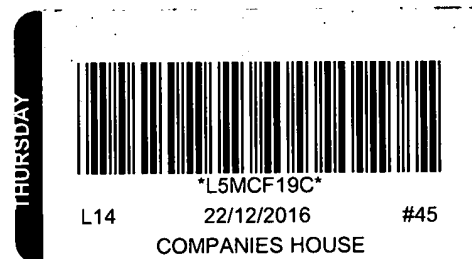


Company Registration No. 00168876

KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS

for the year ended 30 June 2016



KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS
For the year ended 30 June 2016

DIRECTORS

D Kershaw
G Pateras

REGISTERED OFFICE

First Floor, Skyways House
Speke Road
Speke
Liverpool
L70 1AB

KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS
For the year ended 30 June 2016

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KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS
For the year ended 30 June 2016

DIRECTORS' REPORT

The directors present their annual report and the unaudited financial statements of the company for the year ended 30 June 2016. This directors' report has been prepared in accordance with the special provisions relating to small companies under Section s414B of the Companies Act 2006.

Principal activity and business review

The company has remained dormant as defined in Section 1169 of the Companies Act 2006 throughout the year ended 30 June 2016 and accordingly no profit or loss account has been prepared. It is anticipated that the company will remain dormant for the foreseeable future.

Directors

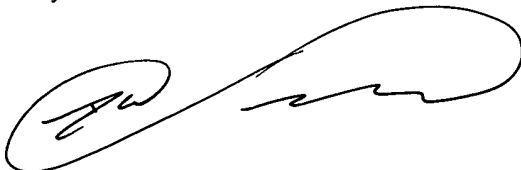
The directors that held office during the year and thereafter were as follows:

D Kershaw
G Pateras (appointed 29 February 2016)
Shop Direct Company Director Limited (resigned 29 February 2016)

Elective resolutions

The company has passed elective resolutions to dispense with the holding of annual general meetings and for the laying of the annual report and financial statements before the company in general meetings, until such time as the elections are revoked.

By order of the board



D Kershaw
Director
17 November 2016

KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS
For the year ended 30 June 2016

BALANCE SHEET

	<i>Notes</i>	30 June 2016 £	30 June 2015 £
Current Liabilities			
Creditors	4	(23,088)	(23,088)
Net Current Liabilities		(23,088)	(23,088)
Net Liabilities		(23,088)	(23,088)
Capital and Reserves			
Called up share capital	5	20,000	20,000
Share premium account		1,250	1,250
Profit and loss account		(44,338)	(44,338)
Total Shareholders' Deficit		(23,088)	(23,088)

All equity is attributable to equity holders of the parent.

Kays Personal Selection Limited, company number 00168876, did not trade during the current or preceding period and has made neither profit nor loss, nor any other comprehensive income.

For the year ended 30 June 2016 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

The financial statements of Kays Personal Selection Limited, company number 00168876, were approved by the Board of Directors on 17 November 2016.

Signed on its behalf



D Kershaw
Director

NOTES TO THE FINANCIAL STATEMENTS

1. General information

Kays Personal Selection Limited is a company incorporated in the United Kingdom. The address of the registered office is given on the Company Information page. The nature of the company's operations and its principal activity is set out in the Directors' Report.

2. Accounting policies

Basis of accounting

The company meets the definition of a qualifying entity under FRS 100 (Financial Reporting Standard 100) issued by the Financial Reporting Council. Accordingly, in the year ended 30 June 2016 the company has undergone transition from reporting under generally accepted accounting practice in the UK (UK GAAP) to FRS 101 (Financial Reporting Standard 101) 'Reduced Disclosure Framework' as issued by the Financial Reporting Council.

As permitted by FRS 101, the company has taken advantage of the disclosure exemptions available under that standard in relation to financial instruments, presentation of comparative information in respect of certain assets, presentation of a cash-flow statement, standards not yet effective and transactions with related party and key management personnel. Where relevant, equivalent disclosures have been included in the group accounts of Shop Direct Limited which are available to the public.

The significant accounting policies have been applied in preparing these financial statements and comparative information and in the preparation of an opening FRS 101 balance sheet at 1 July 2014. The transition to FRS 101 is not considered to have had a material effect on the financial statements.

3. Income statement

No income statement is presented with these financial statements because the company has not received income or incurred expenditure during either the year under review or the preceding financial year.

Furthermore there have been no items of other comprehensive income and therefore a statement of comprehensive income is not presented.

4. Creditors

	30 June 2016 £	30 June 2015 £
Amounts falling due within one year:		
Amounts due to group undertakings	23,088	23,088

KAYS PERSONAL SELECTION LIMITED
REPORT AND FINANCIAL STATEMENTS
For the year ended 30 June 2016

NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Share capital

	30 June 2016 £	30 June 2015 £
Authorised:		
20,000 ordinary shares of £1 each	20,000	20,000
	<hr/>	<hr/>
Allotted, issued and fully paid:		
20,000 ordinary shares of £1 each	20,000	20,000
	<hr/>	<hr/>

6. Ultimate controlling party

The immediate holding company is Shop Direct Limited, a company registered in England and Wales. The results of the company are consolidated into the report and financial statements of Shop Direct Holdings Limited, a company registered in England and Wales, which the directors regard as being controlled by the Sir David and Sir Frederick Barclay Family Settlements.