

HHD LIMITED

**DIRECTORS REPORT AND FINANCIAL STATEMENTS
INFORMATION FOR FILING WITH THE REGISTRAR
FOR THE YEAR ENDED 31 OCTOBER 2021**

HHD LIMITED

COMPANY INFORMATION

DIRECTORS	M Glesti M Bologna
COMPANY SECRETARY	M Bologna
REGISTERED NUMBER	00844888
REGISTERED OFFICE	Suite 2.04 Power Road Studios 114 Power Road London W4 5PY
INDEPENDENT AUDITORS	Elman Wall Limited Chartered Accountants & Statutory Auditor 8th Floor Becket House 36 Old Jewry London EC2R 8DD

HHD LIMITED

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**STATEMENT OF FINANCIAL POSITION
AS AT 31 OCTOBER 2021**

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	4	11,152	17,328
		<u>11,152</u>	<u>17,328</u>
Current assets			
Debtors: amounts falling due within one year	5	78,960	23,410
Cash at bank and in hand		151,831	379,251
		<u>230,791</u>	<u>402,661</u>
Creditors: amounts falling due within one year	6	(38,421)	(191,719)
Net current assets		<u>192,370</u>	<u>210,942</u>
Total assets less current liabilities		<u>203,522</u>	<u>228,270</u>
Net assets		<u><u>203,522</u></u>	<u><u>228,270</u></u>
Capital and reserves			
Called up share capital		50,000	50,000
Other reserves	7	60	60
Profit and loss account	7	153,462	178,210
		<u>203,522</u>	<u>228,270</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

M Bologna
Director

Date: 6 December 2021

The notes on pages 2 to 7 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

1. GENERAL INFORMATION

HHD Limited is a private company limited by shares incorporated in England and Wales. The address of the registered office is given in the company information page of these financial statements.

The nature of the company's operations and principal activities in the year under review were those of an accommodation agent.

2. ACCOUNTING POLICIES

2.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company's accounting policies.

The following principal accounting policies have been applied:

2.2 GOING CONCERN

The Company has paid special attention to the COVID-19 pandemic and the associated impact on the business. This includes:

The impact of government-imposed travel restrictions on our continued operation and those of our suppliers;

The economic and social impact on our existing and potential customer base and the resulting fall in revenue.

The current and future financial position of the Company, its cash flows and liquidity position have been reviewed by the directors. These have been prepared with a very prudent view on the likely gradual recovery in each of the Company's operating locations and have been stress tested to ensure that cash flows and liquidity are sufficiently robust to allow the Company to continue to trade during this period.

In managing its cash flows, the Company has taken other actions to manage short and longer term liquidity including reducing the Company's overhead base and taking advantage of the UK Job Retention Scheme.

Although it is not possible to reliably estimate the length of severity of the COVID-19 outbreak and its long term impact, at the date of approving the financial statements, the directors are confident that the existing funding facilities will provide sufficient headroom to meet the forecast cash requirements during the twelve months from the date of approval of the financial statements having considered any additional requirements that would be contingent on a downturn in activity over the same period (specifically in relation to the COVID-19 pandemic).

The directors consider it appropriate to prepare the financial statements on a going concern basis.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

2. ACCOUNTING POLICIES (CONTINUED)

2.3 REVENUE

Turnover represents commission received net of VAT for letting of holiday accommodation.

2.4 TANGIBLE FIXED ASSETS

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Motor vehicles	- 20% straight line
Fixtures and fittings	- 10% straight line
Computer equipment	- 20% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

2.5 DEBTORS

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.6 CASH AND CASH EQUIVALENTS

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.7 FINANCIAL INSTRUMENTS

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

2.8 CREDITORS

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

2. ACCOUNTING POLICIES (CONTINUED)

2.9 OPERATING LEASES: THE COMPANY AS LESSEE

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the lease term.

2.10 PENSIONS

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of Financial Position. The assets of the plan are held separately from the Company in independently administered funds.

2.11 INTEREST INCOME

Interest income is recognised in profit or loss using the effective interest method.

2.12 TAXATION

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the Company operates and generates income.

2.13 GOVERNMENT GRANTS

Grants are accounted under the accruals model as permitted by FRS 102. Grants of a revenue nature are recognised in the profit and loss account in the same period as the related expenditure.

During the year the Company benefited from taking advantage of government support in the form of the Coronavirus Job Retention Scheme (CJRS) and local government support (see note 3).

3. EMPLOYEES

The average monthly number of employees, including directors, during the year was 6 (2020 - 6).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

4. TANGIBLE FIXED ASSETS

	Motor vehicles £	Fixtures and fittings £	Computer equipment £	Total £
Cost or valuation				
At 1 November 2020	17,000	19,893	1,323	38,216
At 31 October 2021	17,000	19,893	1,323	38,216
Depreciation				
At 1 November 2020	10,200	9,899	789	20,888
Charge for the year on owned assets	3,400	2,511	265	6,176
At 31 October 2021	13,600	12,410	1,054	27,064
Net book value				
At 31 October 2021	3,400	7,483	269	11,152
At 31 October 2020	6,800	9,994	534	17,328

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

5. DEBTORS

	2021 £	2020 £
Amounts owed by group undertakings	61,076	-
Other debtors	347	2,108
Prepayments and accrued income	17,537	21,302
	<u>78,960</u>	<u>23,410</u>

6. CREDITORS: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	1,528	1,263
Amounts owed to group undertakings	-	166,968
Other taxation and social security	12,840	9,778
Other creditors	2,273	2,130
Accruals and deferred income	21,780	11,580
	<u>38,421</u>	<u>191,719</u>

7. RESERVES**Profit and loss account**

Profit and loss includes all current and prior periods retained profit.

8. PENSION COMMITMENTS

The Company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £13,825 (2020: £12,038). Contributions totalling £2,273 (2020: £2,130) were payable to the fund at the balance sheet date.

9. RELATED PARTY TRANSACTIONS

The company was controlled throughout the current and previous period by the immediate parent company, HHD AG. In the normal course of business, the company earns commission from HHD AG for properties which are then let by the company to its customers. During the year, the company received commissions of £433,986 (2020: £417,092) from its parent company. The trading amount owed from the holding company at the balance sheet date was £61,076 (2020: CR £166,968).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2021**

10. POST BALANCE SHEET EVENTS

The effect of the Covid 19 pandemic continues to be felt after the year end. We have assessed its operational and financial impact on the Company and continue to take measures to monitor and mitigate the effect of Covid 19.

Depending on the duration of the Covid 19 crisis and continued negative impact on economic activity, the Company might experience further negative results. We also refer to note 2.2 on Going concern.

The directors have concluded that no other material events have occurred since the date of approval of these financial statements that would affect the financial statements of the Company.

11. CONTROLLING PARTY

The ultimate holding company is HHD AG, a company incorporated in Switzerland.

12. AUDITORS' INFORMATION

The auditors' report on the financial statements for the year ended 31 October 2021 was unqualified.

The audit report was signed on 6 December 2021 by Ian Palmer (Senior Statutory Auditor) on behalf of Elman Wall Limited.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.