
SOUND ADVERTISING LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

SOUND ADVERTISING LIMITED
REGISTERED NUMBER: 03218628

BALANCE SHEET
AS AT 30 JUNE 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	4	8,348	15,558
		<u>8,348</u>	<u>15,558</u>
Current assets			
Debtors: amounts falling due within one year	5	4,171,482	3,405,940
Current asset investments	6	3,959,578	3,863,186
Cash at bank and in hand	7	4,691,651	4,975,659
		<u>12,822,711</u>	<u>12,244,785</u>
Creditors: amounts falling due within one year	8	(10,940,823)	(10,354,059)
Net current assets		<u>1,881,888</u>	<u>1,890,726</u>
Total assets less current liabilities		<u>1,890,236</u>	<u>1,906,284</u>
Net assets		<u><u>1,890,236</u></u>	<u><u>1,906,284</u></u>
Capital and reserves			
Called up share capital		3	3
Capital redemption reserve		3	3
Profit and loss account		1,890,230	1,906,278
		<u><u>1,890,236</u></u>	<u><u>1,906,284</u></u>

SOUND ADVERTISING LIMITED
REGISTERED NUMBER: 03218628

BALANCE SHEET (CONTINUED)
AS AT 30 JUNE 2020

The director considers that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

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

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

.....
M D Charlesworth

Director

Date: 2 July 2021

The notes on pages 3 to 10 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

1. General information

Sound Advertising Limited is a private company limited by shares and registered in England and Wales. Its trading address is Unit 4 Cumbrian House, Meridian Gate, 217 Marsh Wall, London, E14 9FJ and its registered number is 03218628.

The principal activity of the company is that of telecommunication activities.

2. Accounting policies

2.1 Basis of preparation of financial statements

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

The following principal accounting policies have been applied:

2.2 Going concern

The Directors have evaluated the impact to the Company of the Coronavirus (Covid-19) pandemic, ongoing at the time of approving these financial statements. The performance of the company during the current financial year ending 30 June 2020 has been satisfactory and the directors do not consider there to be a material uncertainty to the Company's ability to continue as a going concern as a result of Covid-19.

The Directors are therefore satisfied that the going concern basis is appropriate for the preparation of these financial statements.

2.3 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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

2. Accounting policies (continued)

2.4 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.5 Operating leases: the Company as lessee

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

2.6 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 Interest income

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

2.8 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.

2.9 Borrowing costs

All borrowing costs are recognised in profit or loss in the year in which they are incurred.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

2. Accounting policies (continued)

2.10 Pensions

Defined contribution pension plan

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

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

2.11 Taxation

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

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

2.12 Tangible fixed assets

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

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

Depreciation is provided on the following basis:

Fixtures & fittings	-	25%	reducing balance basis
Office equipment	-	25%	reducing balance basis
Computer equipment	-	33%	straight line basis

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.

2.13 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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

2. Accounting policies (continued)

2.14 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.

2.15 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.

2.16 Financial instruments

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

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or in case of an out-right short-term loan that is not at market rate, the financial asset or liability is measured, initially at the present value of future cash flows discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost, unless it qualifies as a loan from a director in the case of a small company, or a public benefit entity concessionary loan.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of comprehensive income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

SOUND ADVERTISING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

2. Accounting policies (continued)

2.17 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

3. Employees

The average monthly number of employees, including directors, during the year was 17 (2019 - 16).

4. Tangible fixed assets

	Fixtures & fittings £	Office equipment £	Computer equipment £	Total £
Cost or valuation				
At 1 July 2019	17,285	8,095	207,749	233,129
Additions	-	1,780	3,194	4,974
At 30 June 2020	17,285	9,875	210,943	238,103
Depreciation				
At 1 July 2019	16,407	6,296	194,868	217,571
Charge for the year on owned assets	166	450	11,568	12,184
At 30 June 2020	16,573	6,746	206,436	229,755
Net book value				
At 30 June 2020	712	3,129	4,507	8,348
At 30 June 2019	878	1,799	12,881	15,558

SOUND ADVERTISING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

5. Debtors

	2020 £	2019 £
Trade debtors	691,466	1,492,641
Other debtors	3,393,875	1,798,065
Prepayments and accrued income	41,417	70,511
Tax recoverable	44,724	44,723
	<u>4,171,482</u>	<u>3,405,940</u>

6. Current asset investments

	2020 £	2019 £
Listed investments	3,959,578	3,863,186
	<u>3,959,578</u>	<u>3,863,186</u>

7. Cash and cash equivalents

	2020 £	2019 £
Cash at bank and in hand	4,691,651	4,975,659
Less: bank overdrafts	-	(367)
	<u>4,691,651</u>	<u>4,975,292</u>

SOUND ADVERTISING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

8. Creditors: Amounts falling due within one year

	2020	<i>2019</i>
	£	<i>£</i>
Bank overdrafts	-	367
Trade creditors	2,564,127	2,739,478
Amounts owed to group undertakings	13,178	13,178
Corporation tax	-	75,578
Other taxation and social security	53,179	29,295
Other creditors	7,868,230	7,437,913
Accruals and deferred income	442,109	58,250
	<u>10,940,823</u>	<u><i>10,354,059</i></u>

9. Pension commitments

The Company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £16,108 (2019: £12,499). Contributions totalling £3,364 (2019: £3,588) were payable to the fund at the balance sheet date and are included in creditors.

10. Transactions with directors

Included within other debtors is an amount of £1,465 (2019: £148,420) owed from the director of the company.

The above balances are interest-free and repayable on demand.

11. Related party transactions

Included in other creditors is the following amount due to connected company:

	2020	<i>2019</i>
	£	<i>£</i>
Sound Advertising Holdings Limited	<u>(13,178)</u>	<u><i>(13,178)</i></u>

During the year the company was charged a fee of £200,679 (2019: £200,771) by fellow subsidiary Mediatel Number Supplier S.L. for services provided by that company to Sound Advertising Limited.

SOUND ADVERTISING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

12. Controlling party

The company is a wholly owned subsidiary of Sound Advertising Holdings Limited. The ultimate controlling party is the director M D Charlesworth by virtue of his majority shareholding in Sound Advertising Holdings Limited.

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