REGISTERED NUMBER: 01609745 (England and Wales)

Maple Hotels Management Company Limited

STRATEGIC REPORT, REPORT OF THE DIRECTORS AND

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018

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for the year ended 31 December 2018

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COMPANY INFORMATION
for the year ended 31 December 2018

DIRECTORS:	Mr S R Vincent Hilton Corporate Director LLC Mr J Percival Mr S Beasley Mr R Beeston Mr S Cassidy Mrs M Momdjian Mr G C Ogle
SECRETARY:	HLT Secretary Limited
REGISTERED OFFICE:	Maple Court Central Park Reeds Crescent Watford Hertfordshire WD24 4QQ
REGISTERED NUMBER:	01609745 (England and Wales)
AUDITORS:	Ernst & Young LLP Senior Statutory Auditor 1 More London Place London SE1 2AF

The directors present their strategic report for the year ended 31 December 2018.

The principal activity of the company in the year under review was to operate and manage three hotels, one under an operating lease and two under management contract.

REVIEW OF BUSINESS

The company's key financial indicators of performance during the year are considered to be:

	2018	2017
Turnover	9,367,661	9,210,328
Gross profit	1,491,144	1,777,094

Turnover relates to the results of three managed and one leased hotel.

PRINCIPAL RISKS AND UNCERTAINTIES

Competitive risk

This company operates in a number of locations around the UK and Ireland. Risks that arise come from competitors opening new hotels or improving an existing hotel. The company monitors its competitors' performance and participates in regular benchmarking to understand the company's position compared to its competitors.

Economic risk

The company is subject to the cyclical nature of the hospitality and travel industry and is also impacted by the effect that global economic trends have on its customers. On 29 March 2017, the United Kingdom (U.K) government formally announced that the U.K will leave the European Union (E.U). The outcome of the negotiations between the E.U. and the U.K as regards the framework of the future relationship, in particular, the terms and conditions for the post-Brexit access of the U.K to the European single market, is not clear. If a Withdrawal Agreement is not approved by 31 October 2019, the U.K might leave the E.U and become subject to World Trade Organisation tariffs and rules without a transition period being implemented. Brexit continues to create global economic uncertainty, but to date, Brexit is not considered to have had a material impact on Hilton's UK business although it may impact our customer's behaviours in the future, particularly with respect to closely monitoring their costs and reducing their spending on travel and corporate events. There continues to be uncertainty therefore over how it will ultimately impact the company but management continues to monitor this on an ongoing basis. Budgeting and forecasting processes enable the company to identify risks in market trends at an early stage to help mitigate such risks.

Interest rate risk

This company is subject to interest rate risk on intercompany loans where the interest rate is linked to LIBOR. The company's treasury department monitors interest rates.

Management does not believe the company is any more exposed to financial statement risk factors than others in the industry and has a system of internal controls and procedures that attempt to mitigate such risk.

FUTURE DEVELOPMENTS

The company will continue to operate and manage hotels under lease and management contracts in the future with a view to optimising returns.

ON BEHALF OF THE BOARD:

Mr R Beeston - Director

16 July 2019

REPORT OF THE DIRECTORS
for the year ended 31 December 2018

The directors present their report with the financial statements of the company for the year ended 31 December 2018.

DIVIDENDS
No dividends will be distributed for the year ended 31 December 2018.

DIRECTORS
The directors shown below have held office during the whole of the period from 1 January 2018 to the date of this report.

Mr S R Vincent
Hilton Corporate Director LLC
Mr J Percival
Mr S Beasley

Other changes in directors holding office are as follows:

Mr O Lifschitz - resigned 22 August 2018
Mr C Heath - resigned 31 December 2018
Mr R Beeston - appointed 6 February 2018
Mr S Cassidy - appointed 22 August 2018
Mrs M Momdjian - appointed 19 November 2018
Mr G C Ogle - appointed 19 November 2018

EVENTS SUBSEQUENT TO THE BALANCE SHEET DATE
No significant post balance sheet events have occurred.

GOING CONCERN
The company's activities, together with the factors likely to affect its future development, its competitive, economic and interest rate risks are set out in the 'Review of Business' and 'Principal Risks and Uncertainties' section in the Strategic Report. The financial statements have been prepared under the going concern basis because the company has net assets and net current assets. Management believe that the company has the ability to meet its liabilities as they fall due.

DIRECTORS' AND OFFICERS' LIABILITY INSURANCE
During the year Hilton Worldwide Holdings Inc. purchased and maintained on behalf of the company liability insurance for its directors and officers, in respect of proceedings brought by third parties, as permitted by section 236 of the Companies Act 2006.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. 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 these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- 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 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. They 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information, being information needed by the auditor in connection with preparing its report, of which the auditor is unaware. Having made enquiries of fellow directors and the company's auditor, each director has taken all the steps that he/she is obliged to take as a director to make himself/herself aware of any relevant audit information and to establish that the auditor is aware of that information.

AUDITORS

In accordance with section 485 of the Companies Act 2006, a resolution is proposed at the Annual General Meeting for reappointment of Ernst & Young LLP as auditor of the company.

ON BEHALF OF THE BOARD:

Mr R Beeston - Director

16 July 2019

Opinion
We have audited the financial statements of Maple Hotels Management Company Limited (the 'company') for the year ended 31 December 2018 which comprise the Statement of Profit or Loss and Other Comprehensive Income, Balance Sheet, Statement of Changes in Equity and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 101 'Reduced Disclosure Framework' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:
- give a true and fair view of the state of the company's affairs as at 31 December 2018 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion
We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:
- 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.

Other information
The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Auditors' Report thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion 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 such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in 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 in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:
- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors
As explained more fully in the Statement of Directors' Responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine 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 Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report
This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Ernst & Young LLP

Rebecca Turner (Senior Statutory Auditor)
for and on behalf of Ernst & Young LLP
Senior Statutory Auditor
1 More London Place
London
SE1 2AF

16 July 2019

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
for the year ended 31 December 2018

	Notes	2018 £	2017 £
TURNOVER	4	9,367,661	9,210,328
Cost of sales		(7,876,517)	(7,433,234)
GROSS PROFIT		1,491,144	1,777,094
Administrative expenses		(1,181,913)	(1,138,169)
		309,231	638,925
Other operating income		262,767	-
OPERATING PROFIT		571,998	638,925
Profit/(loss) on disposal of tangible fixed assets	6	-	(11,971)
		571,998	626,954
Interest receivable	7	197,965	6,809
		769,963	633,763
Interest payable and similar expenses	8	(153,778)	(747)
PROFIT BEFORE TAXATION	9	616,185	633,016
Tax on profit	10	21,112	5,482
PROFIT FOR THE FINANCIAL YEAR		637,297	638,498
OTHER COMPREHENSIVE (LOSS)/INCOME			
Item that will not be reclassified to profit or loss:			
Foreign exchange gain/(loss)		(10,881)	10,327
Income tax relating to item that will not be reclassified to profit or loss		-	-
OTHER COMPREHENSIVE (LOSS)/INCOME FOR THE YEAR, NET OF INCOME TAX		(10,881)	10,327
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		626,416	648,825

The notes form part of these financial statements

BALANCE SHEET
31 December 2018

	Notes	2018 £	2017 £
FIXED ASSETS			
Intangible assets	11	56,674	41,392
Tangible assets	12	1,190,285	975,161
		1,246,959	1,016,553
CURRENT ASSETS			
Stocks	13	13,998	14,037
Debtors	14	16,811,412	8,528,809
Cash at bank and in hand		20,183	47,148
		16,845,593	8,589,994
CREDITORS			
Amounts falling due within one year	15	(3,855,254)	(1,499,820)
NET CURRENT ASSETS		12,990,339	7,090,174
TOTAL ASSETS LESS CURRENT LIABILITIES		14,237,298	8,106,727
CREDITORS			
Amounts falling due after more than one year	16	(5,533,919)	(29,764)
NET ASSETS		8,703,379	8,076,963
CAPITAL AND RESERVES			
Called up share capital	20	2	2
Retained earnings	21	8,703,377	8,076,961
SHAREHOLDER FUNDS		8,703,379	8,076,963

The financial statements were approved by the Board of Directors on 16 July 2019 and were signed on its behalf by:

Mr R Beeston - Director

The notes form part of these financial statements

STATEMENT OF CHANGES IN EQUITY
for the year ended 31 December 2018

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 January 2017	2	7,428,136	7,428,138
Changes in equity			
Total comprehensive income	-	648,825	648,825
Balance at 31 December 2017	2	8,076,961	8,076,963
Changes in equity			
Total comprehensive income	-	626,416	626,416
Balance at 31 December 2018	2	8,703,377	8,703,379

The notes form part of these financial statements

1. FUNDAMENTAL ACCOUNTING CONCEPT

Maple Hotels Management Company Limited is incorporated and domiciled in England and Wales.

The financial statements have been prepared under the going concern basis because the company has net assets and net current assets. Management believe that the company has the ability to meet its liabilities as they fall due.

2. STATUTORY INFORMATION

Maple Hotels Management Company Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

3. ACCOUNTING POLICIES

Basis of preparation
These financial statements have been prepared in accordance with Financial Reporting Standard 101 "Reduced Disclosure Framework" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The company's financial statements are presented in Sterling, which is the company's functional currency. Amounts have been rounded to the nearest £.

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 101 "Reduced Disclosure Framework":

- the requirements of paragraphs 45(b) and 46 to 52 of IFRS 2 Share-based Payment;
- the requirements of IFRS 7 Financial Instruments: Disclosures;
- the requirements of paragraphs 91 to 99 of IFRS 13 Fair Value Measurement;
- the requirements of the second sentence of paragraph 110 and paragraphs 113(a), 114, 115, 118, 119(a) to (c), 120 to 127 and 129 of IFRS 15 Revenue from Contracts with Customers;
- the requirement in paragraph 38 of IAS 1 Presentation of Financial Statements to present comparative information in respect of:
  - paragraph 73(e) of IAS 16 Property, Plant and Equipment; and
  - paragraph 118(e) of IAS 38 Intangible Assets;
- the requirements of paragraphs 10(d), 16 and 111 of IAS 1 Presentation of Financial Statements;
- the requirements of paragraphs 134 to 136 of IAS 1 Presentation of Financial Statements;
- the requirements of IAS 7 Statement of Cash Flows;
- the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors;
- the requirements of paragraphs 17 of IAS 24 Related Party Disclosures;
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group;
- the requirements of paragraphs 130(f), 134(d to f) and 135(c to e) of IAS 36 Impairments of Assets.

3. **ACCOUNTING POLICIES - continued**

Critical accounting judgements and key sources of estimation uncertainty
The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for revenues and expenses during the year. However, the nature of estimation means that actual outcomes could differ from those estimates.

Critical judgements
The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements:

Taxation
Management judgement is required to determine the amount of deferred tax assets that can be recognised, based upon the likely timing and level of future taxable profits together with an assessment of the effect of future tax planning strategies. Further details are contained in the note "Taxation".

Operating lease commitments
The Company has entered into commercial property leases as a lessee. The classification of such leases as operating or finance lease requires the Company to determine, based on an evaluation of the terms and conditions of the arrangements, whether it acquires the significant risks and rewards of ownership of these assets and accordingly whether the lease requires an asset and liability to be recognised in the balance sheet. All leases are classified as operating leases.

Key sources of estimation uncertainty
The following are the key assumptions concerning the future, and other sources of estimation uncertainty at the end of the reporting period, that may have a significant risk of resulting in a material adjustment to the carrying amounts of assets within the next financial year.

Impairment of fixed assets
Determining whether fixed assets are impaired requires an estimation of the value in use of the cash generating unit. The value in use calculation requires the directors to estimate the future cash flows expected to arise from the cash generating unit and a suitable discount rate in order to calculate present value. Each hotel is one cash generating unit.

Details of any impairment loss are set out in the note "Tangible Fixed Assets".

Impairment of intangibles
Determining whether an intangible asset is impaired requires as estimation of the value in use of the cash generating unit. The value in use calculation requires the directors to estimate the future cash flows expected to arise from the cash generating unit and a suitable discount rate in order to calculate present value. The hotel is considered to represent one cash generating unit.

Details of any impairment loss are set out in the note "Intangible Assets".

3. **ACCOUNTING POLICIES - continued**

Changes in accounting policies
IFRS 15 Revenue from contracts with customers, provides a single, five step revenue recognition model, applicable to all sales contracts, which is based on the principal revenue is recognised when control of goods or services are passed to the customer. IFRS 15 was adopted by the company with effect from 1 January 2018. The company applied the full retrospective restatement approach to the comparative year ended 31 December 2017 in the financial statements for the year ended 31 December 2018 however there was no impact on the financial statements at 31 December 2017 as previously presented.

IFRS 9 Financial Instruments provides a standardised approach for classification, measurement and derecognition of financial assets and liabilities, introduces new rules for hedge accounting and a new impairment model for financial assets. There were no material changes identified from adoption of the new standard.

Revenue recognition
Turnover
Turnover derived from hotel operations arose wholly in the United Kingdom. Turnover is recognised when services have been rendered. The turnover of the hotel is derived primarily from the rental of rooms, conference and banqueting, food and beverage sales. Turnover is all rendering of goods and services. Turnover is measured at the fair value of the consideration received, excluding discounts, rebates, value added tax and other sales taxes.

Turnover derived from management fees, which arose in the United Kingdom and Ireland, is earned by the company usually under long-term contracts with the hotel owner. Management fees include a base fee, which is generally a percentage of hotel revenue, and an incentive fee, which is generally based on the hotel's profitability or cash flows. Turnover is recognised when earned and realised or realisable under the terms of the contract. Turnover is measured at the fair value of the consideration received, excluding discounts, rebates, value added tax and other sales taxes.

Interest income
Interest is recognised as it accrues using the effective interest method. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial instrument to its net carrying amount.

Other income
Other income is recognised when the right to receive payment is established.

3. **ACCOUNTING POLICIES - continued**

Intangible assets
Computer software is stated at cost less accumulated amortisation and accumulated impairment. Cost comprises the aggregate amount paid to acquire the asset and includes any costs directly attributable to preparing the asset for its intended use.

Amortisation is provided on computer software on a straight-line basis over its expected useful life of three years.

The carrying values of computer software are reviewed for impairment if events or changes in circumstances indicate the carrying value may not be recoverable, and are written down immediately to their recoverable amount. The amortisation period and the amortisation method are reviewed at least at each financial year end. Changes in the expected useful life are accounted for by changing the amortisation period or method, as appropriate, and are treated as changes in accounting estimates.

An intangible asset is derecognised upon disposal or when no future economic benefits are expected to rise from its continued use. Gains or losses are included in the Statement of Profit or Loss and Other Comprehensive Income in the period of derecognition.

Tangible fixed assets
Leasehold improvements, fixtures, fittings and equipment are stated at cost less accumulated depreciation and accumulated impairment losses. Cost comprises the aggregate amount paid to acquire the asset and includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all leasehold improvements, fixtures, fittings and equipment, on a straight-line basis over its expected useful life as follows:
- Leasehold improvements - lower of 50 years or the lease term
- Fixtures, fittings and equipment - between 7.5% and 33.3% per annum

The carrying values of leasehold improvements, fixtures, fittings and equipment are reviewed for impairment if events or changes in circumstances indicate the carrying value may not be recoverable, and are written down immediately to their recoverable amount. The depreciation period and the depreciation method are reviewed at least at each financial year end. Changes in the expected useful life is accounted for by changing the depreciation period or method, as appropriate, and are treated as changes in accounting estimates.

An item of leasehold improvement, fixtures, fittings and equipment is derecognised upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the derecognition of the asset is included in the Statement of Profit or Loss and Other Comprehensive Income in the period of derecognition.

3. **ACCOUNTING POLICIES - continued**

Financial instruments
A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

Financial assets

Initial recognition and measurement
Financial assets are classified, at initial recognition, as subsequently measured at amortised cost, fair value through other comprehensive income (OCI), and fair value through the Statement of Profit or Loss and Other Comprehensive Income. The classification of financial assets at initial recognition depends on the financial asset's contractual cash flow characteristics and the business model for managing them. With the exception of trade receivables that do not contain a significant financing component or for which the company has applied the practical expedient, the company initially measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through the Statement of Profit or Loss and Other Comprehensive Income, transaction costs.

Financial assets at amortised cost are subsequently measured using the effective interest (EIR) method and are subject to impairment. Gains and losses are recognised in the Statement of Profit or Loss and Other Comprehensive Income when the asset is derecognised, modified or impaired.

Subsequent measurement
The company measures financial assets at amortised cost if both of the following conditions are met:
- The financial asset is held within a business model with the objective to hold financial assets in order to collect contractual cash flows, and
- The contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding

Financial assets at amortised cost are subsequently measured using the effective interest (EIR) method and are subject to impairment. Gains and losses are recognised in the Statement of Profit or Loss and Other Comprehensive Income when the asset is derecognised, modified or impaired.

Derecognition
A financial asset (or, where applicable, a part of a financial asset or part of a company of similar financial assets) is primarily derecognised (i.e., removed from the company's statement of financial position) when:
- The rights to receive cash flows from the asset have expired, or
- The company has transferred its rights to receive cash flows from the asset or has assumed an obligation to pay the received cash flows in full without material delay to a third party under a 'pass-through' arrangement? and either (a) the company has transferred substantially all the risks and rewards of the asset, or (b) the company has neither transferred nor retained substantially all the risks and rewards of the asset, but has transferred control of the asset

When the company has transferred its rights to receive cash flows from an asset or has entered into a pass-through arrangement, it evaluates if, and to what extent, it has retained the risks and rewards of ownership. When it has neither transferred nor retained substantially all of the risks and rewards of the asset, nor transferred control of the asset, the company continues to recognise the transferred asset to the extent of its continuing involvement. In that case, the company also recognises an associated liability. The transferred asset and the associated liability are measured on a basis that reflects the rights and obligations that the company has retained.

Continuing involvement that takes the form of a guarantee over the transferred asset is measured at the lower of the original carrying amount of the asset and the maximum amount of consideration that the company could be required to repay.

3. **ACCOUNTING POLICIES - continued**

Impairment of financial assets
The company recognises an allowance for expected credit losses (ECLs) for all debt instruments not held at fair value through the Statement of Profit or Loss and Other Comprehensive Income. ECLs are based on the difference between the contractual cash flows due in accordance with the contract and all the cash flows that the company expects to receive, discounted at an approximation of the original effective interest rate. For trade receivables and some intercompany loans, the company applies a simplified approach in calculating ECLs. Therefore, the company does not track changes in credit risk, but instead recognises a loss allowance based on lifetime ECLs at each reporting date. The company has established a provision matrix that is based on its historical credit loss experience, adjusted for forward-looking factors specific to the debtors and the economic environment.

The company considers a financial asset in default when contractual payments are 90 days past due. However, in certain cases, the company may also consider a financial asset to be in default when internal or external information indicates that the company is unlikely to receive the outstanding contractual amounts in full before taking into account any credit enhancements held by the company. A financial asset is written off when there is no reasonable expectation of recovering the contractual cash flows.

Financial liabilities

Initial recognition and measurement
Financial liabilities are classified, at initial recognition, as financial liabilities at fair value through the Statement of Profit or Loss and Other Comprehensive Income, loans and borrowings, or payables as appropriate. All financial liabilities are recognised initially at fair value and, in the case of loans and borrowings and payables, net of directly attributable transaction costs.

Subsequent measurement - Intercompany loans
After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the EIR method. Gains and losses are recognised in the Statement of Profit or Loss and Other Comprehensive Income when the liabilities are derecognised as well as through the EIR amortisation process. Amortised cost is calculated by taking into account any discount or premium on acquisition and fees or costs that are an integral part of the EIR. The EIR amortisation is included as finance costs in the Statement of Profit or Loss and Other Comprehensive Income.

Derecognition
A financial liability is derecognised when the obligation under the liability is discharged. or cancelled or expires. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the derecognition of the original liability and the recognition of a new liability. The difference in the respective carrying amounts is recognised in the Statement of Profit or Loss and Other Comprehensive Income.

Stocks
Stocks are stated at the lower of cost and net realisable value. Cost includes all costs incurred in bringing each product to its present location and condition. These costs incurred are accounted for using a first-in, first-out basis.

3. **ACCOUNTING POLICIES - continued**

Taxation
Current tax assets and liabilities are measured at the amount expected to be recovered from or paid to the taxation authorities, based on tax rates and laws that are enacted or substantively enacted by the balance sheet date.

Deferred tax assets and liabilities are recognised on all temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements, with the following exceptions:
- the initial recognition of goodwill;
- the initial recognition of an asset or liability in a transaction which:
  (i) is not a business combination; and
  (ii) at the time of the transaction, affects neither accounting profit nor taxable profit (tax loss).
- deferred income tax assets are recognised only to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, carried forward tax credits or tax losses can be utilised.

Deferred income tax assets and liabilities are measured on an undiscounted basis at the tax rates that are expected to apply when the related asset is realised or liability is settled, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

The carrying amount of deferred income tax assets is reviewed at each balance sheet date. Deferred income tax assets and liabilities are offset, only if a legally enforceable right exists to set off current tax assets against current tax liabilities, the deferred income taxes relate to the same taxation authority and that authority permits the company to make a single net payment.

Income tax is charged or credited to other comprehensive income if it relates to items that are charged or credited to other comprehensive income. Similarly, income tax is charged or credited directly to equity if it relates to items that are credited or charged directly to equity. Otherwise income tax is recognised in profit or loss.

Foreign currencies
Day to day transactions in foreign currencies are recorded in sterling at the rate ruling at the date of the transaction. Monetary assets and liabilities at the balance sheet date are translated at year end rates of exchange. Exchange gains or losses arising on translation, other than those of the Irish branch, are reported as part of the operating profit for the year.

The profit or loss account of the Irish branch is translated into sterling at average rates of exchange. The assets and liabilities of the Irish branch are translated into sterling at year end rates of exchange. Gains or losses arising on the translation of the net assets of the Irish branch are taken to reserves.

3. ACCOUNTING POLICIES - continued

Leases
The determination of whether an arrangement is, or contains, a lease is based on the substance of the arrangement at the inception date. The arrangement is assessed for whether fulfilment of the arrangement is dependent on the use of a specific asset or assets or the arrangement conveys a right to use the asset or assets, even if that right is not explicitly specified in an arrangement.

Leases where the lessor retains a significant portion of the risks and benefits of ownership of the asset are classified as operating leases. Rentals payable, including contingent rent as determined by reference to the turnover or profit of the hotel, are charged in the Statement of Profit or Loss and Other Comprehensive Income on a straight line basis over the lease term.

Assets held under finance leases, which transfer to the company substantially all the risks and benefits incidental to ownership of the leased item, are capitalised at the inception of the lease, with a corresponding liability being recognised for the lower of the fair value of the leased asset and the present value of the minimum lease payments.

Employee benefit costs
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the Statement of Profit or Loss and Other Comprehensive Income in the period to which they relate.

Intangible fixed assets and amortisation
Intangible fixed assets are comprised of key money paid to hotel owners in consideration for the company acquiring the right to manage and operate the hotel. This key money is to be amortised over the length of the management agreement which is typically a period of 10 to 20 years.

Share based payments
The cost of cash-settled transactions is measured initially at fair value at the grant date. This fair value is expensed over the period until the vesting date with recognition of a corresponding liability. The liability is remeasured to fair value at each reporting date up to and including the settlement date, with changes in fair value recognised in the Statement of Profit or Loss and Other Comprehensive Income for the period.

4. TURNOVER

The turnover and profit before taxation are attributable to the one principal activity of the company.

5. EMPLOYEES AND DIRECTORS

All operations of the company during the year ended 31 December 2018 have been undertaken by employees of other companies within Hilton Worldwide Holdings Inc.. A charge of £2,372,679 has been included in cost of sales in respect of their services (2017: £2,346,878).

A total expense of £20,987 (2017: £14,451) has been recognised in the Statement of Profit or Loss and Other Comprehensive Incomewhich relates to contributions to the defined contribution plan.

All the directors of the company are also directors of other group companies. The directors received total remuneration for the year of £2.4m (2017: £2.1m) all of which was paid by other companies within the group. The directors do not believe that it is practicable to apportion this amount between their services as directors of the company and their services as directors of the other group companies.

6. PROFIT/(LOSS) ON DISPOSAL

	2018	2017
	£	£
Profit/(loss) on disposal of tangible fixed assets	-	(11,971)

7. INTEREST RECEIVABLE

	2018	2017
	£	£
Interest receivable from fellow group undertakings	28,415	6,809
Interest receivable from other third parties	169,550	-
	197,965	6,809

8. INTEREST PAYABLE AND SIMILAR EXPENSES

	2018	2017
	£	£
Finance lease interest	153,778	747

9. PROFIT BEFORE TAXATION

This is stated after charging:

	2018	2017
	£	£
Management charge payable to group undertakings	172,635	171,033
Fees payable to fellow group undertakings	931,723	900,011
Depreciation of tangible fixed assets	159,283	119,152
Amortisation of intangible fixed assets	11,485	8,384
Operating lease rentals - property	1,214,410	1,808,525
Operating lease rentals - other	18,904	65,474

The remuneration of the auditors of £ 15,995 (2017: £15,380) is borne entirely by Hilton Worldwide Limited.

10. TAXATION

Analysis of tax income

	2018	2017
	£	£
Current tax:		
Foreign tax	-	(1,561)
Deferred tax:		
Origination and reversal of temporary differences	(17,717)	(3,509)
Effect of change in tax rate	1,865	410
Adjustments in respect of prior periods	(5,260)	(822)
Total deferred tax	(21,112)	(3,921)
Total tax income in statement of profit or loss and other comprehensive income	(21,112)	(5,482)

Factors affecting the tax expense

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	2018	2017
	£	£
Profit before income tax	616,185	633,016
Profit multiplied by the standard rate of corporation tax in the UK of 19% (2017 - 19.247%)	117,075	121,837
Effects of:		
Expenses not deductible for tax purposes	35,040	5,305
Group relief surrendered to/(from) fellow subsidiaries free of charge	(169,832)	(136,628)
Depreciation on non qualifying assets	-	5,977
Effect of change in tax rate	1,865	410
Adjustment in respect of prior period recognised	(5,260)	(2,383)
Tax income	(21,112)	(5,482)

Tax effects relating to effects of other comprehensive income

		2018	
	Gross	Tax	Net
	£	£	£
Foreign exchange gain/(loss)	(10,881)	-	(10,881)

10. TAXATION - continued

	2017		
	Gross	Tax	Net
	£	£	£
Foreign exchange	10,327	-	10,327

The enacted main rate of corporation tax was reduced from 20% to 19% from 1 April 2017 and 17% from 1 April 2020. These changes do not have a material effect on these financial statements.

The Group's future tax charge could be affected by numerous factors including, but not limited to, the UK's triggering of Article 50 and any future consequences of the UK leaving the European Union, the UK's proposal to amend the tax rules relating to the utilisation of brought forward losses and any tax reforms adopted from the OECD's BEPS actions such as those in relation to the deductibility of interest, anti-avoidance or transfer pricing. No quantification of these changes is currently possible due to uncertainty around when any currently proposed rules will be enacted or effective.

11. INTANGIBLE FIXED ASSETS

	Computer software
	£
COST	
At 1 January 2018	81,448
Additions	26,766
Disposals	(1,807)
At 31 December 2018	106,407
AMORTISATION	
At 1 January 2018	40,056
Amortisation for year	11,484
Eliminated on disposal	(1,807)
At 31 December 2018	49,733
NET BOOK VALUE	
At 31 December 2018	56,674
At 31 December 2017	41,392

12. TANGIBLE FIXED ASSETS

	Leasehold improvements	Fixtures, fittings and equipment	Totals
	£	£	£
COST			
At 1 January 2018	811,916	714,728	1,526,644
Additions	38,804	335,603	374,407
Disposals	-	(21,623)	(21,623)
At 31 December 2018	850,720	1,028,708	1,879,428
DEPRECIATION			
At 1 January 2018	252,561	298,922	551,483
Charge for year	47,299	111,984	159,283
Eliminated on disposal	-	(21,623)	(21,623)
At 31 December 2018	299,860	389,283	689,143
NET BOOK VALUE			
At 31 December 2018	550,860	639,425	1,190,285
At 31 December 2017	559,355	415,806	975,161

The net book value of tangible fixed assets includes £32,481 (2017 - £40,000) in respect of assets held under finance leases.

13. STOCKS

	2018	2017
	£	£
Goods for resale	13,998	14,037

14. DEBTORS

	2018	2017
	£	£
Amounts falling due within one year:		
Trade debtors	297,360	335,031
Amounts owed by group undertakings	7,581,006	6,530,161
Amounts receivable in respect of finance leases	7,415,567	-
Other debtors	601,665	663,170
Prepayments and accrued income	844,927	950,672
	16,740,525	8,479,034

14. DEBTORS - continued

	2018	2017
	£	£
Amounts falling due after more than one year:		
Deferred tax asset	70,887	49,775
Aggregate amounts	16,811,412	8,528,809

Amounts owed by group undertakings are included in amounts due within one year where there are no specified repayment terms. Amounts owed by group undertakings are technically repayable on demand and hence are included in amounts due within one year.

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Finance leases (see note 17)	13,943	14,887
Trade creditors	71,096	12,148
Amounts owed to group undertakings	2,702,856	382,137
Social security and other taxes	366,896	243,684
Other creditors	49,938	24,431
Accruals and deferred income	650,525	822,533
	3,855,254	1,499,820

Amounts owed to group undertakings are included in amounts due within one year where there are no specified repayment terms and there is no fixed repayment schedule in place. While amounts owed to group undertakings are technically repayable on demand, and hence are included in amounts due within one year, the directors are of the opinion (as a result of their group role in relation to the group undertakings amounts are owed to) that in the ordinary course of business, repayment within such a timescale would not be required. The loans bear interest at LIBOR plus a margin.

16. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2018	2017
	£	£
Finance leases (see note 17)	5,533,919	29,764

17. FINANCIAL LIABILITIES - BORROWINGS

	2018	2017
	£	£
Current:		
Finance leases (see note 18)	13,943	14,887

17. FINANCIAL LIABILITIES - BORROWINGS - continued

	2018	2017
	£	£
Non-current:		
Finance leases (see note 18)	5,533,919	29,764

Terms and debt repayment schedule

	1 year or less	1-2 years	2-5 years	More than 5 years	Totals
	£	£	£	£	£
Finance leases	13,943	13,127	9,342	5,511,450	5,547,862

18. LEASING AGREEMENTS

Minimum lease payments under finance leases fall due as follows:

	Finance leases	
	2018	2017
	£	£
Gross obligations repayable:		
Within one year	414,809	16,373
Between one and five years	1,621,815	31,480
In more than five years	39,200,000	-
	41,236,624	47,853
Finance charges repayable:		
Within one year	400,866	1,486
Between one and five years	1,599,346	1,716
In more than five years	33,688,550	-
	35,688,762	3,202
Net obligations repayable:		
Within one year	13,943	14,887
Between one and five years	22,469	29,764
In more than five years	5,511,450	-
	5,547,862	44,651

19. DEFERRED TAX

	£
Balance at 1 January 2018	(49,775)
Credit to Statement of Profit or Loss and Other Comprehensive Income during year	(15,852)
Prior year adjustment	(5,260)
Balance at 31 December 2018	(70,887)

The deferred tax asset relates to:

	2018 £	2017 £
Decelerated capital allowances	(43,182)	(16,890)
Short term temporary differences	(27,705)	(32,885)
Total deferred tax asset	(70,887)	(49,775)

Deferred tax assets and liabilities have been offset where they relate to income taxes payable to the same taxation authority.

The deferred tax asset of £ 70,887 (2017: £49,775) is expected to be recovered after more than one year.

20. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2018 £	2017 £
2	Ordinary shares	1	2	2

21. RESERVES

	Retained earnings £
At 1 January 2018	8,076,961
Profit for the year	637,297
Foreign exchange	(10,881)
At 31 December 2018	8,703,377

22. OTHER FINANCIAL COMMITMENTS

Lease commitments

Future minimum rentals payable under non-cancellable operating leases are as follows:

	2018	2017
	£	£
Plant and equipment		
Within one year	25,712	65,474
Within two to five years	403	-
	26,115	65,474

	2018	2017
	£	£
Property		
Within one year	1,981,403	1,665,779
Within two to five years	7,925,614	6,663,116
After five years	31,702,454	28,318,242
	41,609,471	36,647,137

Certain property operating leases include a contingent rent clause. Contingent rent is determined with reference to the turnover or profit of the hotel. Contingent rent and options for renewal are not included in the commitments shown in the table above but to the extent contingent rent has been incurred in the year it is shown in the Statement of Profit or Loss and Other Comprehensive Income disclosure.

23. SHARE-BASED PAYMENT TRANSACTIONS

Under a long term incentive scheme Hilton Worldwide Holdings Inc. grants restricted stock units (RSU) to the general managers and hotel managers that entitle them to a compulsory cash payment. These annual grants vest within a one year period from the grant date and participants are required to be employed with the company on the vesting date. The amount of the cash payment is determined based on the share price of Hilton Worldwide Holdings Inc..

24. PARENT UNDERTAKING, CONTROLLING PARTY AND CONSOLIDATING ENTITY

The company's immediate parent undertaking is Hilton Worldwide Limited , a hotel operator registered in England.

The ultimate parent the only undertaking for which group financial statements were prepared and into which the company is consolidated for 31 December 2018, was Hilton Worldwide Holdings Inc., a Delaware company incorporated in the United States of America. These group financial statements are available from the company secretary, Hilton Worldwide Holdings Inc., 7930 Jones Branch Drive, McLean, Fairfax County, Virginia VA 22102-3302, United States of America .

25. CAPITAL COMMITMENTS

The company has not entered into any capital commitments contracted for but not provided in the financial statements at period end.

26. CONTINGENT LIABILITIES

The company had jointly and severally guaranteed the value added tax liability of other companies within the same UK VAT group, which amounted to approximately £7.9m (2017: £6.7m) at 31 December 2018.