

**Dynamix Digital Limited T/A Optily**  
**Abridged Unaudited Financial Statements**  
**for the financial year ended 31 March 2025**

# Dynamix Digital Limited T/A Optily

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# **Dynamix Digital Limited T/A Optily**

## **DIRECTORS' RESPONSIBILITIES STATEMENT**

for the financial year ended 31 March 2025

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard, issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Signed on behalf of the board**

**Declan O'Mahoney**  
Director

**Fran Quilty**  
Director

**24 February 2026**

**Dynamix Digital Limited T/A Optily**  
**STATEMENT OF FINANCIAL POSITION**

as at 31 March 2025

	Notes	2025 €	2024 €
<b>Non-Current Assets</b>			
Intangible assets	7	312,378	864,765
Property, plant and equipment	8	-	192
		<u>312,378</u>	<u>864,957</u>
<b>Non-Current Assets</b>			
<b>Current Assets</b>			
Receivables	9	453,744	456,090
Cash and cash equivalents		2,025	63,035
		<u>455,769</u>	<u>519,125</u>
<b>Payables: amounts falling due within one year</b>	10	<u>(325,255)</u>	<u>(209,760)</u>
<b>Net Current Assets</b>		<u>130,514</u>	<u>309,365</u>
<b>Total Assets less Current Liabilities</b>		<u>442,892</u>	<u>1,174,322</u>
<b>Payables:</b>			
amounts falling due after more than one year	11	<u>(13,279,998)</u>	<u>(13,111,204)</u>
<b>Net Liabilities</b>		<u>(12,837,106)</u>	<u>(11,936,882)</u>
<b>Equity</b>			
Called up share capital presented as equity		100	100
Retained earnings	12	<u>(12,837,206)</u>	<u>(11,936,982)</u>
<b>Equity attributable to owners of the company</b>		<u>(12,837,106)</u>	<u>(11,936,882)</u>

# **Dynamix Digital Limited T/A Optily**

## **STATEMENT OF FINANCIAL POSITION**

as at 31 March 2025

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

We as Directors of Dynamix Digital Limited T/A Optily, state that -

(a) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014,

(b) the company is availing itself of the exemption on the grounds that the conditions specified in section 359 are satisfied,

(c) the shareholders of the company have not served a notice on the company under section 334(1) in accordance with section 334(2),

(d) we acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare financial statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a financial year and to otherwise comply with the provisions of the Companies Act 2014 relating to financial statements so far as they are applicable to the company,

(e) the company has relied on the specified exemption contained in section 352 Companies Act 2014. The company has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the abridged financial statements have been properly prepared in accordance with section 353 Companies Act 2014 and the small companies' regime.

**Approved by the board on 24 February 2026 and signed on its behalf by:**

**Declan O'Mahoney**  
**Director**

**Fran Quilty**  
**Director**

**Dynamix Digital Limited T/A Optily**  
**STATEMENT OF CHANGES IN EQUITY**

as at 31 March 2025

	<b>Called up share capital €</b>	<b>Retained earnings €</b>	<b>Total €</b>
<b>At 1 April 2023</b>	100	(10,110,996)	(10,110,896)
Loss for the financial year	-	(1,825,986)	(1,825,986)
<b>At 31 March 2024</b>	100	(11,936,982)	(11,936,882)
Loss for the financial year	-	(900,224)	(900,224)
<b>At 31 March 2025</b>	<b>100</b>	<b>(12,837,206)</b>	<b>(12,837,106)</b>

# Dynamix Digital Limited T/A Optily

## NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

### 1. General Information

Dynamix Digital Limited T/A Optily is a company limited by shares incorporated and registered in Ireland. The registered number of the company is 493419. The registered office of the company is RBK House, Irishtown Central, Athlone, Westmeath. The principal activity of the company is helping eCommerce businesses spend smarter, with instant recommendations across the Facebook and Google advertising networks. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

### 2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

#### Statement of compliance

The financial statements of the company for the financial year ended 31 March 2025 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

#### Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

#### Revenue

Revenue comprises the invoice value of services supplied by the company, exclusive of trade discounts and value added tax.

#### Retained earnings

The directors have decided to disclose the changes in retained earnings in the Income Statement.

#### Intangible assets

#### Research & Development Costs

Research & Development Costs are valued at cost less accumulated amortisation.

Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful life of 3 years.

#### Property, plant and equipment and depreciation

Property, plant and equipment are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of property, plant and equipment, less their estimated residual value, over their expected useful lives as follows:

Fixtures, fittings and equipment	-	33.33% Straight Line
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The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

#### Trade and other receivables

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method less impairment losses for bad and doubtful debts except where the effect of discounting would be immaterial. In such cases the receivables are stated at cost less impairment losses for bad and doubtful debts.

#### Trade and other payables

Trade and other creditors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest rate method, unless the effect of discounting would be immaterial, in which case they are stated at cost.

# Dynamix Digital Limited T/A Optily

## NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

### Employee benefits

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund.

### Taxation

Current tax represents the amount expected to be paid or recovered in respect of taxable profits for the financial year and is calculated using the tax rates and laws that have been enacted or substantially enacted at the Statement of Financial Position date.

### Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the Statement of Financial Position date. Non-monetary items that are measured in terms of historical cost in a foreign currency are translated at the rates of exchange ruling at the date of the transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. The resulting exchange differences are dealt with in the Income Statement.

### Research and development

Development expenditure is written off in the same year unless the directors are satisfied as to the technical, commercial and financial viability of individual projects. In this situation, the expenditure is deferred and amortised over the period from which the company is expected to benefit. Capitalised expenditure is then amortised over three years.

### Ordinary share capital

The ordinary share capital of the company is presented as equity.

## 3. Significant accounting judgements and key sources of estimation uncertainty

### Economic Factors

Global political and economic unrest stemming from the ongoing conflicts in Ukraine and Gaza, as well as escalating trade tensions between major global economies have contributed to significant price inflation and has created a very volatile economic environment both domestically and internationally. The directors will continue to closely monitor and assess these evolving risks and will take proactive measures as necessary to safeguard the company's operations and maintain steady cash flows.

## 4. Going concern

The company recorded a loss for the year of €900,224 (2024: €1,825,986) and as at the balance sheet date, the shareholders' deficit amounted to €12,837,106 (2024: €11,936,882). The Directors have given representations that they will ensure that the company receives adequate financial support for the foreseeable future to ensure the liabilities can be discharged as they fall due. Consequently, having made due enquiries and considering the material uncertainties noted above, the Directors continue to adopt the going concern basis in preparing the financial statements, which assumes that the company will continue in operational existence and liabilities will be discharged as they fall due for the foreseeable future which is 12 months from the date of signing the financial statements.

5. Operating loss	2025	2024
	€	€
<b>Operating loss is stated after charging/(crediting):</b>		
Amortisation of intangible assets	<b>552,387</b>	887,161
Depreciation of property, plant and equipment	<b>192</b>	9,152
(Profit)/loss on disposal of property, plant and equipment	-	766
Loss on foreign currencies	<b>449</b>	11,113
	<u><u>553,028</u></u>	<u><u>908,192</u></u>

## 6. Employees

The average monthly number of employees, including directors, during the financial year was 4, (2024 - 8).

**Dynamix Digital Limited T/A Optily**  
**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS**  
for the financial year ended 31 March 2025

**7. Intangible assets**

	<b>Development Costs €</b>
<b>Cost</b>	
At 1 April 2024	6,159,177
At 31 March 2025	6,159,177
<b>Provision for diminution in value</b>	
At 1 April 2024	5,294,412
Charge for financial year	552,387
At 31 March 2025	5,846,799
<b>Carrying amount</b>	
At 31 March 2025	<b>312,378</b>
At 31 March 2024	864,765

**8. Property, plant and equipment**

	<b>Fixtures, fittings and equipment €</b>
<b>Cost</b>	
At 1 April 2024	21,032
At 31 March 2025	21,032
<b>Depreciation</b>	
At 1 April 2024	20,840
Charge for the financial year	192
At 31 March 2025	21,032
<b>Carrying amount</b>	
At 31 March 2025	-
At 31 March 2024	192

**9. Receivables**

	<b>2025 €</b>	<b>2024 €</b>
Other debtors	100	100
Taxation	453,644	455,261
Prepayments	-	729
	<b>453,744</b>	<b>456,090</b>

## Dynamix Digital Limited T/A Optily

# NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

10. Payables	2025	2024
Amounts falling due within one year	€	€
Amounts owed to credit institutions	-	9,734
Trade payables	543	41,126
Amounts owed to group undertakings	309,700	-
Taxation	1,401	38,232
Other creditors	-	5,939
Accruals	13,611	114,729
	<u>325,255</u>	<u>209,760</u>

Trade creditors and accruals are predominately made up of monies due to suppliers and agencies. Payment terms for creditors are generally within 30-60 days.

11. Payables	2025	2024
Amounts falling due after more than one year	€	€
Flashpoint Investment Holdings Limited	<u>13,279,998</u>	<u>13,111,204</u>
<b>Loans</b>		
Repayable in one year or less, or on demand	-	9,734
Repayable in five years or more	13,279,998	13,111,204
	<u>13,279,998</u>	<u>13,120,938</u>

Long term liabilities are amounts repayable to its parent company Flashpoint Investment Holdings Limited. Amounts owed are unsecured, interest free, and have no fixed repayment date.

12. Income Statement	2025	2024
	€	€
At 1 April 2024	(11,936,982)	(10,110,996)
Loss for the financial year	(900,224)	(1,825,986)
At 31 March 2025	<u>(12,837,206)</u>	<u>(11,936,982)</u>
<b>13. Directors' remuneration</b>	<b>2025</b>	<b>2024</b>
	€	€
Fees	1,939	23,166
Remuneration	20,000	18,000
	<u>21,939</u>	<u>41,166</u>

**14. Related party transactions**  
The company has availed of the exemption under FRS 102 Section 1A in relation to the disclosure of transactions with group undertakings.

### 15. Events After the End of the Reporting Period

There have been no significant events affecting the company since the financial year-end.

### 16. Approval of financial statements

The financial statements were approved and authorised for issue by the board of directors on 24 February 2026.