

2007 was a year of disappointing results for IPT. Whilst the Group's French operations exceeded expectations, its UK business faced a number of challenges. Primarily it experienced difficulties in delivering email which led to sales execution issues in its customer acquisition products and hampered growth in data rental division.

The Group completed two acquisitions in 2007. The acquisition of Tpoll in February 2007 for £2.5m including acquisition costs bolstered the Group's market research focus. The Group also expanded further in Europe with the acquisition of NP6, a French email broadcasting business, for £6.7m including acquisition costs. NP6 provides expertise in email delivery and has natural synergies with the existing UK broadcasting business.

Revenues

Revenues increased to £33.2m in 2007 from £24.1m in 2006, an increase of 38%. Excluding the impact of acquisitions made during 2007, revenues increased from £24.1m in 2006 to £29.7m in 2007, an increase of 23%. UK revenues were static at £19.2m (2006: £19.3m) although this included the contribution from Tpoll of £1.9m and the full-year impact of UK 2006 acquisitions. The reduction in organic revenue was as a result of the sales execution and email delivery issues mentioned above and the departure of key staff in its email broadcasting division. The existing online market research business was also closed down as part of the reorganisation of this division after the acquisition of Tpoll.

France revenues grew from £4.8m in 2006 to £14.0m in 2007. This growth includes a contribution of £1.6m from NP6 and the full-year impact of Directinet which was acquired in May 2006. Directinet, the largest French business, had a particularly strong year with full-year growth in excess of 50%. The French business continued to benefit from its leading position in email marketing and the growth of online advertising.

Gross profit and gross margin

Gross profit increased to £21.8m (2006: £18.8m), an increase of 16%. However, gross profit margins declined significantly to 66% (2006: 78%). The reduction in gross profit margin relates to reduced margins in IPT's UK operations and the full-year impact of Directinet which operates on lower margins. Unlike IPT in the UK, Directinet sources its data from third parties and therefore incurs royalty expenses on its data revenues. Gross profit margin on IPT's UK operations was impacted by a change in revenue mix with lower revenues in higher margin products such as customer acquisition and list rental being replaced by revenues from the lower margin businesses of market research and affiliate marketing.

Adjusted results

To assist the understanding of the underlying performance of the Group in the year, EBITDA is disclosed prior to the impact of share-based payment charges, adjustment to goodwill on recognition of tax assets and amortisation of acquisition related intangible assets (see note 4). Earnings per share is also disclosed prior to the impact of the above items, foreign currency translation adjustments on contingent consideration, interest accretion on contingent consideration and their tax effects (see note 7).

Expenses, Adjusted EBITDA and operating profit

Administrative expenses include sales and support services costs for the business, together with the various central overheads of the Group and amortisation costs. Overall administration expenses grew to £21.2m (2006: £14.6m), an increase of 45%. Excluding 2006 and 2007 acquisitions and amortisation of intangible assets, administration expense grew by 10% to £12.9m in 2007 (2006: £11.7m) as a result of the increased investment in headcount and infrastructure to generate expected higher revenues.

Adjusted EBITDA decreased from £6.3m in 2006 to £3.3m in 2007. In the UK, Adjusted EBITDA decreased to £1.3m (2006: £5.5m) due to the impact of lower gross margins and the increased administration cost mentioned above. In France, Adjusted EBITDA increased to £2.7m (2006:

£1.2m) reflecting both strong revenue growth in and the full-year impact of Directinet and the £0.7m positive impact of the NP6 acquisition.

Depreciation increased from £0.4m in 2006 to £0.5m in 2007. Amortisation of non-acquisition related intangible assets increased to £1.5m (2006: £1.1m) due to the compound effect of higher levels of investment in data in prior years.

Share-based payment expense, adjustment to goodwill on recognition of tax assets and amortisation of acquisition related intangible assets increased to £0.7m (2006: £0.6m).

Operating profit decreased from £4.2m in 2006 to £0.6m in 2007 primarily due the reduced profitability of the UK business.

Finance costs

The Group's finance costs amounted to £1.7m (2006: £0.4m) reflecting the costs associated with the acquisitions of Directinet, Tpoll and NP6. Finance costs include the foreign currency translation adjustment on contingent consideration of £0.5m (2006: (£0.1m)), the interest accretion on contingent consideration of £0.6m (2006: £0.5m), the foreign currency translation on the Group's loan arrangement of £0.4m (2006: £nil) and interest attributable to the loan of £0.1m (2006: £nil). The loan arrangement was entered into to fund the purchase of NP6.

(Loss)/ profit before tax

The loss before tax was £1.0m (2006: £4.0m profit).

Taxation

The reported tax charge for the year was £0.7m representing an effective tax rate of (72%) (2006: 27%) pre-interest accretion and the translation adjustment. This is primarily due to the inability to fully recognise the deferred tax impact of losses in the UK business and the impact of higher rates of tax in France.

The Group has recognised a deferred tax asset of £0.4m in respect of tax losses carried forward (2006: £0.3m). The Group has not recognised a deferred tax asset in respect of £1.8m of unrecognised tax losses (2006: £1.6m). An asset will be recognised if there is certainty over the future profit streams required to utilise these losses.

Earnings per share

Basic earnings per share decreased from 7.4p in 2006 to a loss per share of 3.7p in 2007, while diluted earnings per share also decreased to a loss of 3.5p (2006 earnings: 7.1p). Adjusted earnings per share⁷ decreased to 1.0p (2006: 9.6p).

Balance sheet and cash flow

In 2007, net assets increased to £33.8m (2006: £32.4m). The balance of cash and cash equivalents decreased to £4.7m (2006: £7.5m) during the year. This includes the generation of £0.6m (2006: £4.8m) in net cash from operating activities. Cash flows in 2007 included £5.6m (2006: £11.4m) in cash outflows for the acquisition of subsidiaries.

In February 2007, the Group acquired Tpoll, for a consideration of £2.6m including other costs of acquisition incurred. The consideration is payable as an initial consideration and costs of £1.2m and estimated deferred consideration of £1.4m. Tpoll's net assets were provisionally fair valued at £0.4m including adjustments relating to the valuation of existing unfulfilled orders, non-contractual customer relationships and trade names of £0.2m. This resulted in goodwill of £2.2m.

In June 2007, the Group acquired NP6, for a consideration of £6.8m including other costs of acquisition incurred. The consideration is payable as an initial consideration including costs of £4.0m and estimated deferred consideration of £2.8m. NP6's net assets were provisionally fair valued at £1.8m including adjustments relating to the valuation of existing unfulfilled orders,

⁷ Before share-based payments, adjustment to goodwill on recognition of tax assets, amortisation of acquisition related intangible assets, foreign currency translation adjustments on contingent consideration, interest accretion on contingent consideration, foreign exchange movements on foreign currency loans and the tax effect of these items (as defined in note 7).

non-contractual customer relationships, software and trade names of £0.9m. This resulted in goodwill of £5.0m.

Data acquisition costs of £1.2m were capitalised in the year (2006: £1.2m). These data costs will be written off over three years. Intangible assets of £1.6m were recognised in 2007 upon acquisition of Tpoll and NP6 and will be amortised over the useful life of the respective assets.

Capital expenditure on tangible fixed assets and software increased to £0.9m (2006: £0.8m) reflecting continued investment in leading technology and due to the impact of the acquisition of NP6, which is a technology-intensive business.

Trade debtors increased to £12.7m (2006: £7.1m) due to the increase in turnover, the impact of acquisitions and extended payment terms offered to some key clients in the UK. Extended payment terms are offered by the Group to encourage key clients to enter into larger, long-term contracts in areas of the business where competitive pressures are strong. Trade creditors increased to £3.5m (2006: £2.2m) due to the increase in activity and the impact of acquisitions.

In July 2007, IPT purchased £0.15m of its own shares in an on-the-market share buy back.

Prior year amendment

Evolution of the application of IFRS 3 *Business Combinations* has caused us to reconsider the treatment of adjustments to movements in deferred consideration. As a result, the Group's 2006 results have been amended for the appropriate treatment of foreign currency translation adjustments on contingent consideration and interest accretion on contingent consideration in accordance with IFRS 3 *Business Combinations*. The resulting amendment increases 2006 finance costs by £0.4m (see note 9).

Summary

IPT has experienced a challenging year in 2007. In 2008 the Group will refocus its efforts to maximise the profitability of its core activities by concentrating on higher margin revenue streams while continuing to implement cost saving measures it began in the second half of 2007.

Eoin Ryan

Finance Director

Consolidated Income Statement

Year ended 31 December 2007

		Amended (see note 9)	
		2007	2006
	Note	£'000	£'000
Revenue		33,244	24,066
Cost of sales		(11,456)	(5,220)
Gross profit		21,788	18,846
Administrative expenses			
Share-based payment charge		(145)	(73)
Adjustment to goodwill on recognition of tax assets		(30)	(189)
Amortisation of acquisition related intangible assets		(506)	(347)
Other administrative expenses		(20,480)	(14,025)
		(21,161)	(14,634)
Operating Profit		627	4,212
Investment revenue		142	177
Finance costs			

- Interest on bank overdraft and loans		(145)	-
- Foreign exchange loss on loan payable		(439)	-
- Amendments to deferred consideration payable		(1,151)	(400)
(Loss)/profit before tax		(966)	3,989
Tax	6	(695)	(1,073)
(Loss)/profit for the year	3	(1,661)	2,916
(Loss)/profit attributable to equity holders of the parent	9	(1,661)	2,916
(Loss)/earnings per share	7		
Basic (pence)		(3.7)	7.4
Diluted (pence)		(3.5)	7.1

The results for the current and prior years are derived from continuing operations.

Consolidated statement of recognised income and expense

Year ended 31 December 2007

		Amended (see note 9)	
		2007	2006
	Note	£'000	£'000
Tax taken directly to equity – current tax	6	43	705
Tax taken directly to equity – deferred tax		(153)	(412)
Exchange differences on translation of foreign operations		2,307	-
Net income recognised directly in equity		2,197	293
(Loss)/profit for the period	9	(1,661)	2,916
Total recognised income and expense for the year		536	3,209
Prior year amendment – deferred consideration	9	(400)	-
Total recognised income and expense since last report		136	3,209
The total recognised income and expense in the year is attributable to:			
Equity holders of the parent		536	3,209

Consolidated Balance Sheet

At 31 December 2007

		Amended (see note 9)	
		2007	2006
	Note	£'000	£'000
Non-current assets			
Goodwill		31,006	22,624
Other intangible assets		5,951	4,915
Property, plant and equipment		949	797
Deferred tax asset		679	759
		38,585	29,095
Current assets			
Trade and other receivables		14,198	8,499
Cash and cash equivalents		4,710	7,454
		18,908	15,953
Total assets		57,493	45,048
Current liabilities			
Trade and other payables		(9,467)	(5,825)

Current tax liabilities		(440)	(491)
Bank loans and overdrafts		(800)	(242)
Deferred consideration payable		(4,254)	(2,060)
		(14,961)	(8,618)
Non-current liabilities			
Deferred tax liability		(1,223)	(866)
Bank loans		(3,997)	-
Deferred consideration payable		(3,546)	(3,205)
		(8,766)	(4,071)
Total liabilities		(23,727)	(12,689)
Net assets		33,766	32,359
Equity			
Share capital	8	179	177
Share premium account	9	24,475	23,437
Own shares	9	(529)	(215)
Share option reserve	9	279	134
Other reserves	9	2,372	2,372
Retained earnings	9	6,990	6,454
Total equity	9	33,766	32,359

Consolidated Cash Flow

Year ended 31 December 2007

	Note	2007 £'000	2006 £'000
Net cash from operating activities	10	588	4,779
Investing activities			
Interest received		142	177
Proceeds on disposal of property, plant and equipment		21	-
Purchases of plant, property and equipment		(602)	(583)
Purchases of intangible fixed assets		(1,464)	(1,646)
Acquisition of subsidiaries		(4,566)	(11,361)
Deferred consideration paid in relation to prior year acquisitions		(1,033)	-
Net cash used in investing activities		(7,502)	(13,413)
Financing activities			
Repayment of loans and overdrafts on acquisitions		-	(169)
Proceeds on issue of shares	9	-	11,028
Purchase of own shares	9	(294)	(143)
Repayment of obligations under finance leases		-	(5)
Interest paid		(145)	-
New bank loans		4,357	-

Net cash from financing activities	3,918	10,711
Net (decrease)/increase in cash and cash equivalents	(2,996)	2,077
Cash and cash equivalents at the beginning of the period	7,454	5,414
Effect of foreign exchange rate changes	252	(37)
Cash and cash equivalents at the end of the period	4,710	7,454

1. General information

The preliminary results for the year to 31 December 2006 and 31 December 2007 have been prepared in accordance with the recognition and measurement criteria of International Financial Reporting Standards (“IFRS”) as adopted by the European Union and applied in accordance with Companies Act 1985. However, this announcement does not contain sufficient information to comply with IFRS. The Group expects to publish full financial statements that comply with IFRS in April 2008 which will be delivered before the Company's Annual General Meeting in May 2008.

This Preliminary Announcement does not constitute the group's statutory accounts for the years ended 31 December 2006 or 31 December 2007, but is derived from those accounts. Statutory accounts for the year to 31 December 2006 have been delivered to the Registrar of Companies and those for 31 December 2007 will be delivered in May 2008 following the Company's Annual General Meeting. The auditors have reported on both of these accounts; their reports were unqualified and did not contain statements under s237(2) or (3) Companies Act 1985.

The preliminary announcement was approved by the Board of Directors on 14 April 2008

2. Segmental information

Business segments

Segmental information is presented in respect of the Group's primary business segments.

Segmental results, assets and liabilities include items directly attributable to a segment as well as those that can be allocated on a reasonable basis. Unallocated costs comprise mainly head office expenses.

Segmental capital expenditure is the total cost incurred during the year to acquire property, plant and equipment, and intangible assets other than goodwill and those arising on business combinations.

The Group comprises two main business segments, based on geographical location – the United Kingdom and France. These divisions are the basis on which the Group reports its primary management information. There are no sales between segments.

Results – year ended 31 December 2007

	UK	France	Unallocated	Consolidated
	£'000	£'000	£'000	£'000
Revenue	19,204	14,040	-	33,244
Adjusted EBITDA (note 4)	1,308	2,700	(716)	3,292
Share-based payment charge	-	-	(145)	(145)
Adjustment to goodwill on recognition of tax assets	(30)	-	-	(30)
Amortisation of acquisition related intangible assets	(145)	(361)	-	(506)
Depreciation on property, plant and equipment	(405)	(74)	-	(479)
Amortisation of non-acquisition related intangible assets	(1,441)	(64)	-	(1,505)

Operating (loss)/profit from continuing operations	(713)	2,201	(861)	627
Investment revenue				142
Finance costs (note 5)				(1,735)
Loss for the year before taxation				(966)
Taxation				(695)
Loss for the year				(1,661)

Results – year ended 31 December 2006

	UK	France	Unallocated	Amended (see note 9) Consolidated
	£'000	£'000	£'000	£'000
Revenue	19,262	4,804	-	24,066
Adjusted EBITDA (note 4)	5,527	1,211	(433)	6,305
Share based payment charge	-	-	(73)	(73)
Adjustment to goodwill on recognition of tax assets	(189)	-	-	(189)

Amortisation of acquired intangible assets	(118)	(229)	-	(347)
Depreciation on property, plant and equipment	(325)	(25)	-	(350)
Amortisation of non-acquired intangible assets	(1,104)	(30)	-	(1,134)
Operating profit/(loss) from continuing operations	3,791	927	(506)	4,212
Investment revenue				177
Finance costs (note 5)				(400)
Profit for the year before taxation				3,989
Taxation				(1,073)
Profit for the year				2,916

Other information – year ended 31 December 2007

	UK	France	Unallocated	Consolidated
	£'000	£'000	£'000	£'000
Capital additions	1,835	231	-	2,066
Depreciation and amortisation				
Depreciation on property, plant and equipment	405	74	-	479
Amortisation of non-acquired intangible assets	1,441	64	-	1,505
Amortisation of acquired intangible assets	145	361	-	506

	1,991	499	-	2,490
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Other information – year ended 31 December 2006

	UK	France	Unallocated	Consolidated
	£'000	£'000	£'000	£'000
Capital additions	2,201	30	-	2,231
Depreciation and amortisation				
Depreciation on property, plant and equipment	325	25	-	350
Amortisation of non-acquired intangible assets	1,104	30	-	1,134
Amortisation of acquired intangible assets	118	229	-	347
	1,547	284	-	1,831

Balance sheet at 31 December 2007

	UK	France	Unallocated	Consolidated
	£'000	£'000	£'000	£'000
Segment assets	14,882	42,403	208	57,493
Segment liabilities	16,791	6,782	154	23,727

Balance sheet at 31 December 2006

	UK	France	Unallocated	Consolidated
	£'000	£'000	£'000	£'000
Segment assets	15,484	29,116	448	45,048
Segment liabilities	10,855	1,744	90	12,689

3. (Loss)/profit for the year

(Loss)/Profit for the year has been arrived at after charging:

2007	2006
£'000	£'000

Foreign exchange losses	4	3
Loss on disposal of tangible assets	20	-
Depreciation on property, plant and equipment	479	350
Amortisation of internally generated intangible assets	97	39
Amortisation of other intangible assets	1,408	1,095
Amortisation of acquisition related intangible assets	506	347
Impairment of acquisition related intangible assets	68	-
Adjustment to goodwill on recognition of tax assets	30	189
Staff costs	13,500	10,628

The adjustment to goodwill on recognition of tax assets results from the recognition of an additional deferred tax asset relating to previously unrecognised losses in the Postal Preference Service Limited and Tpoll Market Intelligence Limited, subsidiary companies.

4. Adjusted operating profit and Adjusted EBITDA

	2007	2006
	£'000	£'000
Reported operating profit	627	4,212
Add back:		
- share-based payment charge	145	73

- adjustment to goodwill on recognition of tax assets	30	189
- amortisation of acquisition related intangible assets	506	347
Adjusted operating profit	1,308	4,821

Add back:

- depreciation on property, plant and equipment	479	350
- amortisation of non-acquisition related intangible assets	1,505	1,134

Adjusted EBITDA	3,292	6,305
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5. Finance costs

	Amended (see note 9)	
	2007	2006
	£'000	£'000
Interest on bank overdrafts and loans	145	-
Foreign exchange loss on loan payable	439	-
Foreign exchange loss/(gain) on deferred consideration payable	527	(100)
Interest accretion on deferred consideration payable	624	500
	1,735	400

6. Taxation

The tax charge comprises:

	Amended (see note 9)	
	2007	2006
	£'000	£'000
Current tax		
Corporation tax	(931)	(478)
Adjustment in respect of prior years	-	88
Foreign tax credit	50	-
Released through equity	(43)	(705)
	(924)	(1,095)
Deferred tax		
Increase of deferred tax asset	48	(98)
Origination and reversal of timing differences	181	120
	229	22
Total tax on (loss)/ profit on ordinary activities	(695)	(1,073)

Corporation tax is calculated at 30 per cent (2006: 30 per cent) of the estimated assessable profit for the year. Taxation for France is calculated at the rates prevailing in France.

Reconciliation of tax charge:

		Amended (see note 9)	
2007	2007	2006	2006
£'000	%	£'000	%

(Loss)/ profit on ordinary activities before tax	(966)		3,989	
Tax at the UK corporation tax rate of 30%	290	30%	(1,197)	30%
Effects of:				
Adjustment in respect of prior years	-	-	88	(2%)
Tax effect of expenses that are not deductible in determining taxable profit	(913)	(95%)	(155)	4%
Tax effect of utilisation of tax losses not previously recognised	-	-	216	(5%)
Effect of different tax rates in subsidiary operating in other jurisdictions	(72)	(7%)	(25)	1%
Tax charge for period	(695)	(72%)	(1,073)	27%

In addition to the amount charged to the income statement, deferred tax relating to share-based payments and employee benefits amounting to £0.1m (2006: £0.4m) has been charged directly to equity.

7. (Loss)/ earnings per share

		Amended (see note 9)					
		2007			2006		
		Profit/ (loss)	Number of shares	Pence per share	Profit/ (loss)	Number of shares	Pence per share
		£'000	'000		£'000	'000	
Adjusted earnings per share*		446	44,739	1.0	3,797	39,399	9.6

Reconciliation to reported earnings:

- share-based payments	(145)	-	(0.3)	(73)	-	(0.2)
- adjustment to goodwill on recognition of tax assets	(30)	-	(0.1)	(189)	-	(0.4)
- amortisation of acquisition related intangibles	(506)	-	(1.1)	(347)	-	(0.9)
- foreign currency translation adjustment and interest accretion on contingent consideration	(1,151)	-	(2.6)	(400)	-	(1.0)
- foreign exchange movements on foreign currency loans	(439)	-	(1.0)	-	-	-
- tax effect of the above items	165	-	0.4	128	-	0.3
Basic (loss)/earnings per share	(1,661)	44,739	(3.7)	2,916	39,399	7.4
Impact of share options	-	2,308	0.2	-	1,685	(0.3)
Diluted (loss)/earnings per share	(1,661)	47,047	(3.5)	2,916	41,084	7.1

*Adjusted earnings per share figures are reported before charges for share-based payments, adjustment to goodwill on recognition of tax assets, amortisation of acquisition related intangibles, foreign currency translation adjustment on contingent consideration, interest accretion on contingent consideration and movements on foreign currency loans because this is considered to be a more consistent measure of underlying performance.

8. Called up share capital

	2007	2006
	£'000	£'000
Authorised:		
60m ordinary shares of 0.4p each	240	240
Called up, allotted and fully paid		
44.8m (2006: 44.2m) ordinary shares of 0.4p each	179	177

Share issues in the year ended 31 December 2007

0.6m shares were allotted during the year to satisfy part of the deferred consideration due in relation to the acquisition of Directinet and in connection with the exercise of share options by a Director. These shares have a nominal value of £2,000.

9. Total equity

	Share Share capital	Share premium	Other account	Share Own shares	Share options and reserve	Profit and loss account	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Balance at 1 January 2006	143	6,747	2,372	(72)	62	3,282	12,534
Shares issued on acquisition	11	5,685	-	-	-	-	5,696
Placing of shares	23	11,478	-	-	-	-	11,501
Placing costs	-	(473)	-	-	-	-	(473)
Profit retained for the year	-	-	-	-	-	3,316	3,316
Items taken directly to equity	-	-	-	-	-	293	293
Purchase of own shares	-	-	-	(150)	-	-	(150)
Share options exercised	-	-	-	7	-	-	7
Share-based payments transactions	-	-	-	-	72	-	72

Exchange rate movements	-	-	-	-	-	(37)	(37)
Balance at 1 January 2007 as previously stated	177	23,437	2,372	(215)	134	6,854	32,759
Prior year amendments*	-	-	-	-	-	(400)	(400)
Balance at 1 January 2007 restated	177	23,437	2,372	(215)	134	6,454	32,359
Issue of shares	2	1,018	-	-	-	-	1,020
Loss retained for the year	-	-	-	-	-	(1,661)	(1,661)
Items taken directly to equity	-	-	-	-	-	2,197	2,196
Purchase of own shares	-	-	-	(323)	-	-	(323)
Share options exercised	-	20	-	9	-	-	29
Share-based payments transactions	-	-	-	-	145	-	146
At 31 December 2007	179	24,475	2,372	(529)	279	6,990	33,766

Interactive Prospect Targeting Holdings plc acquired the entire issued share capital of Interactive Prospect Targeting Limited pursuant to a share for share exchange on 1 December 2004. The Other reserve reflects the difference between the nominal value of the shares issued to acquire Interactive Prospect Targeting Limited and the cumulative value of the Company's share capital and share premium account at the date of acquisition.

***Prior year amendments**

Evolution of the application of IFRS 3 "Business Combinations" has caused us to reconsider the treatment of adjustments relating to movements in deferred consideration. As a consequence of this, a prior year amendment has been made comprising:

2006

£'000

Foreign currency gain on deferred consideration payable	100
Interest accretion on deferred consideration payable	(500)
	(400)

In the financial statements for the year ended 31 December 2006, this movement was recognised against goodwill. In the amended 2006 results, it has been recognised as a finance cost in the income statement. This item is not deductible for corporation tax purposes, therefore has no impact in the tax charge of the restated 2006 income statement.

10. Reconciliation of operating profit to operating cash flows

	2007	2006
	£'000	£'000
Operating profit	627	4,212
Depreciation and amortisation	2,490	1,831
Adjustment to goodwill on recognition of tax assets	30	189
Share-based payment charge	145	73
Operating cash flows before movements in working capital	3,292	6,305
(Increase)/ decrease in receivables	(4,939)	17
Increase/ (decrease) in payables	3,426	(1,343)
Cash generated by operations	1,779	4,979
Taxation paid	(1,191)	(200)

Net cash from operating activities

588

4,779

Cash and cash equivalents comprise cash at bank and other short-term highly liquid investments with a maturity of 3 months or less.