

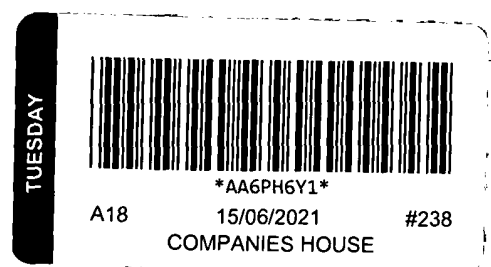
**Effective Sales Personnel Limited**  
(Registered number: 02998311)

**Annual Report and financial statements**

**for the year ended 31 December 2019**

**Registered office address:**

Sea Containers House,  
18 Upper Ground,  
London  
SE1 9GL  
United Kingdom.



**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Annual Report and financial statements**

**for the year ended 31 December 2019**

<b>Contents</b>	<b>Pages</b>
Directors' report	1-2
Balance sheet	3
Statement of changes in equity	4
Notes to the financial statements	5-6

**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Directors' report for the year ended 31 December 2019**

The Directors present their Directors' report on Effective Sales Personnel Limited (the 'Company') for the year ended 31 December 2019.

The Company has taken advantage of the exemption from preparing a Strategic report, according to section 414B of the Companies Act 2006. This Directors' report has been prepared in accordance with the special provisions relating to small companies within section 415A of the Companies Act 2006.

**Principal activities and review of business**

The Company's principal activity was as an intercompany financing company. The Company did not trade during the year. Therefore the Company is considered dormant as defined in the Companies act 2006 through the year. There were no transfers to or from reserves for the year.

**Future developments**

The Directors do not envisage any major change to the nature of the business and that the Company will remain dormant for the foreseeable future.

**Dividends**

In the current or prior year no dividend was proposed to the holders of any shareholding of the Company.

**Directors and their interests**

The Directors of the Company who were in office during the year and up to the date of signing the financial statements unless otherwise stated, was as follows:

D Conaghan	(appointed on 21 November 2019)
A Payne	(appointed on 21 November 2019)
C van der Welle	
S Winters	(resigned on 6 December 2019)

No Director had, during the year or at the end of the year, any material interest in any contract of significance to the Company's business.

**Directors' indemnity**

Each of the Directors benefits from a third party qualifying indemnity given by the Company in respect of liabilities incurred by the Director in the execution and discharge of their duties. The provision remains in force throughout the financial year and up until the date of the report.

**COVID-19**

On 11th March 2020 the World Health Organisation declared the emergence and proliferation of COVID-19 to be a pandemic.

Due to the non-trading activities of the Company, the Directors do not expect a significant impact on the results of operations or financial condition of the Company in the short term.

**Going concern**

The Directors believe that preparing the financial statements on the going concern basis is appropriate. The Directors have assessed the potential impact that the global outbreak of COVID-19 has had on the liquidity, performance and financial position of the Company for at least the next 12 months.

As the company is no longer trading, the impact of COVID-19 is negligible and does not affect the the Company's abilities to meet its liabilities as they fall due. The Company is expected to remain non-trading for the foreseeable future.

**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Directors' report for the year ended 31 December 2019**

**Statement of Directors' responsibilities**

The Directors are responsible for preparing the Annual Report including 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 FRS 102 'The Financial Reporting Standard applicable in the United Kingdom 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 and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards, have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Directors are 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.

**Directors' duty to promote the success of the Company**

The Directors of the Company, as those of all UK companies, must act in accordance with section 172 of the UK Companies Act 2006. The Directors are of the opinion that they have acted fairly and in good faith to promote the success of the Company for the benefits of its members.

The Directors have carried out these duties and have made decisions and undertaken short and long term strategies to maintain its financial performance and position. As stated on page 1, this company does not trade. The Directors continue to recognise the importance of maintaining its high standards of business conduct and reputation.

**Audit and small companies exemptions**

The Company, having not traded during the year, satisfied the conditions for exemption from audit as specified in section 480 of the Companies Act 2006 for the year ended 31 December 2019.

Approved by the Board and signed on its behalf by,



D Conaghan  
Director

11 June 2021

**Effective Sales Personnel Limited**  
(Registered number: 02998311)

**Balance sheet**  
**As at 31 December 2019**

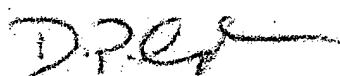
	Notes	2019 £	2018 £
<b>Current assets</b>			
Trade and other receivables	5	265	408,590
<b>Total current assets</b>		<b>265</b>	<b>408,590</b>
<b>Current liabilities</b>			
Trade and other payables	6	-	(408,325)
<b>Total current liabilities</b>		<b>-</b>	<b>(408,325)</b>
<b>Net assets</b>		<b>265</b>	<b>265</b>
<b>Equity</b>			
Share capital	7	100	100
Retained earnings		165	165
<b>Shareholder's funds</b>		<b>265</b>	<b>265</b>

During the financial year, the Company did not trade. Consequently, the Company made neither a profit, a loss nor any gains or losses during the year. The Company has therefore not prepared an income statement or separate statement of other comprehensive income.

For the year ended 31 December 2019, the Company was entitled to an exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The financial statements on pages 4 to 8 were approved by the Board of Directors on 11 June 2021 and signed on its behalf by:



D Conaghan  
Director

**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Statement of changes in equity**  
**for the year ended 31 December 2019**

	<b>Share capital £</b>	<b>Retained earnings £</b>	<b>Total £</b>
<b>As at 1 January 2018, 31 December 2018 and 31 December 2019</b>	<b>100</b>	<b>165</b>	<b>265</b>

**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Notes to the financial statements for the year ended 31 December 2019**

**1 Presentation of the financial statements**

**General information**

The Company's business activities, future developments and a review of its performance and position are set out in the Directors' report on Pages 1-2.

The Company is a private Company, limited by shares and is incorporated in the United Kingdom under the Companies Act 2006. The Company is registered in England and Wales. The address of the registered office is Sea Containers House, 18 Upper Ground, London SE1 9GL United Kingdom.

**2 Summary of significant accounting policies**

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

**2.01 Basis of preparation**

The financial statements have been prepared in accordance with Financial Reporting Standard 100 'Application of Financial Reporting Requirements' ("FRS 100") and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' ("FRS 102").

These financial statements have been prepared on the going concern basis under the historical cost convention and in accordance with the Companies Act 2006.

Please see the "Going concern" section in the Directors' report for the going concern assessment of the Company.

**Disclosure exemptions adopted**

In preparing these financial statements the Company has taken advantage of the following disclosure exemptions conferred by FRS 102:

- The requirement to prepare a statement of cash flows under FRS 201 paragraph 1.12(b) on the basis that it is a qualifying entity and its parent company, Advantage Smollan Limited, includes the Company's cash flows in its own consolidated financial statements; and
- The requirement to disclose key management personnel compensation in total under FRS 102 paragraph 33.7; and
- The requirement to disclose certain financial instruments under FRS 102 paragraphs 11.39-11.48A and 12.26 - 12.29 as this information is provided assets and liabilities);

**2.02 Ultimate and immediate parent undertaking**

The Company's immediate parent is Headcount Worldwide Field Marketing Limited, incorporated in the United Kingdom. The ultimate parent is Karman Topco L.P., a limited partnership formed in Delaware, USA.

Advantage Smollan Limited is the parent of both the smallest group and the largest UK group which includes the Company in its consolidated financial statements. Copies of the consolidated financial statements of Advantage Smollan Limited can be obtained from the Company Secretary at 7Side Secretarial Limited, Churchill House, Churchill Way, Cardiff, CF10 2HH.

The largest group to consolidate these financial statements is Advantage Solutions Inc., a company incorporated in Delaware, USA.

**2.03 Share capital**

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from proceeds.

**3 Employees**

The Company has no employees (2018: nil).

**4 Director's remuneration**

During the year, the Directors of the Company received no remuneration in respect of their services to the Company.

**5 Trade and other receivables**

	2019 £	2018 £
Amounts due within one year		
Amounts owed by Group undertakings	265	408,590

The amounts owed by group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

**6 Trade and other payables**

	2019 £	2018 £
Amounts falling due within one year		
Amounts owed to Group undertakings	-	408,325

Amounts owed to Group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

**Effective Sales Personnel Limited**  
**(Registered number: 02998311)**

**Notes to the financial statements for the year ended 31 December 2019**

**7 Share capital**

	<b>2019</b>	<b>2018</b>	<b>2019</b>	<b>2018</b>
	<b>Number of</b>	<b>Number of</b>	<b>£</b>	<b>£</b>
	<b>shares</b>	<b>shares</b>		
<b>Issued and fully paid</b>				
Ordinary shares of 100p each (2018: 100p each)	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**8 Post balance sheet events**

On 11th March 2020 the World Health Organisation declared the emergence and proliferation of COVID-19 to be a pandemic.

Due to the non-trading activities of the Company, the Directors do not expect a significant impact on the results of operations or financial condition of the Company in the short term.

**9 Related party transactions**

The Company is exempt under paragraph 33.1A of FRS 102 from disclosing related party transactions as all of them are with other entities that are wholly owned within the Advantage Smollan Limited group. The Company had no significant transactions or balances with related parties outside the Advantage Smollan Limited group.