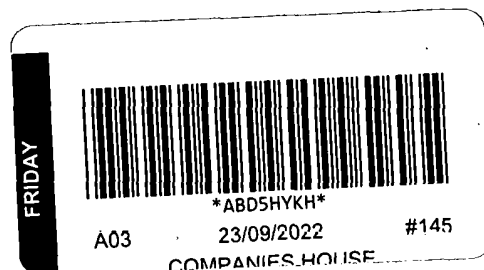


Registered number: 02650007

BOAT INTERNATIONAL MEDIA LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021



BOAT INTERNATIONAL MEDIA LIMITED

COMPANY INFORMATION

DIRECTORS

J Paton
A Euden
T Moore

REGISTERED NUMBER

02650007

REGISTERED OFFICE

Hartfield House
First Floor
41-47 Hartfield Road
Wimbledon
London
SW19 3RQ

INDEPENDENT AUDITOR

Crowe U.K. LLP
4 Mount Ephraim Road
Tunbridge Wells
Kent
TN1 1EE

BANKERS

Barclays Bank Plc
27 Soho Square
London
W1D 3QR

BOAT INTERNATIONAL MEDIA LIMITED

CONTENTS

	Page
Strategic report	1 - 3
Directors' report	4 - 5
Independent auditor's report	6 - 9
Statement of comprehensive income	10
Balance sheet	11
Statement of changes in equity	12
Notes to the financial statements	13 - 26

BOAT INTERNATIONAL MEDIA LIMITED

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

The directors present their strategic report on the company for the year ended 31 December 2021.

INTRODUCTION

The principal activity of the company is the provision of media, marketing and data services relating to super yachts, including magazines, books, events and digital products.

BUSINESS REVIEW

The results of the company for the period show a loss on ordinary activities before tax of £532,005 (2020: £505,840).

COVID-19 continued to impact on the business during 2021, with most live events being cancelled and global advertising revenues continuing at suppressed levels.

On 17th December 2021, the group acquired data, digital and B2B media organisation Boating Communications Limited, publisher of International Boat Industry (IBI) magazine. The acquisition sees the group strengthen its position in the B2B market. Founded in 1968, IBI is the most established and respected magazine serving the volume boat industry. The deal also includes IBI's market intelligence platform, IBI Plus, its digital channels and the company's events.

The directors use the following Key Performance Indicators (KPIs) to monitor the performance of the business:

Turnover £8,351,364 (2020: £8,449,613); being turnover per the statutory profit and loss account.

Cash at bank and in hand £758,519 (2020: £998,688).

PRINCIPAL RISKS AND UNCERTAINTIES

The publishing industry in which the business operates has in general seen a flight to digital as magazine advertising and circulation revenues decline and online alternatives become more widely adopted by consumers. The company is well placed through its website to capitalise and manage the ongoing transition towards digital and to also mitigate the risk posed by activity from both existing competitors and new entrants.

EMPLOYEE INVOLVEMENT

The quality and commitment of our people have played a major role in our business success. This has been demonstrated in many ways, including improvement in customer satisfaction, the development of our product lines and the flexibility they have shown in adapting to changing business requirements and new ways of working. Employees' performance is aligned to company goals through an annual performance review process that is carried out with all employees.

BOAT INTERNATIONAL MEDIA LIMITED

STRATEGIC REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2021

ENVIRONMENT

The company's policy with regard to the environment is to ensure that the directors understand and effectively manage the actual and potential environmental impact of our activities. The company's operations are conducted such that we comply with all legal requirements relating to the environment in all areas where we carry out business. During the period covered by this report the company has not incurred any fines or penalties or been investigated for any breach of environmental regulations.

GOING CONCERN

The directors have assessed the group's ability to continue as a going concern and believe the group can continue as a going concern based on trading budgets and cash flow forecasts for the group for the coming 12 months. These forecasts show that the group has sufficient cash reserves to enable the group to pay its debts as they fall due. Events will continue to grow following the easing of restrictions from the pandemic.

Having regard to the above, the directors believe it appropriate to adopt the going concern basis of accounting in preparing the financial statements.

FINANCIAL RISK MANAGEMENT POLICIES AND OBJECTIVES

The main risks arising from the Group's financial instruments are liquidity risk, cash flow interest rate risk, foreign currency risk and credit risk.

Liquidity risk

The company's borrowings consist of intercompany debt, and other loans amounting to £1,150,000 (2020: £1,150,000). The other loan facilities are issued by shareholders of the company's parent, Boat International Business Limited. The company's policy is to fund operations from trading cashflows.

Cash flow interest rate risk

The company is exposed to interest rate risk relating to the other loan facilities of £1,150,000 (2020: £1,150,000). The company's policy is to monitor the level of borrowings and interest costs to ensure that any change in interest rates will not materially affect the ability of the company to manage its operations.

Foreign currency risk

The Group is exposed in its trading operations to the risk of changes in foreign currency exchange rates as it both buys and sells goods and services, principally in Europe and the USA. The main foreign currencies in which the Group trades are the Euro and US dollar, with receipts exceeding costs in both currencies giving rise to the requirement to exchange foreign currency into Sterling. The group pursues a policy of selling forward prudent amounts of currency to mitigate against foreign currency risk.

Credit risk

The company's principal financial assets are cash and trade debtors, which represent the company's main exposure to credit risk.

Cash balances are held with reputable financial institutions and the exposure to credit risk on these balances is not considered by the directors to be significant.

In relation to trade debtors, the company has no significant concentration of credit risk, with exposure spread over a large number of customers. The directors monitor the overall amount and duration of exposure to any one customer, and also requires prepayment for goods and services where appropriate until a credit history is built up.

The amounts presented in the balance sheet are net of allowances for doubtful debts, estimated by the directors based on prior experience and their assessment of the prevailing economic climate.

BOAT INTERNATIONAL MEDIA LIMITED

**STRATEGIC REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

This report was approved by the board and signed on its behalf.



.....
A Euden
Director

Date: 25/8/2022

BOAT INTERNATIONAL MEDIA LIMITED

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

The directors present their report and the financial statements for the year ended 31 December 2021.

DIRECTORS' RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the strategic report, 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 applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. 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 for the company's financial statements 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 to 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.

RESULTS AND DIVIDENDS

The loss for the year, after taxation, amounted to £558,922 (2020: loss £494,387).

DIRECTORS

The directors who served during the year were:

J Paton
T Moore
A Euden

FUTURE DEVELOPMENTS

The company intends to continue its principle activities in the future, and, supported by the owners, develop and enhance its product offerings over time. Given its market leading position the outlook for the business remains strong.

BOAT INTERNATIONAL MEDIA LIMITED

**DIRECTORS' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

DISCLOSURE OF INFORMATION TO AUDITOR

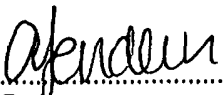
Each of the persons who are directors at the time when this directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditor is aware of that information.

AUDITOR

The auditor, Crowe U.K. LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board and signed on its behalf.


.....
A Euden
Director

Date: 25/8/2022

BOAT INTERNATIONAL MEDIA LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDER OF BOAT INTERNATIONAL MEDIA LIMITED

OPINION

We have audited the financial statements of Boat International Media Limited (the 'company') for the year ended 31 December 2021, which comprise the statement of comprehensive income, the balance sheet, the statement of changes in equity and the related notes, 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 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (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 2021 and of its loss 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 Auditor's 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 United Kingdom, including the Financial Reporting Council'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

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

BOAT INTERNATIONAL MEDIA LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDER OF BOAT INTERNATIONAL MEDIA LIMITED (CONTINUED)

OTHER INFORMATION

The other information comprises the information included in the Annual Report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

OPINION 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 directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report 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 directors' report.

We have nothing to report in respect of the following matters in relation to which 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 directors' responsibilities statement set out on page 4, 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 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.

BOAT INTERNATIONAL MEDIA LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDER OF BOAT INTERNATIONAL MEDIA LIMITED (CONTINUED)

AUDITOR'S 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 auditor's 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, taxation legislation and data protection,

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested a sample of journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in note 3 were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC and relevant regulators;

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 auditor's report.

USE OF OUR REPORT

This report is made solely to the company's shareholder 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 shareholder those matters we are required to state to them in an auditor's 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 shareholder for our audit work, for this report, or for the opinions we have formed.

BOAT INTERNATIONAL MEDIA LIMITED

**INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDER OF BOAT INTERNATIONAL MEDIA
LIMITED (CONTINUED)**

Mark Anderson

Mark Anderson (senior statutory auditor)

for and on behalf of
Crowe U.K. LLP

Statutory Auditor

4 Mount Ephraim Road
Tunbridge Wells

Kent
TN1 1EE

Date: 25th August 2022

BOAT INTERNATIONAL MEDIA LIMITED

**STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Note	2021 £	2020 £
Turnover	4	8,351,364	8,449,613
Cost of sales		(5,183,370)	(5,487,017)
Gross profit		<u>3,167,994</u>	<u>2,962,596</u>
Distribution costs		(559,536)	(539,455)
Administrative expenses		(3,079,682)	(2,897,674)
Other operating income	5	<u>30,669</u>	<u>60,619</u>
Operating loss	6	<u>(440,555)</u>	<u>(413,914)</u>
Interest payable and similar expenses	9	<u>(91,450)</u>	<u>(91,926)</u>
Loss before tax		<u>(532,005)</u>	<u>(505,840)</u>
Tax on loss	10	<u>(26,917)</u>	<u>11,453</u>
Loss for the financial year		<u>(558,922)</u>	<u>(494,387)</u>
Other comprehensive income for the year			
Total comprehensive income for the year		<u>(558,922)</u>	<u>(494,387)</u>

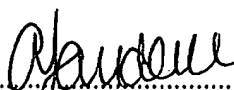
The notes on pages 13 to 26 form part of these financial statements.

BOAT INTERNATIONAL MEDIA LIMITED
REGISTERED NUMBER: 02650007

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Note	2021 £	2020 £
Fixed assets			
Intangible assets	11	514,360	504,342
Tangible assets	12	75,328	71,109
Investments	13	1,586,136	3,140
		<u>2,175,824</u>	<u>578,591</u>
Current assets			
Stocks	14	88,899	49,027
Debtors: amounts falling due within one year	15	3,192,068	4,874,717
Cash at bank and in hand	16	758,519	998,688
		<u>4,039,486</u>	<u>5,922,432</u>
Creditors: amounts falling due within one year	17	(4,857,158)	(4,675,446)
Net current (liabilities)/assets		<u>(817,672)</u>	<u>1,246,986</u>
Total assets less current liabilities		<u>1,358,152</u>	<u>1,825,577</u>
Creditors: amounts falling due after more than one year	18	(1,884,479)	(1,792,982)
Net (liabilities)/assets		<u><u>(526,327)</u></u>	<u><u>32,595</u></u>
Capital and reserves			
Called up share capital	20	10,000	10,000
Profit and loss account		(536,327)	22,595
		<u><u>(526,327)</u></u>	<u><u>32,595</u></u>

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



 A Euden
 Director

Date: 25/8/2022

The notes on pages 13 to 26 form part of these financial statements.

BOAT INTERNATIONAL MEDIA LIMITED

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Called up share capital	Profit and loss account	Total equity
	£	£	£
At 1 January 2021	10,000	22,595	32,595
Comprehensive income for the year			
Loss for the year	-	(558,922)	(558,922)
Total comprehensive income for the year	-	(558,922)	(558,922)
At 31 December 2021	10,000	(536,327)	(526,327)

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2020**

	Called up share capital	Profit and loss account	Total equity
	£	£	£
At 1 January 2020	10,000	516,982	526,982
Comprehensive income for the year			
Loss for the year	-	(494,387)	(494,387)
Total comprehensive income for the year	-	(494,387)	(494,387)
At 31 December 2020	10,000	22,595	32,595

The notes on pages 13 to 26 form part of these financial statements.

BOAT INTERNATIONAL MEDIA LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. GENERAL INFORMATION

The company is a private limited by shares company, which is incorporated and registered in England (Registered Number: 02650007).

The address of the registered office is Hartfield House, First Floor, 41-47 Hartfield Road, Wimbledon, London, SW19 3RQ.

The principal activities of the group are the provision of media, marketing and data services relating to super yachts, including magazines, books, events and digital products.

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 Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

2.2 FINANCIAL REPORTING STANDARD 102 - REDUCED DISCLOSURE EXEMPTIONS

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- the requirements of Section 7 Statement of Cash Flows;
- the requirements of Section 3 Financial Statement Presentation paragraph 3.17(d);
- the requirements of Section 11 Financial Instruments paragraphs 11.42, 11.44 to 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of Section 12 Other Financial Instruments paragraphs 12.26 to 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirements of Section 33 Related Party Disclosures paragraph 33.7.

This information is included in the consolidated financial statements of Boat International Business Limited as at 31 December 2021 and these financial statements may be obtained from Companies House.

2.3 GOING CONCERN

The directors have assessed the group's ability to continue as a going concern and believe the group can continue as a going concern based on trading budgets and cash flow forecasts for the group for the coming 12 months. These forecasts show that the group has sufficient cash reserves to enable the group to pay its debts as they fall due. Events will continue to grow following the easing of restrictions from the pandemic.

Having regard to the above, the directors believe it appropriate to adopt the going concern basis of accounting in preparing the financial statements.

BOAT INTERNATIONAL MEDIA LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. ACCOUNTING POLICIES (CONTINUED)

2.4 REVENUE

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

Events revenue is recognised on the delivery of the relevant event.

Subscription revenue is recognised over the duration of the subscription.

Advertising revenue is recognised on the delivery of the service.

2.5 INTANGIBLE ASSETS

Other intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives on a straight line basis as follows:

Titles acquired	9 years
Intellectual property rights	16 years
Software	4 years

2.6 GOVERNMENT GRANTS

Grants are accounted under the accruals model as permitted by FRS 102. Grants relating to expenditure on tangible fixed assets are credited to profit or loss at the same rate as the depreciation on the assets to which the grant relates. The deferred element of grants is included in creditors as deferred income.

Grants of a revenue nature are recognised in the statement of comprehensive income in the same period as the related expenditure.

2.7 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.

BOAT INTERNATIONAL MEDIA LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. ACCOUNTING POLICIES (CONTINUED)

2.7 TANGIBLE FIXED ASSETS (continued)

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

Depreciation is provided on the following basis:

Leasehold property	-	20% per annum or over the remaining life of the lease if less than 5 years
Fixtures and fittings	-	25% per annum on cost
Computer equipment and plant and machinery	-	33% per annum on cost

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.

2.8 VALUATION OF INVESTMENTS

Investments in subsidiaries are measured at cost less accumulated impairment provisions.

2.9 STOCKS

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

2.10 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.

2.11 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.

2.12 FINANCIAL INSTRUMENTS

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other accounts receivable and payable, loans from banks and other third parties, loans to related parties and forward contracts on foreign currency.

BOAT INTERNATIONAL MEDIA LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. ACCOUNTING POLICIES (CONTINUED)

2.13 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.

2.14 FOREIGN CURRENCY TRANSLATION

Functional and presentation currency

The company's functional and presentational currency is GBP.

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.

2.15 FINANCE COSTS

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

2.16 OPERATING LEASES

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

2.17 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 balance sheet. The assets of the plan are held separately from the company in independently administered funds.

BOAT INTERNATIONAL MEDIA LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. ACCOUNTING POLICIES (CONTINUED)

2.18 CURRENT AND DEFERRED TAXATION

The tax expense for the year comprises current and deferred tax. 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 balance sheet date in the countries where the company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. JUDGEMENTS IN APPLYING ACCOUNTING POLICIES AND KEY SOURCES OF ESTIMATION UNCERTAINTY

Preparation of the financial statements required management to make significant judgements and estimates. The directors consider the significant judgements or estimates that would have a material impact on the financial statements to be the annual impairment review of intangible assets.

4. TURNOVER

The whole of the turnover is attributable to the principal activity of the company.

Analysis of turnover by country of destination:

	2021 £	2020 £
United Kingdom	1,519,957	1,449,355
Rest of Europe	2,550,774	3,754,144
Rest of the world	4,280,633	3,246,114
	<u>8,351,364</u>	<u>8,449,613</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

5. OTHER OPERATING INCOME

	2021 £	2020 £
Government grants receivable	30,669	60,619
	<u>30,669</u>	<u>60,619</u>

Following the Covid-19 outbreak in March 2020, the company took advantage of the government's Coronavirus Job Retention Scheme and furloughed a number of its staff. Income received from the scheme in the year amounted to £30,669 (2020: £60,619).

6. OPERATING LOSS

The operating loss is stated after charging/(crediting):

	2021 £	2020 £
Depreciation of tangible fixed assets	51,602	45,548
Exchange differences	36,276	(7,121)
Amortisation charge	209,945	126,861
Other operating lease payments	<u>242,513</u>	<u>230,290</u>

7. AUDITOR'S REMUNERATION

Fees payable to the company's auditor and its associates in respect of:

The auditing of accounts of the company pursuant to legislation	30,650	29,850
Taxation compliance services	<u>7,110</u>	<u>5,255</u>
	<u>37,760</u>	<u>35,105</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

8. EMPLOYEES

Staff costs were as follows:

	2021 £	2020 £
Wages and salaries	3,150,248	2,899,979
Social security costs	334,903	309,433
Cost of defined contribution scheme	99,020	93,063
	<u>3,584,171</u>	<u>3,302,475</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2021 No.	2020 No.
Advertising	3	3
Central	6	6
Commercial	12	8
Digital	6	6
Editorial	22	22
Events	4	4
Marketing	3	3
	<u>56</u>	<u>52</u>

9. INTEREST PAYABLE AND SIMILAR EXPENSES

	2021 £	2020 £
Other loan interest payable	91,450	91,926
	<u>91,450</u>	<u>91,926</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

10. TAXATION

	2021 £	2020 £
Corporation tax		
Adjustments in respect of previous periods	-	(38,977)
	-	(38,977)
Total current tax	-	(38,977)
Deferred tax		
Origination and reversal of timing differences	29,791	27,524
Changes to tax rates	(2,874)	-
Total deferred tax	26,917	27,524
Taxation on profit/(loss) on ordinary activities	26,917	(11,453)

FACTORS AFFECTING TAX CHARGE FOR THE YEAR

The tax assessed for the year is higher than (2020 - lower than) the standard rate of corporation tax in the UK of 19% (2020: 19%). The differences are explained below:

	2021 £	2020 £
Loss on ordinary activities before tax	(532,005)	(505,840)
Loss on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2020 - 19%)	(101,081)	(96,110)
Effects of:		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	16,063	3,430
Capital allowances for year in excess of depreciation	(375,549)	(106,300)
Fixed asset differences	(1,687)	-
Deferred tax not recognised	489,171	226,504
Adjustment to tax in respect of prior periods	-	(38,977)
Total tax charge for the year	26,917	(11,453)

FACTORS THAT MAY AFFECT FUTURE TAX CHARGES

There were no factors that may affect future tax charges.

BOAT INTERNATIONAL MEDIA LIMITED

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

11. INTANGIBLE ASSETS

	Intellectual property rights £	Software £	Goodwill £	Total £
Cost				
At 1 January 2021	337,097	1,508,615	5,114,824	6,960,536
Additions	-	216,938	3,023	219,961
At 31 December 2021	<u>337,097</u>	<u>1,725,553</u>	<u>5,117,847</u>	<u>7,180,497</u>
Amortisation				
At 1 January 2021	288,010	1,090,448	5,077,736	6,456,194
Charge for the year on owned assets	13,091	186,583	10,271	209,945
At 31 December 2021	<u>301,101</u>	<u>1,277,031</u>	<u>5,088,007</u>	<u>6,666,139</u>
Net book value				
At 31 December 2021	<u>35,996</u>	<u>448,522</u>	<u>29,840</u>	<u>514,358</u>
At 31 December 2020	<u>49,087</u>	<u>418,167</u>	<u>37,088</u>	<u>504,342</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

12. TANGIBLE FIXED ASSETS

	Leasehold property £	Fixtures and fittings £	Computer equipment and plant and machinery £	Total £
COST				
At 1 January 2021	128,474	125,923	518,320	772,717
Additions	1,324	6,719	47,779	55,822
At 31 December 2021	<u>129,798</u>	<u>132,642</u>	<u>566,099</u>	<u>828,539</u>
Depreciation				
At 1 January 2021	121,654	115,862	464,093	701,609
Charge for the year on owned assets	5,068	7,684	38,850	51,602
At 31 December 2021	<u>126,722</u>	<u>123,546</u>	<u>502,943</u>	<u>753,211</u>
Net book value				
At 31 December 2021	<u>3,076</u>	<u>9,096</u>	<u>63,156</u>	<u>75,328</u>
At 31 December 2020	<u>6,821</u>	<u>10,061</u>	<u>54,227</u>	<u>71,109</u>

13. FIXED ASSET INVESTMENTS

	Investments in subsidiary companies £
COST	
At 1 January 2021	3,140
Additions	1,582,996
At 31 December 2021	<u>1,586,136</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

13. FIXED ASSET INVESTMENTS (CONTINUED)

SUBSIDIARY UNDERTAKINGS

The following were subsidiary undertakings of the company:

Name	Registered office	Class of shares	Holding
Boat International Media Inc	Suite 340, 1800 Southeast Tenth Avenue, Fort Lauderdale, Florida 33316, USA	Ordinary	100%
Super Yacht Media Limited	Hartfield House, First Floor, 41 - 47 Hartfield Road, SW19 3RQ	Ordinary	100%
Luxury Yacht Listing Services Limited	Hartfield House, First Floor, 41 - 47 Hartfield Road, SW19 3RQ	Ordinary	80%

14. STOCKS

	2021	2020
	£	£
Finished goods and goods for resale	88,899	49,027
	88,899	49,027

15. DEBTORS

	2021	2020
	£	£
Trade debtors	857,566	802,815
Amounts owed by group undertakings	1,447,059	3,227,062
Other debtors	74,716	157,076
Prepayments and accrued income	552,108	400,228
Deferred taxation	260,619	287,536
	3,192,068	4,874,717

BOAT INTERNATIONAL MEDIA LIMITED

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

16. CASH AND CASH EQUIVALENTS

	2021 £	2020 £
Cash at bank and in hand	758,519	998,688
	<u>758,519</u>	<u>998,688</u>

17. CREDITORS: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	818,830	389,037
Amounts owed to group undertakings	2,137,378	3,576,652
Other taxation and social security	135,286	94,127
Other creditors	1,019,557	-
Accruals and deferred income	746,107	615,630
	<u>4,857,158</u>	<u>4,675,446</u>

18. CREDITORS: Amounts falling due after more than one year

	2021 £	2020 £
Other loans	1,884,479	1,792,982
	<u>1,884,479</u>	<u>1,792,982</u>

These other loans are secured against all current and future patents and trademarks held by the company.

BOAT INTERNATIONAL MEDIA LIMITED

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

18. CREDITORS: Amounts falling due after more than one year (continued)

	2021 £	2020 £
Other loans		
Amounts falling due 2-5 years		
Other loans	1,884,479	1,792,982
	<u>1,884,479</u>	<u>1,792,982</u>
	<u>1,884,479</u>	<u>1,792,982</u>

The company has loans with Pembroke VCT plc totalling £1,150,000 made up from two principal amounts of £400,000 of which £150,000 was repaid in 2019, and one amount of £500,000. The loans attract interest at a rate of 8% per annum. The remaining £650,000 of the principal loans is repayable on 27 May 2023 and 14 March 2024. The £500,000 is repayable on 18 May 2024.

19. DEFERRED TAXATION

	2021 £	2020 £
At beginning of year	287,536	315,060
Charged to the profit or loss	(26,917)	(27,524)
At end of year	<u>260,619</u>	<u>287,536</u>

The deferred tax asset is made up as follows:

	2021 £	2020 £
Accelerated capital allowances	(20,147)	7,670
Short term timing differences	2,329	1,429
Tax losses carried forward and other deductions	278,437	278,437
	<u>260,619</u>	<u>287,536</u>

BOAT INTERNATIONAL MEDIA LIMITED

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

20. SHARE CAPITAL

	2021 £	2020 £
Allotted, called up and fully paid		
10,000 (2020: 10,000) Ordinary shares of £1.00 each	10,000	10,000

21. PENSION COMMITMENTS

The company operates a defined contribution 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 £99,020 (2020: £93,063).

At the year end £18,233 was owed to the pension provider (2020: £17,215).

22. COMMITMENTS UNDER OPERATING LEASES

At 31 December 2021 the company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2021 £	2020 £
Not later than 1 year	242,513	242,513
Later than 1 year and not later than 5 years	101,046	343,559
	<u>343,559</u>	<u>586,072</u>

23. RELATED PARTY TRANSACTIONS

The company has taken advantage of the exemption in 'FRS 102 Section 33 Related Party Disclosures' from disclosing transactions with companies where 100% of the voting rights are controlled within the group as consolidated accounts are publicly available.

24. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY

The immediate parent company is Boat International Group Limited, a company incorporated in England and Wales. The ultimate parent undertaking is Boat International Business Limited, a company incorporated in England and Wales and this company prepares consolidated financial statements. Copies of these financial statements can be obtained from Companies House.

By virtue of the spread of shareholdings in Boat International Business Limited there is no one controlling party.