

Your innovation. Our expertise.



New look. Same, trusted service.

RDA is relaunching

If there is one, signature element to the service we provide our clients, it is how we simplify the process of claiming for HMRC R&D Tax Credits. Whether that means reducing the management time spent on producing the claims submission, or writing those submissions in plain English that HMRC assessors can easily understand, simplification is a key part of the RDA Way.

So it seemed only right to simplify how we present ourselves to the world. This is the thinking behind how R&D Advisors UK Limited is now rebranding as RDA.



Our new-look logo, with its twin, interlinking motifs echoing the handshake that characterises

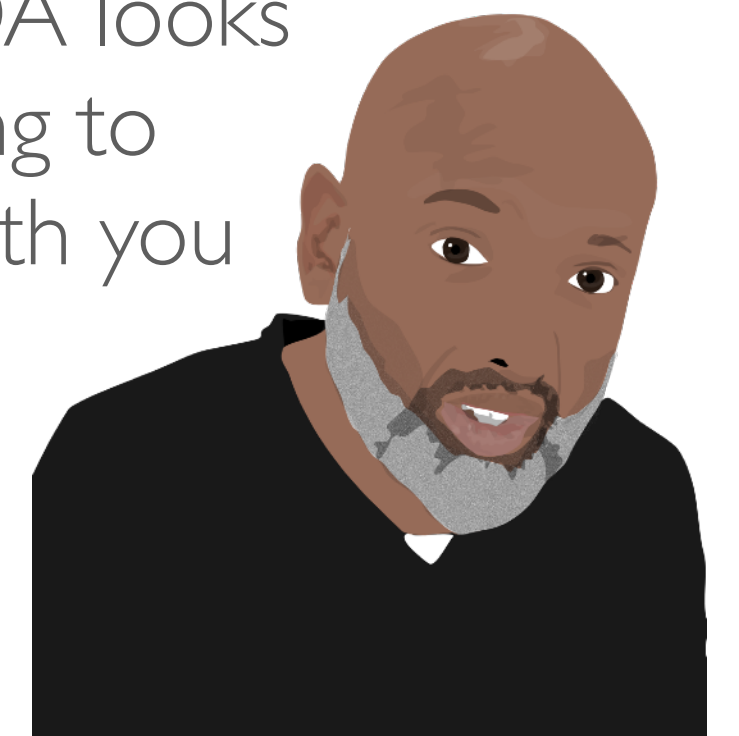
British business, is underlined by the mantra we abide by: Develop Together.

This rebranding exercise is not only a new design asset, but it is also the visual reflection of a new structure being rolled out across RDA. We now have dedicated teams delivering a service tailored to the size of our clients' claims and the quantity of R&D projects under

review. This gives us the flexibility to provide best-in-class support for startups and the multinational large companies we serve.

Our ability to be a flywheel for growth across all classes of British business achieved recognition with the Federation of Small Businesses, when we were named among the regional East of England finalists of the High Growth category of its annual FSB Awards for 2022. We have had a great year. Now RDA looks forward to continuing to develop together with you in 2023.

Kevin Auchoybur
Managing Director



The RDA Way

Your innovation. Our expertise.

At RDA, we always put our clients at the heart of everything we do. It is the innovation of your R&D that our experts showcase through our unique claims process.

This is the RDA Way, a virtuous circle that ensures the process of innovation, support and claims submissions is in a continuous, positive-feedback loop to the benefit of your company and its R&D efforts.



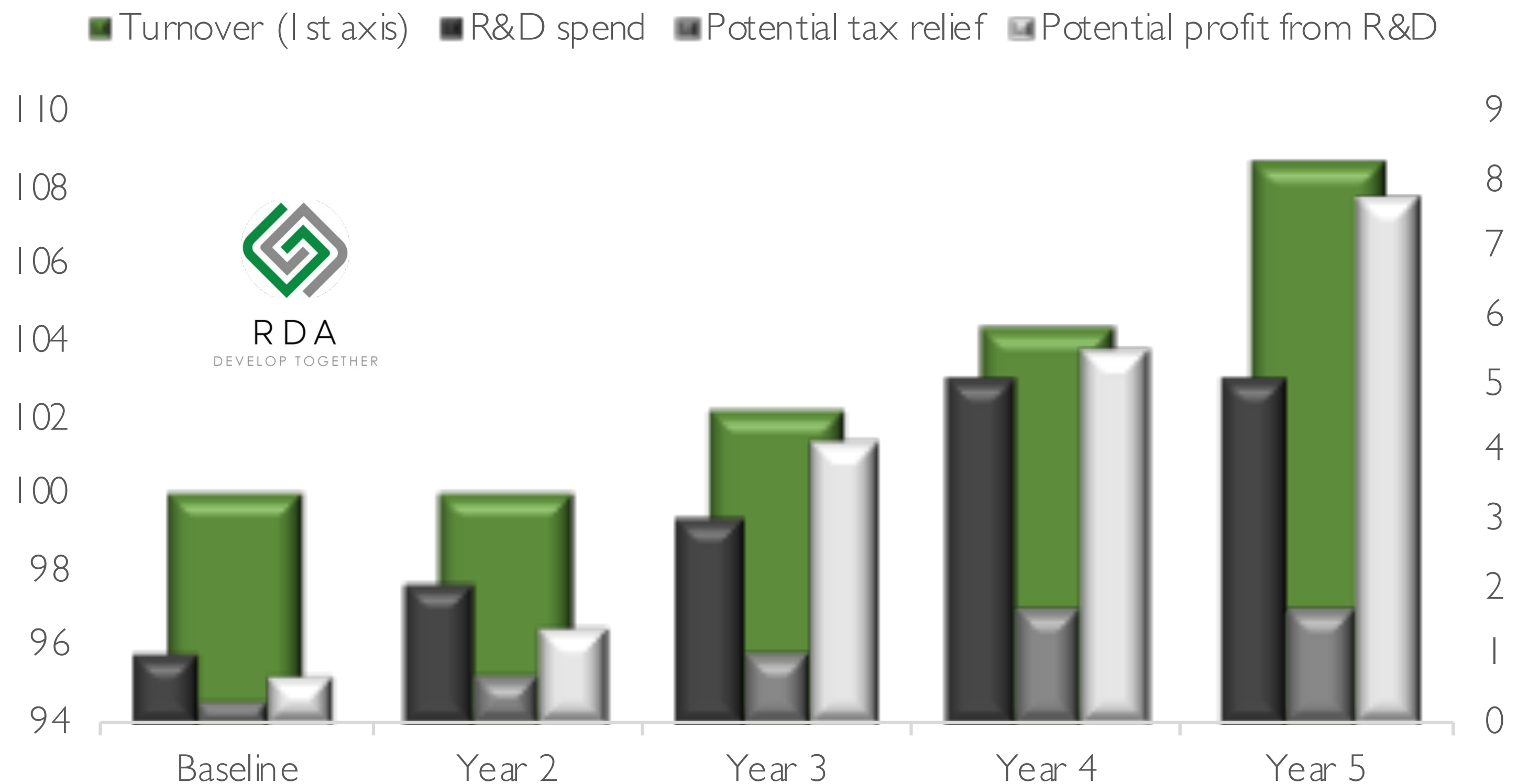
Fully Power&D

The R&D Tax Credits Scheme produces huge benefits for individual companies and the UK economy.

Research shows that on average a company with £1 million revenue spending £10,000 on R&D can raise its turnover by £210 for every £100 extra it spends on R&D the following year.

On top of that, tax relief can amount to 33% of the qualifying R&D expenditure. For bigger companies, it all adds up to potentially millions of pounds in R&D-related profit.

Typical returns from R&D (£m)



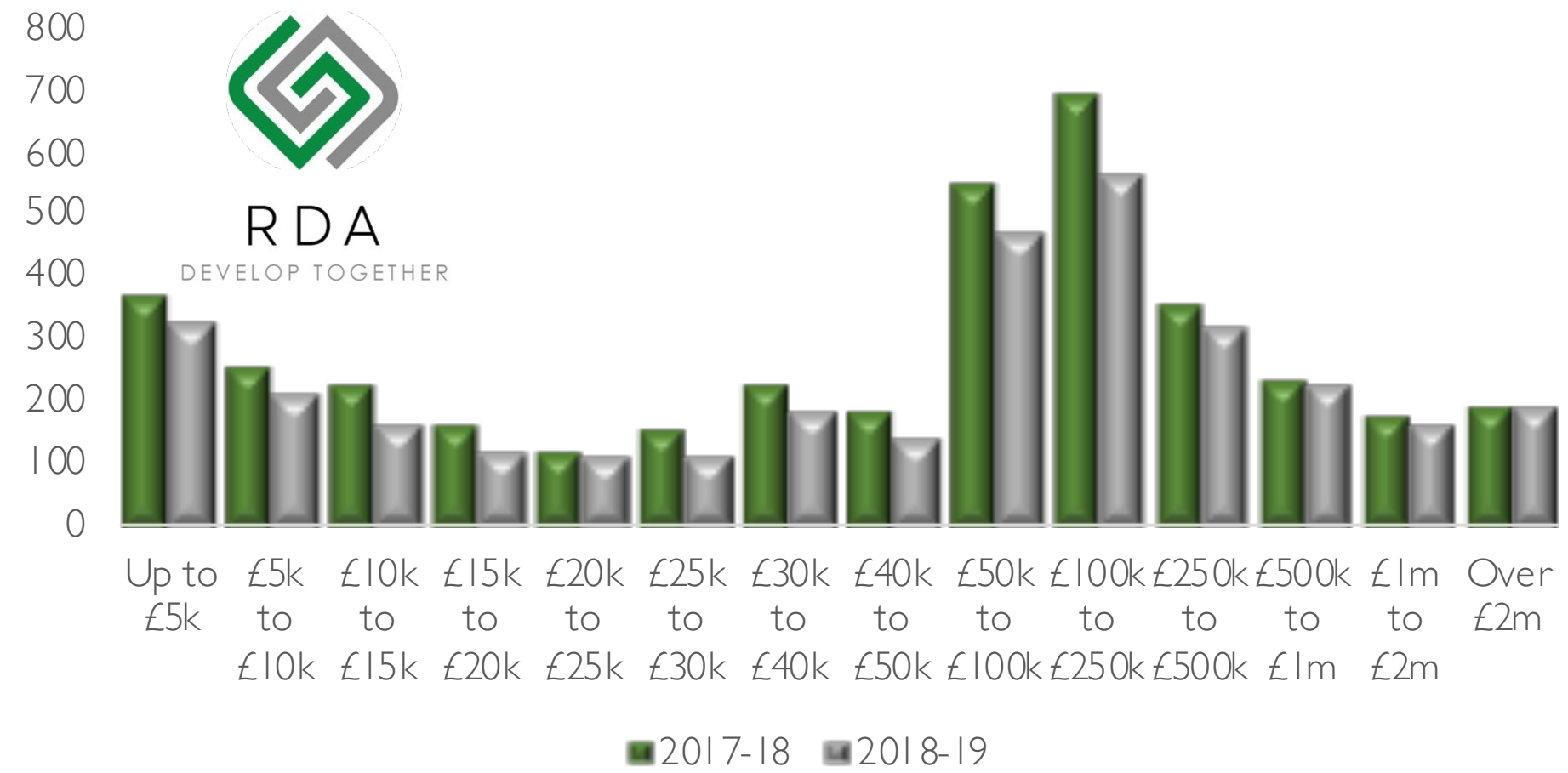
Working Harder

The Office of National Statistics notes that in 2019 there were almost 8,500 companies in the UK with turnovers in excess of £50 million.

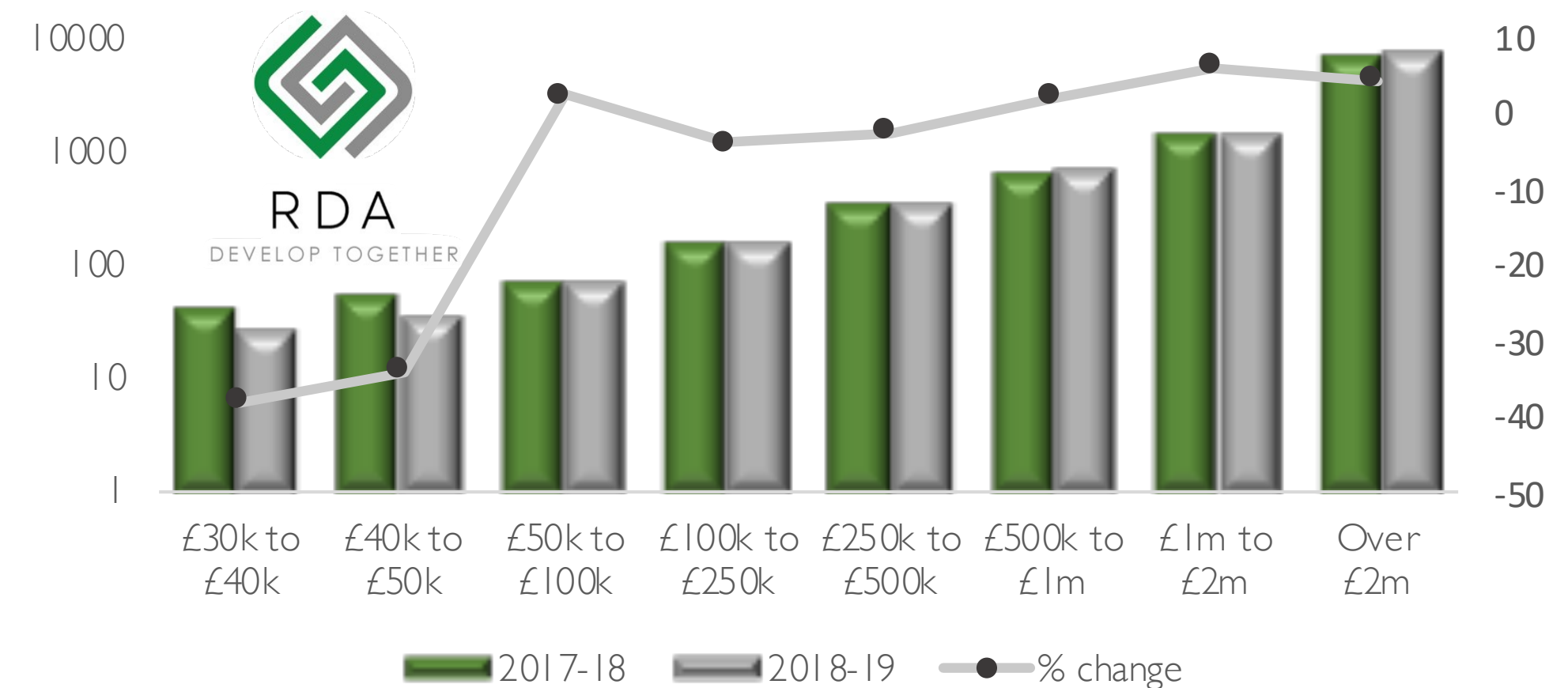
Not all will qualify for R&D Tax Credits. Some will not qualify for the large-company RDEC scheme due to having a turnover below €100m. But even so, with fewer than 4,000 RDEC claims, it seems a lot of large UK companies are not claiming under the scheme, despite the valuable tax incentives on offer.

This year the Chancellor, Jeremy Hunt, announced a more-generous R&D Tax Credits regime for the UK's biggest companies. From April 1st 2023, the relief rate of the RDEC scheme will increase from 13% to 20% of qualifying expenditure. So there has never been a better time to match your innovation with our expertise.

Year on year comparison of number of claims - large companies



Year-on-year comparison of average claims - large companies (Logarithmic scale)





All data in this document have been issued by the Office of National Statistics, by HM Revenue & Customs or in the HMRC-commissioned report Evaluation of the Research and Development Tax Relief for SMEs, published in 2019. Data are subject to change as more claims come on stream.

Thank you for reading.

Develop Together.