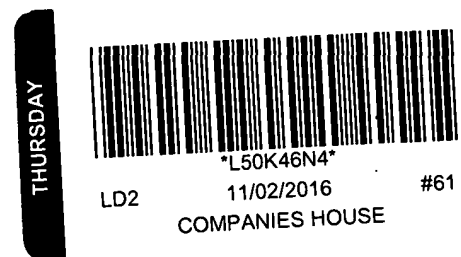


SAF Promotions Limited

Directors' Report and Financial Statements

For the year ended 31 July 2015



SAF Promotions Limited

Company Information

Directors

C L Baillieu MBE
M Davies
I Braid

Secretary

A Nuttycombe

Company number

02508698

Registered office

21 Bloomsbury Street
London
WC1B 3HF

Auditors

Kingston Smith LLP
Devonshire House
60 Goswell Road
London
EC1M 7AD

SAF Promotions Limited

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SAF Promotions Limited

Directors' Report

For the year ended 31 July 2015

The directors present their report and financial statements for the year ended 31 July 2015.

Directors

The following directors have held office since 1 August 2014:

C L Baillieu MBE

M Davies

I Braid

Auditors

Kingston Smith LLP were appointed auditors to the company and in accordance with section 485 of the Companies Act 2006, a resolution proposing that they be re-appointed will be put at a General Meeting.

Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report 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). 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.

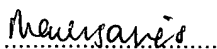
The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies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

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board



M Davies

Director

8th February 2016

SAF Promotions Limited

Independent Auditors' Report to the Members of SAF Promotions Limited

We have audited the financial statements of SAF Promotions Limited for the year ended 31 July 2015 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

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.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 July 2015 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

SAF Promotions Limited

Independent Auditors' Report to the Members of SAF Promotions Limited (Continued)

Matters on which we are required to report by exception

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; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report and from preparing a strategic report.

Kingston Smith LLP

Shivani Kothari (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP

9th February 2016

Chartered Accountants
Statutory Auditor

Devonshire House
60 Goswell Road
London
EC1M 7AD

SAF Promotions Limited

Profit and Loss Account

For the year ended 31 July 2015

		2015	2014
	Notes	£	£
Turnover		425,595	1,046,793
Cost of sales		(277,472)	(710,490)
Gross profit		148,123	336,303
Administrative expenses		(148,165)	(336,303)
Operating loss	2	(42)	-
Other interest receivable and similar income	3	42	-
Profit on ordinary activities before taxation		-	-
Tax on profit on ordinary activities		-	-
Profit for the year	7	-	-

SAF Promotions Limited

Balance Sheet

As at 31 July 2015

	Notes	2015 £	£	2014 £	£
Current assets					
Debtors	4	211,525		199,751	
Cash at bank and in hand		69,124		345,424	
		<u>280,649</u>		<u>545,175</u>	
Creditors: amounts falling due within one year	5	(273,994)		(538,520)	
Total assets less current liabilities			<u>6,655</u>		<u>6,655</u>
Capital and reserves					
Called up share capital	6		2		2
Profit and loss account	7		6,653		6,653
Shareholders' funds			<u>6,655</u>		<u>6,655</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and the Financial Reporting Standard for Smaller Entities (effective April 2008).

Approved by the Board for issue on 8th February 2016

M Davies

M Davies
Director

Company Registration No. 02508698

SAF Promotions Limited

Notes to the Financial Statements

For the year ended 31 July 2015

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Revenue is recognised as events are held and as services are performed.

2 Operating loss	2015	2014
	£	£
Operating loss is stated after charging:		
Auditors' remuneration	3,375	2,775
	<u> </u>	<u> </u>
3 Investment income	2015	2014
	£	£
Bank interest	42	-
	<u> </u>	<u> </u>
	42	-
	<u> </u>	<u> </u>
4 Debtors	2015	2014
	£	£
Trade debtors	148,825	91,709
Other debtors	62,700	108,042
	<u> </u>	<u> </u>
	211,525	199,751
	<u> </u>	<u> </u>
5 Creditors: amounts falling due within one year	2015	2014
	£	£
Trade creditors	37,620	-
Other creditors	236,374	538,520
	<u> </u>	<u> </u>
	273,994	538,520
	<u> </u>	<u> </u>

SAF Promotions Limited

Notes to the Financial Statements (Continued)

For the year ended 31 July 2015

6	Share capital	2015	2014
		£	£
	Allotted, called up and fully paid		
	2 of £1 each	2	2
		<u> </u>	<u> </u>

7 Statement of movements on profit and loss account

	Profit and loss account
	£
Balance at 1 August 2014	6,653
Balance at 31 July 2015	<u>6,653</u>

8 Control

The ultimate parent company is Sports Aid Trust, a charity registered in England and Wales.

Sports Aid Trust prepares group financial statements and copies can be obtained from 21 Bloomsbury Street, London, WC1B 3HF.

9 Related party relationships and transactions

The company has taken advantage of the exemption available within the FRSSE whereby it has not disclosed transactions with the ultimate parent company or any wholly owned subsidiary undertaking of the group.