Annual Report for the year ended 31 December 2017

Registered Number: 00713656



Jarden Consumer Solutions (Europe) Limited Annual Report for the year ended 31 December 2017

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Directors and advisers for the year ended 31 December 2017

Directors

Dasree Vishwamaryum Ramsammy Ben Hartley

Independent Auditors

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
1 Hardman Street
Manchester
M2 3EB

Solicitors

DLA Piper UK LLP 3 Noble Street London EC2V 7EE

Registered Office

5400 Lakeside Cheadle Royal Business Park Cheadle, Cheshire United Kingdom SK8 3GQ

Registered Number

00713656

Directors' report for the year ended 31 December 2017

The directors present their report and the audited financial statements of Jarden Consumer Solutions (Europe) Limited (the "Company") for the year ended 31 December 2017.

Future developments

An indication of the likely future developments of the business is included in the Strategic report on page 5.

Political contributions

There were no political donations during the year (2016: £nil).

Dividends

In the year the Company proposed and paid dividends totalling £nil (2016: £nil).

Financial risk management

Financial risk management is described in the Strategic report on page 5.

Going concern

The directors believe that preparing the financial statements on the going concern basis is appropriate due to the continued financial support of the ultimate parent company Newell Brands Inc. The directors have received confirmation that Newell Brands Inc intend to support the company for at least one year after these financial statements are signed.

Directors and their interests

The directors of the Company who held office during the year and up to the date of signing of the financial statements were:

Richard Sansone (Resigned on 21 February 2018)
Ben Hartley (Appointed on 21 February 2018)
Dasree Vishwamaryum Ramsammy (Appointed on 21 February 2018)

Directors' indemnities

The Company maintained throughout the year, and at the date of approval of the financial statements, third party liability insurance for its directors and officers. This is a qualifying provision for the purposes of the Companies Act 2006.

Statement of directors' responsibilities

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulation.

Directors' report for the year ended 31 December 2017 (continued)

Statement of directors' responsibilities (continued)

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law). 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 state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; 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 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.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

Statement of disclosure of information to auditors

In the case of each of the persons who are directors at the time when the report is approved under section 418 of the Companies Act 2006 the following applies:

- so far as the directors are aware, there is no relevant audit information of which the Company's auditors are unaware; and
- they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

Independent auditors

The auditors, PricewaterhouseCoopers LLP, have indicated their willingness to continue in office and a resolution concerning their reappointment will be proposed at the Annual General Meeting.

On behalf of the Board

Ben Hartley Director 28/09/18

Registered number: 00713656

Strategic report for the year ended 31 December 2017

The directors present their Strategic report on the Company for the year ended 31 December 2017.

Principal activities

The principal activity of the Company during the year was the sale of small domestic appliances.

Review of the business

Despite continued challenging economic and market conditions, the focus of the company continued to be to seek to improve margins and to continue to invest in its brands and new product development. Breville continues to outperform the market, particularly in its core areas of kettles and toasters. The company's other main brands, Nicky Clarke, FoodSaver and Crockpot continued to perform in line with expectations. It is anticipated that tough market and economic conditions will prevail throughout 2018 but the Group is well positioned to deal with that scenario.

Operating profit was £506,000 compared to £7,573,000 in the prior year and net assets were £25,937,000 compared to £26,944,000 in the prior year, the decrease is as a result of the loss for the financial year with no dividends paid in the current year (2016: £Nil).

The Senior Management meets on a monthly basis and as part of their role considers the principal risks and uncertainties facing the Company. These risks are broadly grouped as non financial risk, being mainly competitor risk, and financial risks, being mainly price risk, foreign exchange risk, credit risk and liquidity risk. With regard to financial risk the main risk is foreign exchange risk and this is managed via a hedging policy and entering into forward exchange contracts in line with this policy.

Non-financial risks

The Company competes with other well known high street brands and consequently looks to mitigate the risk of losing trade through constant innovation of its existing products, maintaining the high standard of goods sold and by bringing new products into the marketplace.

Strategic report for the year ended 31 December 2017 (continued)

Financial risk management

The Company's operations expose it to a variety of financial risks that include price risk, foreign exchange risk, credit risk and liquidity risk.

Price risk

The Company is exposed to pricing volatility due to a mix of economic factors on products purchased from overseas. As a result, management maintain a close dialogue with its suppliers and monitors all economic fluctuations to mitigate this risk.

• Foreign exchange risk

The majority of the Company's purchases are in foreign currency, and therefore there is a risk of currency losses should exchange rates move adversely through the year. The Board seeks to mitigate this through the use of forward contracts such that a high level of future purchases is hedged.

Credit risk

Credit risk is the risk that a customer defaults on its payment to the Company. The Company mitigates this risk by the use of credit reports, and monitors trade receivables accounts closely. The Company also maintains credit insurance on its debts. Details of the Company's trade receivables are shown in note 12 to the financial statements.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations created by its financial liabilities. The Company mitigates this risk through careful monitoring of daily cash balances and detailed cash forecasting processes, as well as by close control over customers' payment terms and gradual extensions to the terms under which the Company pays its suppliers.

As a subsidiary of Newell Brands Inc, a listed company incorporated in the United States of America, further details of Group policies in relation to external financial risks, can be found in the Annual Report and Financial Statements of Newell Brands Inc. Copies of the Newell Brands Inc financial statements are available from the Company Secretary at 221 River Street, Hoboken, NJ 07030, USA.

Future developments

The company will continue to innovate and promote their products both in the UK and overseas.

Key performance indicators ("KPIs")

The Company's strategy is one of growth with improved profitability. The directors monitor progress against this strategy by reference to a number of KPIs.

Strategic report for the year ended 31 December 2017 (continued)

Key performance indicators ("KPIs") (continued)

Performance for the year, together with comparative data for the equivalent previous year is set out in the table below:

	31 December 2017	31 December 2016	Definition, method of calculation
Revenue (£'000)	67,628	72,671	(Reduction) / Growth in sales
Growth in sales (%)	(6.94%)	0.22%	Year on year sales (reduction) / growth expressed as a percentage
Revenue per employee (£'000)	588	601	Revenue divided by the average number of employees.

Environmental Issues

The Company recognises its responsibilities towards environmental issues in respect of the recycling of electrical products, batteries and waste packaging. The Company contributes in accordance with its legal obligations towards the costs of providing facilities for the collection and processing of products at the end of their useful life.

On behalf of the Board

Ben Hartley

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Independent auditors' report to the members of Jarden Consumer Solutions (Europe) Limited

Report on the financial statements

Our opinion

In our opinion, Jarden Consumer Solutions (Europe) Limited's financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2017 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements, included within the Annual Report, which comprise: the Balance Sheet as at 31 December 2017; the Statement of Comprehensive Income for the year ended 31 December 2017, the Statement of Changes in Equity for the year ended 31 December 2017; the accounting policies; and the notes to the financial statements.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (UK) require us to report to you when:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the company's ability to continue as a going concern.

Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

With respect to the Strategic Report and Directors' Report, we also considered whether the disclosures required by the UK Companies Act 2006 have been included.

Based on the responsibilities described above and our work undertaken in the course of the audit, ISAs (UK) require us also to report certain opinions and matters as described below.

Independent auditors' report to the members of Jarden Consumer Solutions (Europe) Limited (continued)

Strategic Report and Directors' Report

In our opinion, based on the work undertaken in the course of the audit, the information given in the Strategic Report and Directors' Report for the year ended 31 December 2017 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.

In light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we did not identify any material misstatements in the Strategic Report and Directors' Report.

Responsibilities for the financial statements and the audit

Responsibilities of the directors for the financial statements

As explained more fully in the Statement of director's responsibilities, the directors are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The directors are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Use of this report

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Companies Act 2006 exception reporting

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- adequate accounting records have not been kept by the company, or returns adequate for our audit have not been received from branches not visited by us; or
- certain disclosures of directors' remuneration specified by law are not made; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

Kate Finn (Senior Statutory Auditor)

for and on behalf of PricewaterhouseCoopers LLP

Chartered Accountants and Statutory Auditors

Manchester

September 2018

Statement of Comprehensive Income for the year ended 31 December 2017

	Note	2017 £'000	2016 £'000
Revenue	1	67,628	72,671
Cost of sales		(44,214)	(41,183)
Gross profit		23,414	31,488
Administrative expenses		(22,908)	(23,915)
Operating profit	2	506	7,573
Finance income	6	1	1
Finance costs	6	(1,595)	(762)
Net finance costs		(1,594)	(761)
(Loss) /Profit before income tax		(1,088)	6,812
Income tax expense	7	59	(1,382)
(Loss)/ Profit for the financial year		(1,029)	5,430
Total comprehensive (expense) /income for the year		(1,029)	5,430

All amounts relate to continuing operations.

Balance Sheet as at 31 December 2017

	Note	31 December 2017 £'000	31 December 2016 £'000
ASSETS			
Fixed assets			
Intangible assets	8	-	244
Property, plant and equipment	9	805	1,093
Investments	10	805	48 1,385
Current assets		003	1,303
Inventories	11	9,303	12,134
Trade and other receivables	12	40,050	42,098
Cash and cash equivalents		6	8
		49,359	54,240
Total assets		50,164	55,625
EQUITY AND LIABILITIES			
Called up share capital	13	10,722	10,722
Retained earnings		15,215	16,222
Total equity		25,937	26,944
LIABILITIES			
Non-current liabilities			
Provisions for liabilities	14	1,383	1,720
		1,383	1,720
Current liabilities			
Trade and other payables	15	22,844	26,961
		22,844	26,961
Total liabilities		24,227	28,681
Total equity and liabilities		50,164	55,625

Ben Hartley

Director

Jarden Consumer Solutions (Europe) Limited

Registered Number: 00713656

Statement of Changes in Equity for the year ended 31 December 2017

	Notes	Called up share Capital £'000	Retained earnings £'000	Total equity £'000
Balance as at 1 January 2016		10,722	10,830	21,552
Profit for the financial year			5,430	5,430
Total comprehensive income for the year	e	•	5,430	5,430
Taxation related to items recognised directly in equity			(38)	(38)
Total transactions with owners, recognised directly in equity	7	-	(38)	(38)
Balance as at 31 December 2016		10,722	16,222	26,944
Loss for the financial year		-	(1,029)	(1,029)
Total comprehensive expense for the year	e	-	(1,029)	(1,029)
Taxation related to items recognised directly in equity			22	22
Total transactions with owners, recognised directly in equity	7	•	22	22
Balance as at 31 December 2017		10,722	15,215	25,937

Accounting policies

General Information

Jarden Consumer Solutions (Europe) Limited is a private company limited by shares and it is incorporated in United Kingdom. The address of its registered office is 5400 Lakeside, Cheadle Royal Business Park, Cheadle, Cheshire, United Kingdom, SK8 3GQ. The Company's registered number is 00713656.

The principal activity of the Company is the sale of small domestic appliances.

Statement of compliance

The individual financial statements of Jarden Consumer Solutions (Europe) Limited have been prepared in compliance with United Kingdom Accounting Standards, including Financial Reporting 102, "The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102") and the Companies Act 2006. The Company has also early adopted the Amendments to FRS 102 (issued in July 2015).

Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

a) Basis of preparation

These financial statements are prepared on a going concern basis, under the historical cost convention, as modified to include certain financial assets and liabilities measured at fair value through profit or loss.

The Company has chosen to apply paragraph 1A (2) of Schedule 1 to the Companies Regulations and adapt the statement of comprehensive income format and terminology to comply with Section 5 of FRS 102 (issued in July 2015). The Company has also chosen to apply paragraph 1A (1) of Schedule 1 to adapt the balance sheet format and terminology to comply with Section 4 of FRS 102 (issued in July 2015).

The preparation of financial statements in conformity with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed within the accounting policy 'Critical accounting judgements and estimation uncertainty'.

b) Going concern

The Directors have prepared these financial statements on a going concern basis after assessing the expected consolidated budgeted performance of the Company out to a period of no less than 12 months from the date on which these financial statements have been signed. The directors believe that preparing the financial statements on the going concern basis is appropriate due to the continued financial support of the ultimate parent company Newell Brands Inc. The directors have received confirmation that Newell Brands Inc intend to support the company for at least one year after these financial statements are signed.

c) Exemptions for qualifying entities under FRS 102

FRS 102 allows a qualifying entity certain disclosure exemptions, if certain conditions, have been complied with, including notification of and no objection to, the use of exemptions by the Company's shareholders. A qualifying entity is defined as a member of a group that prepares publicly available financial statements, which give a true and fair view, in which that member is consolidated. Jarden Consumer Solutions (Europe) Limited is a qualifying entity as its results are consolidated into the financial statements of Newell Brands Inc which are publicly available.

As a qualifying entity, the Company has taken advantage of the following exemptions:

- i) from the requirement to prepare a statement of cash flows as required by paragraph 3.17(d) of FRS 102;
- ii) from the requirement to present certain financial instrument disclosures, as required by sections 11 and 12 of FRS 102;
- from the requirement to present a reconciliation of the number of shares outstanding at the beginning and end of the period as required by paragraph 4.12(a)(iv) of FRS 102; and
- iv) from the requirement to disclose the key management personnel compensation in total as required by paragraph 33.7 of FRS 102

Accounting policies (continued)

d) Consolidated financial statements

The company is a wholly owned subsidiary of Newell Brands Inc, a Company incorporated in the United States of America. It is included in the consolidated financial statements of Newell Brands Inc which are publicly available. Therefore, the Company is exempt by virtue of section 401 of the Companies Act 2006 from the requirement to prepare consolidated financial statements.

These financial statements are the Company's separate financial statements.

e) Foreign currency

(i) Functional and presentation currency

The Company's functional and presentation currency is the pound sterling.

(ii) Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the statement of comprehensive income.

f) Revenue

Revenue is measured at the fair value of the consideration received or receivable and represents the amount receivable for goods supplied or services rendered, net of returns, discounts and rebates allowed by the Company and value added taxes.

The Company recognises revenue when (a) the significant risks and rewards of ownership have been transferred to the buyer; (b) the Company retains no continuing involvement or control over the goods; (c) the amount of revenue can be measured reliably and (d) it is probable that future economic benefits will flow to the entity.

g) Employee benefits

The Company provides a range of benefits to employees, including defined contribution pension plans.

(i) Short term benefits

Short term benefits such as non-monetary benefits, are recognised as an expense in the period in which the service is received.

(ii) Defined contribution pension plans

Contributions to the Company's defined contribution pension scheme are charged to the statement of comprehensive income in the period to which they relate.

h) Taxation

Taxation expense for the period comprises current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case tax is also recognised in other comprehensive income or directly in equity respectively.

Current or deferred taxation assets and liabilities are not discounted.

Accounting policies (continued)

h) Taxation (continued)

(i) Current tax

Current tax is the amount of income tax payable in respect of the taxable profit for the year or prior years. Tax is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the period end.

(ii) Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the reporting date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the Company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

Deferred tax is recognised on all timing differences at the reporting date except for certain exceptions. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that, on the basis of all available evidence, it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

When the amount that can be deducted for tax for an asset (other than goodwill) that is recognised in a business combination is less (more) than the value at which it is recognised, a deferred tax liability (asset) is recognised for the additional tax that will be paid (avoided) in respect of that difference. Similarly, a deferred tax asset (liability) is recognised for the additional tax that will be avoided (paid) because of a difference between the value at which a liability is recognised and the amount that will be assessed for tax. The amount attributed to goodwill is adjusted by the amount of deferred tax recognised.

Deferred tax liabilities are recognised for timing differences arising from investments in subsidiaries except where the Company is able to control the reversal of the timing difference and it is probable that it will not reverse in the foreseeable future.

Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference.

i) Intangible assets - goodwill

Goodwill arising on the acquisition of subsidiary undertakings and businesses, representing any excess of the fair value of the consideration given over the fair value of the identifiable assets and liabilities acquired, is capitalised and written off on a straight line basis over its useful economic life, which is 10 years, such period being chosen to represent the expected useful economic life of the asset. Goodwill is assessed for impairment when there are indicators of impairment and any impairment is charged to the statement of comprehensive income. Reversals of impairment are recognised when the reasons for the impairment no longer apply.

In accordance with Section 35.10(a) of FRS 102, Section 19 of FRS 102 has not been applied in these financial statements in respect of business combinations effected prior to the date of transition.

j) Property, plant and equipment and depreciation

Property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes the original purchase price, costs directly attributable to bringing the asset to its working condition for its intended use, dismantling and restoration costs and borrowing costs capitalised.

Land is not depreciated. Depreciation on other assets is calculated, using the straight-line method, to allocate the cost to their residual values over their estimated useful lives, as follows:

The principal lives used for this purpose are:

Computers, office equipment and tooling Leasehold improvements

2-4 years

40 years

Accounting policies (continued)

j) Property, plant and equipment and depreciation (continued)

Repairs, maintenance and minor inspection costs are expensed as incurred.

Property, plant and equipment are derecognised on disposal or when no future economic benefits are expected. On disposal, the difference between the net disposal proceeds and the carrying amount is recognised in statement of comprehensive income and included in 'Administrative expenses'.

k) Leases

At inception the Company assesses agreements that transfer the right to use assets. The assessment considers whether the arrangement is, or contains, a lease based on the substance of the arrangement.

(i) Operating leased assets

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases. Payments under operating leases are charged to the statement of comprehensive income on a straight-line basis over the period of the lease.

(ii) Lease incentives

Incentives received to enter into an operating lease are credited to the statement of comprehensive income, to reduce the lease expense, on a straight-line basis over the period of the lease.

The Company has taken advantage of the exemption under Section 35.10(p) of FRS 102 in respect of lease incentives on leases in existence on the date of transition to FRS 102 (1 January 2014) and continues to credit such lease incentives to the statement of comprehensive income over the period to the first review date on which the rent is adjusted to market rates.

1) Impairment of non-financial assets

At each reporting date non-financial assets not carried at fair value are assessed to determine whether there is an indication that the asset may be impaired. If there is such an indication the recoverable amount of the asset is compared to the carrying amount of the asset.

The recoverable amount of the asset is the higher of the fair value less costs to sell and value in use. Value in use is defined as the present value of the future pre-tax and interest cash flows obtainable as a result of the asset's continued use. The pre-tax and interest cash flows are discounted using a pre-tax discount rate that represents the current market risk-free rate and the risks inherent in the asset.

If the recoverable amount of the asset is estimated to be lower than the carrying amount, the carrying amount is reduced to its recoverable amount. An impairment loss is recognised in the statement of comprehensive income, unless the asset has been revalued when the amount is recognised in other comprehensive income to the extent of any previously recognised revaluation. Thereafter any excess is recognised in profit and loss.

If an impairment loss is subsequently reversed, the carrying amount of the asset is increased to the revised estimate of its recoverable amount, but only to the extent that the revised carrying amount does not exceed the carrying amount that would have been determined (net of depreciation) had no impairment loss been recognised in prior periods. A reversal of an impairment loss is recognised in the statement of comprehensive income.

m) Investments

Investment in subsidiary company is held at cost less accumulated impairment losses.

The Company has taken advantage of the transition exemption under paragraph 35.10(f) of FRS 102 in respect of measurement of investments in subsidiaries on the date of transition to FRS 102 (1 January 2014) and continues to measure investment at their existing carrying value (which is considered to be deemed cost).

Accounting policies (continued)

n) Inventories

Inventories are stated at the lower of historical cost and estimated selling price less costs to complete and sell. Inventories are recognised as an expense in the period in which the related revenue is recognised.

Cost is determined on the first-in, first-out (FIFO) method. Cost includes the purchase price, including taxes and duties and transport and handling directly attributable to bringing the inventory to its present location and condition.

At the end of each reporting period inventories are assessed for impairment. If an item of inventory is impaired, the identified inventory is reduced to its selling price less costs to complete and sell and an impairment charge is recognised in the statement of comprehensive income. Where a reversal of the impairment is recognised the impairment charge is reversed, up to the original impairment loss, and is recognised as a credit in the statement of comprehensive income.

o) Cash and cash equivalents

Cash and cash equivalents includes cash in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less.

p) Provisions for liabilities

A provision is recognised when the Company has a legal or constructive obligation as a result of a past event; it is probable that an outflow of economic benefits will be required to settle the obligation; and the amount of the obligation can be estimated reliably. Provisions for the costs incurred with goods returned under warranty are charged against profits when products have been invoiced. Goods are sold with a warranty period of one year from the date of sale and therefore the provision for warranty returns has been classified within current liabilities. The methodology used in the calculation of the provision is disclosed in note 14. The effect of the time value of money is not material and therefore no discount has been applied to the provision.

q) Financial instruments

The Company has chosen to adopt sections 11 and 12 of FRS 102 in respect of financial instruments.

(i) Financial assets

Basic financial assets, including trade and other receivables and cash and bank balances, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

Such assets are subsequently carried at amortised cost using the effective interest method where applicable.

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the statement of comprehensive income.

If there is decrease in the impairment loss arising from an event occurring after the impairment was recognised the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been had the impairment not previously been recognised. The impairment reversal is recognised in the statement of comprehensive income.

Financial assets are derecognised when (i) the contractual rights to the cash flows from the asset expire or are settled, or (ii) substantially all the risks and rewards of the ownership of the asset are transferred to another party or (iii) despite having retained some significant risks and rewards of ownership, control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions.

Accounting policies (continued)

q) Financial Instruments (continued)

(ii) Financial liabilities

Basic financial liabilities, including trade and other payables are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

The Company uses derivative financial instruments to reduce exposure to foreign exchange risk. Derivatives primarily consist of forward foreign exchange contracts which are not basic financial instruments.

Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss in finance costs or income as appropriate.

The Company does not currently apply hedge accounting for foreign exchange derivatives.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

(iii) Offsetting

Financial assets and liabilities are offset and the net amount presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

r) Critical accounting judgements and estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the application of the accounting policies and the reported amounts of assets and liabilities, revenue and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are reasonable under the circumstances. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are addressed below.

- Useful economic lives of tangible assets

The annual depreciation charge for tangible fixed assets is sensitive to changes in the estimated useful economic lives and residual values of assets. The useful economic lives and residual values are assessed annually. They are amended when necessary to reflect current estimates, based on technological advancements, future investments, economic utilisation and the physical condition of the assets. See note 9 for the carrying amount of tangible fixed assets and 'property, plant and equipment' policy for the useful economic lives for each class of asset.

Accounting policies (continued)

r) Critical accounting judgements and estimation uncertainty (continued)

- Warranty provision

The Company's products are sold under warranty to its customers with a warranty period of 12 months from the date of sale. The provision is calculated using the historical returns rates on a product by product basis.

- Rebates and customer arrangements

The company offers many customers rebates and promotional incentives in order to encourage trade and form strong relationships. Rebates and promotional spend are recognised as a deduction from revenue over the period of the agreement with the customer. There is a judgement in accounting for these arrangements as an agreement period typically lasts for a number of months or years, and may involve assumptions around volumes of products purchased or sold into the future.

Management have made no significant judgements in preparing the financial statements.

Notes to the financial statements for the year ended 31 December 2017

1 Revenue

	2017 £'000	2016 £'000
Analysis of revenue by geography:		
United Kingdom	67,234	72,639
Europe	394	32
	67,628	72,671

The directors consider all trading to be within one business i.e. the sale of small domestic appliances. The directors consider that the Company operates in two geographical markets, the UK and Europe and consequently revenue information is provided above on that basis.

2 Operating profit

The Company's operating profit of £506,000 (2016: £7,573,000) is stated after charging / (crediting) the following:	Note	2017	2016
		£'000	£'000
Staff Costs	4	5,507	6,433
Amortisation of goodwill	8	244	557
Depreciation of property, plant and equipment	9	946	1,218
Operating lease costs – plant and machinery		77	119
Operating lease costs – land and buildings		104	108
Auditors' remuneration for statutory audit		64	62
Foreign exchange (gains) / losses		1,113	(1,050)
Impairment of trade receivables		156	28
Impairment of inventory		(64)	69

3 Emolument of Directors

The emoluments of the directors are paid by the ultimate parent company which makes no recharge to the Company. The directors are directors of the ultimate parent company and a number of fellow subsidiaries and it is not possible to make an accurate apportionment of their emoluments in respect of each of the subsidiaries. Accordingly, the above details include no emoluments in respect of the directors. Their total emoluments are included in the aggregate of directors' emoluments disclosed in the financial statements of the parent company.

Given the emoluments are paid by the ultimate parent no retirement benefits accrue to the directors under deferred contribution schemes.

Notes to the financial statements for the year ended 31 December 2017 (continued)

4 Employee costs

Staff costs during the year were as follows:	2017 £'000	2016 £'000
Wages and salaries	4,721	5,669
Social security costs	537	524
Other pension costs	249	240
	5,507	6,433

	2017 Number	2016 Number
The average monthly number of persons (including Directors) employed during the year were:		
Warranty and returns	29	32
Selling and distribution	42	45
Administration	44	44
	115	121

5 Pensions

The Company operates a defined contribution pension scheme for the benefit of its employees. The assets in the scheme are held separately from those of the Company in an independently administered fund.

The pension cost charge for the year was £249,000 (2016: £240,000). At the end of the year, there was an accrual outstanding of £32,000 (2016: £34,000) in relation to such schemes.

6 Finance income and costs

	2017 £'000	2016 £'000
Interest receivable on loans from fellow subsidiary companies	1	1
Total finance income	1	1
Loss on derivative financial instruments	(1,595)	(762)
Total finance costs	(1,595)	(762)
Net finance costs	(1,594)	(761)

Notes to the financial statements for the year ended 31 December 2017 (continued)

7 Income tax (credit) /expense

(a) Tax (credit) /expense included in profit and loss

	Notes	2017	2016
		£'000	£'000
Current tax			
UK corporation tax on profits for the year		(157)	1,268
Adjustments in respect of prior periods		1	1
Total current tax		(156)	1,269
Deferred tax:			
Accelerated capital allowances / other timing differences		(28)	69
Adjustment in respect of prior periods		-	(1)
Impact of changes in tax rates		125	45
Total deferred tax	16	97	113
Tax on profit on ordinary activities		(59)	1,382
(b) Tax (credit)/expense included in equity			
		2017	2016
		£'000	£'000
Current tax		-	-
Deferred tax		(22)	38
Total tax expense		(22)	38

(c) Reconciliation of tax charge

The tax assessed for the year is higher (2016: higher) to the standard rate of corporation tax in the UK of 19.25% (2016: 20.00%) as explained below:

	31 December 2017 £'000	31 December 2016 £'000
(Loss) /Profit before taxation	(1,088)	6,812
(Loss) /Profit multiplied by the standard rate of tax in the UK of 19.25% (2016: 20.00 %)	(209)	1,362
Expenses not deductible for taxation purposes	11	3
Tax rate changes	125	44
Items recognised elsewhere	13	(27)
Adjustments in respect of prior periods	1	
Total tax (credit) /charge for the year	(59)	1,382

Notes to the financial statements for the year ended 31 December 2017 (continued)

7 Income tax (credit) /expense (continued)

(d) Factors which may affect future tax charges:

The Finance (No.2) Act 2015, which was substantially enacted on 26 October 2015, introduced a reduction in the main rate of corporation tax from 20% to 19% with effect from 1 April 2017. The Finance Act 2016 introduced a further reduction in the main rate of corporation tax rate to 17% from 1 April 2020. This reduction was substantively enacted on 6 September 2016, and therefore the deferred tax asset at the balance sheet date has been calculated using a rate of 17%.

8 Intangible assets

	Note	Goodwill £'000
Cost at 1 January 2017 and 31 December 2017		5,568
Accumulated amortisation at 1 January 2017		(5,324)
Amortisation provided in the year	2	(244)
Accumulated amortisation at 31 December 2017		(5,568)
Net book value at 31 December 2017		
Net book value at 31 December 2016		244

Goodwill is amortised over 10 years. The directors estimates this to be the period over which benefits may reasonably be expected to accrue.

9 Property, plant and equipment

	Leasehold improvements	Computers, office equipment and tooling	Total
	£'000	£'000	£'000
Cost at 1 January 2017	1,028	11,475	12,503
Additions in the year	-	658	658
At 31 December 2017	1,028	12,133	13,161
Accumulated depreciation at 1 January 2017	(1,000)	(10,410)	(11,410)
Charge for the year	(1)	(945)	(946)
At 31 December 2017	(1,001)	(11,355)	(12,356)
Net book value:			
At 31 December 2017	27	778	805
At 31 December 2016	28	1,065	1,093

Notes to the financial statements for the year ended 31 December 2017 (continued)

10 Investments

The subsidiary companies in which the Company has an interest are as follows:

	Registered address	31 December 2017 £'000	31 December 2016 £'000
VIVA (Consumer Products) Limited	5400 Lakeside, Cheadle Royal Business Park, Cheadle, SK8 3GQ, United Kingdom	-	48
Pulse Home Products (Hong Kong) Limited	38 Wang Chiu Road 06-07, 33/F, Tower 1, Enterprise Square Five Kowloon Bay Kowloon Hong Kong	-	-
	. u	_	48

The Company owns 100% of the share capital of the above named companies. VIVA (Consumer Products) Limited is incorporated in England and Wales and Pulse Home Products (Hong Kong) Limited is incorporated in Hong Kong. VIVA (Consumer Products) Limited was however dissolved on 29 May 2018. The investment in Viva (Consumer Products) Limited is measured at fair value with gains or (losses) from changes in fair value recognised in profit or loss. The effect on loss for the year ended 31 December 2017 is an increase of £48,000. The company has a direct holding for each of the above named companies.

During the year ending 31 December 2017, there has been no income from shares in group undertakings (2016: £nil).

11 Inventories

	31 December 2017 £'000	31 December 2016 £'000
Finished goods held for resale	9,207	12,052
Raw materials and consumables	96	82
	9,303	12,134

The amount of stocks recognised as an expense during the year was £41,860,005 (2016: £39,952,183).

The replacement value of inventories does not exceed its current carrying value.

Inventories are stated after provisions for impairment of £71,379 (2016: £204,183).

Notes to the financial statements for the year ended 31 December 2017 (continued)

12 Trade and other receivables

		31 December 2017	31 December 2016
	Note	£'000	£,000
Trade receivables		18,657	21,600
Amounts owed by group undertakings		19,271	18,061
Corporation tax		397	-
Other receivables		246	282
Deferred tax asset	16	989	1,064
Derivatives financial instruments		-	561
Prepayments and accrued income		490	530
		40,050	42,098

Amounts owed by group undertakings are non-interest bearing and are repayable on demand. Amounts owed by group undertakings are unsecured.

Trade receivables are stated after provisions for impairment of £276,000 (2016: £239,000).

13 Called up share capital

•	31 December 2017	31 December 2016 '000'	31 December 2017	2016
Allotted and issued and fully paid	<u>'000'</u>	000	£'000	£'000
Ordinary shares of £1 each	10,722	10,722	10,722	10,722
	10,722	10,722	10,722	10,722

There is a single class of ordinary shares. There are no restrictions on the distribution of dividends and the repayment of capital.

Details of the Company's shareholder are shown in note 19.

Notes to the financial statements for the year ended 31 December 2017 (continued)

14 Provisions for liabilities

Provision for future returns of product under warranty

<u></u>	£'000
At 1 January 2017	1,720
Utilised in the year	(2,197)
Additional charges in the year	1,860
At 31 December 2017	1,383

The Company's products are sold under warranty to its customers with a warranty period of 12 months from the date of sale. The provision is calculated using historical returns rates on a product by product basis.

15 Trade and other payables

	31 December 2017 £'000	31 December 2016 £'000
Trade payables	7,792	11,468
Amounts owed to group undertakings	7,810	6,359
Amounts owed to group undertakings for group relief	79	17
Corporation tax	-	749
Other taxation and social security	2,839	2,956
Accruals and deferred income	3,290	5,412
Derivatives financial instruments	1,034	-
	22,844	26,961

Amounts owed to group undertakings are non-interest bearing and are repayable on demand. Amounts owed to group undertakings are unsecured.

Derivative financial instruments relate to forward currency contracts held with group undertakings. The forward currency contracts are measured at fair value with gains or (losses) from changes in fair value recognised in profit or loss. The effect on loss for the year ended 31 December 2017 is an increase of £1,595,000 (2016: £762,000 decrease in profit) resulting in a net financial liability of £1,034,000 (2016: £561,000 asset) been recognised in the balance sheet as at 31 December 2017. The fair value is determined using valuation techniques that utilise observable inputs. The key assumptions used in valuing the derivatives are the forward exchange rates for GBP: USD.

Notes to the financial statements for the year ended 31 December 2017 (continued)

16 Deferred taxation

The Company has recognised and unrecognised deferred tax assets as follow:

	Recognised		
	3	31 December 2017	31 December 2016
	Note	£'000	£'000
Accelerated capital allowances		935	1,024
Other timing differences		(73)	(94)
Losses		127	134
Total Deferred tax		989	1,064
At the start of the year		1,064	1,215
Deferred tax credit in the statement of comprehensive income for the year	7	(97)	(113)
Deferred tax charge in equity for the year		22	(38)
At the end of the year		989	1,064

The net deferred tax asset expected to reverse in 2018 is £989,000. This primarily relates to the reversal of timing differences on capital allowances and trading losses.

17 Operating leases

The Company rents a number of motor vehicles and other items of office equipment through operating leases as well as the sites on which it is based. The Company had the following future minimum lease payments under non-cancellable operating leases for each of the following periods:

	Plant and machinery 31 December 2017 £'000	Plant and machinery 31 December 2016 £'000	Land and buildings 31 December 2017 £'000	Land and buildings 31 December 2016 £'000	Total 31 December 2017 £'000	Total 31 December 2016 £'000
Not later than one year	51	67	75	104	126	171
Later than one year and not later than five years	44	48	-	75	44	123
Total	95	115	75	179	170	294

Notes to the financial statements for the year ended 31 December 2017 (continued)

18 Related party transactions

The Company has taken advantage of the exemptions available under paragraph 33.1A of FRS 102 not to disclose transactions with entities that are part of the Newell Brands Inc group by virtue of its status as a 100% owned subsidiary of a parent whose financial statements are consolidated and made publicly available.

19 Controlling parties

The immediate parent undertaking is Vine Mill Limited, a company registered in England and Wales (registered number 06322814). Vine Mill Limited is wholly owned by Pulse Home Products (Holdings) Limited, a company registered in England and Wales (registered number 06322952).

As at 31 December 2017, the ultimate parent undertaking and the smallest and largest group to consolidate these financial statements is Newell Brands Inc. Copies of the Newell Brands Inc consolidated financial statements can be obtained from the Company Secretary at 221 River Street, Hoboken, NJ 07030, USA.

20 Commitments and contingencies

As at 31 December 2017, the Company had the following commitments and contingencies:

 A memorandum of understanding with UPS Limited to provide warehouse and haulage services for a four year period which is due to expire on 31 March 2019.

The directors had not identified any other commitments or contingencies as at 31 December 2017.

Subsequent to year-end, the memorandum with UPS Limited was updated as the provision of warehouse services seized in 2018.