

**COMPANY REGISTRATION NUMBER: 543795**

**STRONELLE COMPANY LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**30 JUNE 2021**

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**STRONELLE COMPANY LIMITED**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 30 JUNE 2021**

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# **STRONELLE COMPANY LIMITED**

## **DIRECTORS' REPORT**

**YEAR ENDED 30 JUNE 2021**

The directors present their report and the unaudited financial statements of the company for the year ended 30 June 2021.

### **PRINCIPAL ACTIVITIES AND BUSINESS REVIEW**

The principal activity of the company is share investment. There has been no significant change in the nature of the company's business activities during the year under review, nor is any envisaged in the immediate future.

### **DIRECTORS**

The directors who served the company during the year were as follows:

Mr B S E Freshwater

Mr D Davis

The Articles of Association of the company do not require the directors to retire by rotation. Neither director has a service contract with the company.

The majority of the day-to-day management of the company's operations is carried out by Highdorn Co Limited. Mr B S E Freshwater is a director of, but has no beneficial interest in the share capital of Highdorn Co Limited.

### **RESULTS AND DIVIDENDS**

The results for the year are set out in the attached profit and loss account and explanatory notes. The financial position of the company at the year end is set out in the attached balance sheet and explanatory notes.

The company did not pay a dividend in the year (2020: £nil). The directors do not propose a final dividend for the year (2020: £nil).

This report was approved by the board of directors on 13th December 2021 and signed on behalf of the board by:



**J S Southgate**  
Company Secretary

Registered office:  
Freshwater House  
158-162 Shaftesbury Avenue  
London  
WC2H 8HR

**STRONELLE COMPANY LIMITED**  
**PROFIT AND LOSS ACCOUNT AND OTHER COMPREHENSIVE INCOME**  
**YEAR ENDED 30 JUNE 2021**

		Year to 30 Jun 21 £	Period from 1 Apr 19 to 30 Jun 20 £
<b>TURNOVER</b>	Note 4	<b>86,413</b>	84,035
<b>GROSS PROFIT</b>		<b>86,413</b>	84,035
Administrative expenses		(3,802)	(1,213)
Net valuation gain/(deficit) on investments		<b>554,946</b>	(2,108,795)
<b>OPERATING PROFIT/(LOSS)</b>		<b>637,557</b>	(2,025,973)
<b>PROFIT/(LOSS) BEFORE TAXATION</b>		<b>637,557</b>	(2,025,973)
Tax on profit/(loss)	6	<b>(261,000)</b>	318,000
<b>PROFIT/(LOSS) FOR THE FINANCIAL YEAR AND TOTAL COMPREHENSIVE INCOME</b>		<b>376,557</b>	(1,707,973)

All the activities of the company are from continuing operations.

The notes on pages 5 to 11 form part of these financial statements.

# STRONELLE COMPANY LIMITED

## BALANCE SHEET

30 JUNE 2021

	Note	2021 £	£	2020 £	£
<b>FIXED ASSETS</b>					
Investments	7		3,091,842		2,536,896
<b>CURRENT ASSETS</b>					
Debtors	8	1,291,072		1,207,390	
Cash at bank and in hand		<u>244</u>		<u>244</u>	
		1,291,316		1,207,634	
<b>CREDITORS: amounts falling due within one year</b>	9	<u>(1,924)</u>		<u>(853)</u>	
<b>NET CURRENT ASSETS</b>			<u>1,289,392</u>		<u>1,206,781</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			4,381,234		3,743,677
<b>PROVISIONS FOR LIABILITIES AND CHARGES</b>	10		<u>(645,000)</u>		<u>(384,000)</u>
<b>NET ASSETS</b>			<u>3,736,234</u>		<u>3,359,677</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	13		100		100
Profit and loss account	14		<u>3,736,134</u>		<u>3,359,577</u>
<b>TOTAL EQUITY</b>			<u>3,736,234</u>		<u>3,359,677</u>

For the year ending 30 June 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of directors and authorised for issue on 13th December 2021 and are signed on behalf of the board by:



Mr B S E Freshwater  
Director

Company registration number: 543795

The notes on pages 5 to 11 form part of these financial statements.

**STRONELLE COMPANY LIMITED**  
**STATEMENT OF CHANGES IN EQUITY**  
**YEAR ENDED 30 JUNE 2021**

	Called up share capital £	Profit and loss account £	Total £
<b>AT 1 APRIL 2019</b>	100	5,067,550	5,067,650
Loss for the year	—	(1,707,973)	(1,707,973)
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	—	(1,707,973)	(1,707,973)
<b>AT 30 JUNE 2020</b>	100	3,359,577	<b>3,359,677</b>
Profit for the year	—	376,557	<b>376,557</b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	—	376,557	<b>376,557</b>
<b>AT 30 JUNE 2021</b>	<u>100</u>	<u>3,736,134</u>	<u><b>3,736,234</b></u>

The balance on the profit and loss account at 30 June 2021 includes £2,378,711 of unrealised profits which are not available for distribution.

The notes on pages 5 to 11 form part of these financial statements.

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 JUNE 2021**

**1. GENERAL INFORMATION**

Stronelle Company Limited (the "Company") is a company limited by shares and incorporated in the UK. The Company's Registered Office is Freshwater House, 158-162 Shaftesbury Avenue, London WC2H 8HR. The presentation currency of these financial statements is sterling.

**2. STATEMENT OF COMPLIANCE**

These financial statements have been prepared in compliance with the provisions applicable to companies subject to the small companies' regime and voluntarily adopting FRS 102, 'The Financial Reporting Standard applicable to the UK and the Republic of Ireland'.

**3. ACCOUNTING POLICIES**

**Basis of preparation**

The financial statements have been prepared under the historical cost convention except that investments are measured at fair value.

The outbreak of the Covid-19 pandemic in 2020 and the associated lockdown has had a negative impact on the macro economy and the particular market that the company operates in. The directors have placed a particular focus on the company's going concern assessment and have considered the principal risks to the company. This assessment has considered the various probable outcomes of the pandemic on the company's operations and its future financial performance over the next 12 months. The impact of Brexit and the associated potential financial costs may also have an effect. These risks are beyond the control of the company and represent uncertainty to the revenue and the cash flow of the company for the foreseeable future.

Notwithstanding these uncertainties, the directors have concluded that it is appropriate for the financial statements to be prepared in accordance with the accounting principles appropriate to a going concern and that there is no material uncertainty to this position, as the directors have a reasonable expectation that the company has adequate resources under all plausible circumstances to continue in operational existence for the foreseeable future by meeting its liabilities and commitments as they fall due.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

Judgements made by the directors, in the application of these accounting policies that have significant effect on the financial statements and estimates with a significant risk of material adjustment in the next year are discussed in note 17.

**Disclosure exemptions**

In these financial statements, the company is considered to be a small entity (for the purposes of FRS 102) and has applied the exemptions available under FRS 102 in respect of the Cash Flow Statement and related notes.

**Turnover**

Turnover represents income from share investments.

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**3. ACCOUNTING POLICIES** *(continued)*

**Taxation**

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the profit and loss account except to the extent that it relates to items recognised directly in equity or other comprehensive income, in which case it is recognised directly in equity or other comprehensive income.

Current tax is expected tax payable or receivable on the taxable income or loss for the year, using rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is provided on timing differences which arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in the financial statements. The following timing differences are not provided for: differences between accumulated depreciation and tax allowances for the cost of a fixed asset if and when all conditions for retaining the tax allowances have been met. Deferred tax is not recognised on permanent differences arising because certain types of income or expense are non-taxable or are disallowable for tax or because certain tax charges or allowances are greater or smaller than the corresponding income or expense.

Deferred tax is provided in respect of the additional tax that will be paid or avoided on differences between the amount at which an asset (other than goodwill) or liability is recognised in a business combination and the corresponding amount that can be deducted or assessed for tax.

Deferred tax is measured at the tax rate that is expected to apply to the reversal of the related difference, using tax rates enacted or substantively enacted at the balance sheet date. For investments that are measured at fair value, deferred tax is provided at the rate and allowances applicable to the sale of the investments.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Investments**

Investments are initially recorded at cost, and subsequently stated at fair value with changes in fair value being recognised in the profit and loss account.



**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**3. ACCOUNTING POLICIES** *(continued)*

**Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all its financial liabilities.

**Basic financial instruments**

**Cash and cash equivalents**

Cash and cash equivalents comprise cash balances and call deposits.

**Trade and other debtors**

Trade and other debtors are recognised initially at transaction price plus attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses. If the arrangement constitutes a financing transaction, for example if payment is deferred beyond normal business terms, then it is measured at the present value of future payments discounted at a market rate for a similar debt instrument.

**Trade and other creditors**

Trade and other creditors are recognised initially at transaction price less attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method. If the arrangement constitutes a financing transaction, for example if payment is deferred beyond normal business terms, then it is measured at the present value of future payments discounted at a market rate for a similar debt instrument.

**4. TURNOVER**

Turnover arises from:

	Year to 30 Jun 21	Period from 1 Apr 19 to 30 Jun 20
	£	£
Dividends	<u>86,413</u>	<u>84,035</u>

The whole of the turnover is attributable to the principal activity of the company wholly undertaken in the United Kingdom.

**5. PARTICULARS OF EMPLOYEES**

No salaries or wages have been paid to employees, including the directors, during the period (2020: £Nil).

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**6. TAX ON PROFIT/(LOSS)**

**Major components of tax expense/(income)**

	Year to 30 Jun 21 £	Period from 1 Apr 19 to 30 Jun 20 £
<b>Deferred tax:</b>		
Origination and reversal of timing differences	139,737	(400,588)
Impact of change in tax rate	121,263	82,588
Total deferred tax	<u>261,000</u>	<u>(318,000)</u>
<b>Tax on profit/(loss)</b>	<u>261,000</u>	<u>(318,000)</u>

**Reconciliation of tax expense/(income)**

The tax assessed on the profit/(loss) on ordinary activities for the year is higher than (2020: higher than) the standard rate of corporation tax in the UK of 19% (2020: 19%).

	Year to 30 Jun 21 £	Period from 1 Apr 19 to 30 Jun 20 £
Profit/(loss) on ordinary activities before taxation	637,557	(2,025,973)
Profit/(loss) on ordinary activities by rate of tax	121,136	(384,935)
Non-taxable income	(16,418)	(15,967)
Impact of changes in tax rate	121,263	82,588
Timing differences on unrealised gains	34,297	83
Disallowed expenses	492	-
Other differences	230	231
<b>Tax on profit/(loss)</b>	<u>261,000</u>	<u>(318,000)</u>

**Factors that may affect future tax expense**

It was announced in the March 2021 Budget that the main UK corporation tax rate will increase to 25% from 1 April 2023. This change was substantively enacted on 24 May 2021.

The deferred tax liability at 30 June 2021 has been calculated based on the rate of 25% (2020:19%).

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**7. INVESTMENTS**

	Other investments £
<b>Fair value</b>	
At 1 July 2020	2,536,896
Revaluations	554,946
<b>At 30 June 2021</b>	<u><b>3,091,842</b></u>
<b>Impairment</b>	
At 1 July 2020 and 30 June 2021	<u><b>–</b></u>
<b>Carrying amount</b>	
<b>At 30 June 2021</b>	<u><b>3,091,842</b></u>
At 30 June 2020	<u>2,536,896</u>

Other investments comprise shares in Daejan Holdings Limited, which were valued by the directors based on an independent professional valuation as at 31 March 2020, using a combined discounted net asset and dividend yield approach.

**Historical cost model**

The historical cost of investments at 30 June 2021 is £68,131 (2020: £68,131).

**8. DEBTORS**

	2021 £	2020 £
Other debtors	<u><b>1,291,072</b></u>	<u>1,207,390</u>

Other debtors include an amount of £1,232,406 (2020: £1,207,390) due from a connected company, Highdorn Co. Limited, a company of which Mr B S E Freshwater is a director and also has a non-beneficial interest in its share capital. The loan is interest free and effectively repayable on demand.

Other debtors also include dividends receivable of £58,666 (2020: £nil), due from Daejan Holdings Limited, a company of which Mr B S E Freshwater and Mr Davis are directors and are also interested in its share capital.

**9. CREDITORS: amounts falling due within one year**

	2021 £	2020 £
Other creditors	<u><b>1,924</b></u>	<u>853</u>

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**10. PROVISIONS FOR LIABILITIES AND CHARGES**

	<b>Deferred tax (note 11) £</b>
At 1 July 2020	<b>384,000</b>
Charge for the year	<b>261,000</b>
<b>At 30 June 2021</b>	<b><u>645,000</u></b>

**11. DEFERRED TAX**

The deferred tax included in the balance sheet is as follows:

	<b>2021 £</b>	<b>2020 £</b>
Included in provisions for liabilities and charges (note 10)	<b><u>645,000</u></b>	<b><u>384,000</u></b>

The deferred tax account consists of the tax effect of timing differences in respect of:

	<b>2021 £</b>	<b>2020 £</b>
Revaluation of investments	<b><u>645,000</u></b>	<b><u>384,000</u></b>

**12. FINANCIAL INSTRUMENTS**

The carrying amount for each category of financial instrument is as follows:

	<b>2021 £</b>	<b>2020 £</b>
<b>Financial assets measured at fair value through profit or loss</b>		
Market value of investments	<b><u>3,091,842</u></b>	<b><u>2,536,896</u></b>
<b>Financial assets that are debt instruments measured at amortised cost</b>		
Debtors	<b>1,291,072</b>	<b>1,207,390</b>
Cash at Bank	<b><u>244</u></b>	<b><u>244</u></b>
	<b><u>1,291,316</u></b>	<b><u>1,207,634</u></b>
<b>Financial liabilities measured at amortised cost</b>		
Creditors	<b><u>1,924</u></b>	<b><u>853</u></b>

The fair values of assets held at fair value through profit and loss at the balance sheet date are determined by an independent professional valuation.

**13. CALLED UP SHARE CAPITAL**

**Issued, called up and fully paid**

	2021		2020	
	No.	£	No.	£
Ordinary shares of £1 each	50	50	50	50
Preference shares of £0.10 each	500	50	500	50
	<u>550</u>	<u>100</u>	<u>550</u>	<u>100</u>

**STRONELLE COMPANY LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS** *(continued)*  
**YEAR ENDED 30 JUNE 2021**

**14. CAPITAL AND RESERVES**

Called-up share capital represents the nominal value of shares that have been issued.

Profit and loss account includes all current and prior period retained profits and losses.

**15. RELATED PARTY TRANSACTIONS**

The majority of the day to day management of the company's operations is carried out by Highdorn Co. Limited, a company in which Mr B S E Freshwater is a director and has a non-beneficial interest in the share capital.

During the year £360 (2020: £360), including VAT, was payable to Highdorn for the full range of management and administrative services which were charged for at normal commercial rates.

Dividends receivable from investments relate to Daejan Holdings Limited, a company in which Mr B S E Freshwater and Mr D Davis are directors and are also interested in its share capital.

The Board considers that the Directors are the key management personnel of the company and their remuneration is disclosed in note 5.

**16. CONTROLLING PARTY**

The company is controlled by Freshwater family Trusts.

**17. ACCOUNTING ESTIMATES AND JUDGEMENTS**

**i. Other investments valuations**

The valuation of the company's other investments is subjective, depending on many factors, including comparator dividend yields and net asset values, assumed rationale of prospective share purchasers, and the deemed impact of entity specific conditions on the aforementioned measures. Significant judgement is also required when selecting comparator companies to be included in the population from which expected yields and discounted net asset values are derived. Therefore, the valuations are subject to a degree of uncertainty and are made on the basis of assumptions which may not prove to be accurate, particularly in periods of difficult market or economic conditions. As noted in note 7 above, the company's other investments are based on the recent valuation of an external valuer with appropriate qualifications and experience.