

**WILD PEAK HOLDINGS LIMITED
(FORMERLY TWINKL UK HOLDINGS LIMITED)
STRATEGIC REPORT**

FOR THE YEAR ENDED 28 APRIL 2023

The directors present the strategic report for the year ended 28 April 2023.

Review of the business

We aim to present a balanced and comprehensive review of the development and performance of our business during the year and its position at the year end. Our review is consistent with the size of our business and is written in the context of the risks and uncertainties we face.

Group turnover grew to £66,634,494. The largest gains continued to be outside of the UK. The board was pleased with the performance as it demonstrated the continuing outreach that the group is providing to our customers across the world. Despite the increase in revenue, the group's operating profit margin fell, which was reflective of the investment made in the creation and development of Twinkl Ltd's content during the year. The group's balance sheet grew stronger, this was to help build towards making further investments in the group throughout the next financial year.

During the year, 100% of the ordinary shares of Twinkl Ltd were sold to Star Pupil Bidco Ltd via a group restructure. This will help the group to find new ways to continue to help the teaching community worldwide as we move into the next phase of our journey.

Twinkl remained dedicated to its mission: To help those who teach.

Principal risks and uncertainties

The principal issues facing the group are the risk of IT and website failure, which would halt or slow down production and stop customers accessing the website. Other principal risks include the uncertainty in global markets, leading to large fluctuations in exchange rates.

Development and performance

Research and development of new and existing products continued during the year and allowed the business to make technological advancements across a number of key areas. Website improvements were made in terms of both security and performance. There have been a number of developments in the content available. The business continues to be in a strong position to continue its growth plans and deliver on its core objectives.

Key performance indicators

The group continued to use both financial and operational KPIs to monitor and manage the business. The main KPIs used were revenue, profitability and liquidity related. Performance against these KPIs have been discussed in the review of the business, above.

S172 statement

Twinkl Ltd has a legal responsibility under section 172 of the Companies Act 2006 to act in the way we consider, in good faith, would be most likely to promote the company's success for the benefit of its members as a whole, and to have regard to the long-term effect of our decisions on the company and its stakeholders. This statement addresses the ways in which we carry out this responsibility.

Promoting the company's success for its members

Twinkl Ltd was formed in 2010 and continues to be a family owned business. We're proud of the ways in which the company has provided employment, training and growth for the global teaching community and our employees.

Our mission is to help those who teach. Our learning materials provide entire schemes of work, lesson planning and assessments right through to online educational games, augmented reality and so much more.

We make strategic decisions based on long-term objectives whilst remaining flexible to immediate priorities. In particular, this has meant significant investment in our employees, resources and buildings, to ensure that we can maintain high quality resources and react to external events, from changes in the curriculum, to the COVID-19 pandemic and global conflicts.