### Company Registration No. 03922046

**Benefit Cosmetics Limited** 

**Report and Financial Statements** 

31 December 2011

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# Report and financial statements 2011

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# Report and financial statements 2011

### Officers and professional advisers

### **Directors**

Jean Danielson Jane Ford Hugues Dusseaux Jean-Andre Rougeot Andrea Lansbury

### **Registered Office**

Greenwood House 91-99 New London Road Chelmsford Essex CM2 0PP

### **Bankers**

National Westminster Bank PLC City of London Office 1 Princess Street London EC2R 8PA

### Solicitors

Birketts LLP Brierly Place New London Road Chelmsford Essex CM2 0AP

### Auditor

Deloitte LLP Chartered Accountants and Registered Auditors London

### Directors' report

The directors present their report and financial statements for the year ended 31 December 2011

#### Results and dividends

The profit for the year, after taxation, amounted to £1,646,520 (2010 profit £3,629,560) The directors did not recommend or pay a final ordinary dividend during the year (2010 £3,000,000)

#### Principal activities and review of the business

The principal activity of the company during the year was the wholesale and distribution of cosmetic, skincare and fragrance products in the United Kingdom. The company continued to provide logistics support for the expansion of wholesaling operations across Europe.

The company's key financial and other performance indicators during the year were as follows

	2011	2010 £'000	Change %
	£'000		
Turnover	53,879	49,325	+9%
Operating profit	2,013	4,457	-55%
Profit before tax	1,997	4,911	-59%
Equity shareholder's funds	17,629	15,982	+10%
Current assets as % of current liabilities	237%	222%	+7%
Average number of employees	371	361	+3%

### **Future developments**

The company plans to continue to introduce strong new product lines and expand both its wholesale and retail operations in 2012. The company will increase the number of counters in large department stores by extending its offering of brow bar services. The company will also reinvigorate and focus on marketing and digital media strategies to increase brand awareness and market share.

#### Going concern

Directors expect the company to continue to generate positive cash flows on its own account. On the basis of assessment of the company's forecasted financial position the directors have a reasonable expectation that the company will be able to continue in operational existence for the foreseeable future, thus continue to adopt the going concern basis of accounting in preparing the financial statements

### Principal risks and uncertainties

The key commercial risks relate to the strength of other brands in the market place and the condition of the retail market, with interest rates and fiscal drivers influencing consumer spending

The company's credit risk is primarily attributable to its trade receivables. The amounts presented in the balance sheet are net of allowances for doubtful receivables. An allowance for impairment is made where there is an identified loss event which, based on previous experience, is evidence of a reduction in the recoverability of the cash flows.

The company has no significant concentration of credit risk, with exposure spread over a large number of customers

### Directors of the company

The directors are shown on page 1

Nicolas Cordier resigned on 2 March 2011

Yongyi Ying resigned on 28 February 2012

Andrea Lansbury was appointed on 28 February 2012

### Directors' report (continued)

#### Charitable donations

During the year the company made charitable donations of £2,407 (2010, £3,776), principally to local charities serving the communities in which the company operates

#### Disabled employees

The company gives full consideration to applications for employment from disabled persons where the candidate's particular aptitudes and abilities are consistent with adequately meeting the requirements of the job. Opportunities are available to disabled employees for training, career development and promotion

Where existing employees become disabled, it is the company's policy to provide continuing employment wherever practicable in the same or an alternative position and to provide appropriate training to achieve this aim

### **Employee involvement**

Regular meetings are held between local management and employees to allow a free flow of information and ideas These meetings also provide employees with an opportunity to give feedback or inquire about any topics of concern

#### Auditor

Each of the persons who is a director at the date of approval of this report confirms that

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware,
- the director has taken all the steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006

Deloitte LLP have expressed their willingness to continue in office as auditor and a resolution to reappoint them will be proposed at the forthcoming Annual General Meeting

Approved by the Board of Directors and signed on behalf of the Board

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Andrea Lansbury

Director

21 August 2012

### Statement of directors' responsibilities

The directors are responsible for preparing the Annual 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 estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, 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.

# Independent auditor's report to the members of Benefit Cosmetics Limited

We have audited the financial statements of Benefit Cosmetics Limited for the year ended 31 December 2011 which comprise the profit and loss account, the balance sheet and the related notes 1 to 19. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

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 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 members as a body, for our audit work, for this report, or for the opinions we have formed

#### Respective responsibilities of directors and auditor

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 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. 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 December 2011 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

#### Opinion on matters prescribed by the Companies Act 2006

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

### 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

Mary Reilly (Senior Statutory Auditor) for and on behalf of Deloitte LLP Chartered Accountants and Statutory Auditor

21st August 2012

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### Profit and loss account Year ended 31 December 2011

		2011	2010
	Notes	£	£
Turnover	2	53,878,639	49,325,112
Cost of sales		(30,272,759)	(25,182,912)
Gross profit		23,605,880	24,142,200
Distribution costs		(1,456,290)	(1,274,134)
Administrative expenses		(20,136,836)	(18,410,595)
Operating profit	3	2,012,754	4,457,471
Dividends receivable		-	431,552
Interest receivable and similar income	6	18,291	24,170
Interest payable and similar charges	7	(34,467)	(2,569)
Profit on ordinary activities before taxation		1,996,578	4,910,624
Tax charge on profit on ordinary activities	8	(350,058)	
Profit retained for the financial year	18	1,646,520	3,629,560

The above profit is from continuing operations

There are no recognised gains or losses other than as shown above

### Balance sheet 31 December 2011

	Notes	2011 £	2010 £
Fixed assets	_		
Tangible assets	9	3,226,943	3,131,338
Investments	10	1	<u></u>
		3,226,944	3,131,339
Current assets			
Stocks	11	11,128,851	11,309,293
Debtors	12	13,491,188	11,465,387
Cash at bank		285,934	642,507
		24,905,973	23,417,187
Creditors: amounts falling due within one year	13		(10,556,291)
Net current assets		14,401,811	12,850,896
Total assets less current liabilities		17,628,755	15,982,235
Capital and reserves			
Called up share capital	16	2,000,100	2,000,100
Profit and loss account	18	15,628,655	13,982,135
Shareholders' funds	18	17,628,755	15,982,235

The financial statements of Benefit Cosmetics Limited, registered number 03922046 were approved by the Board of Directors on 21 August 2012

Signed on behalf of the Board of Directors

Andrea Lansbury

Director

### Notes to the financial statements Year ended 31 December 2011

### 1. Accounting policies

#### Basis of preparation

The financial statements of the company were approved for issue by the Board of Directors on 21 August 2012

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards

#### Going concern

The company's business activities, together with the factors likely to affect its future development, performance and position are set out in the directors' report. The directors' report also describes the financial position of the company and the principal risks and uncertainties the company is exposed to

The company is part of the LVMH Group which operates under an "Automatic Short-term Cash-pool system". The various companies of the LVMH Group pool their cash operations in order to rationalise the management of available funds and financial requirements existing within the Group. The effect of the Cash-pool system within the LVMH Group is that Benefit Cosmetics Ltd does not have an external third party overdraft.

The company's forecasts and projections, taking account of reasonably possible changes in trading performance, show that the company should be able to operate within the level of its current facility

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

#### Statement of cash flows

The directors have taken advantage of the exemption in Financial Reporting Standard No 1 (revised) from including a statement of cash flows in the financial statements on the grounds that the company is a wholly owned subsidiary and the group financial statements in which the company is included are publicly available

#### Basis of consolidation

In accordance with the exemption allowed by section 400 of the Companies Act 2006, the company has not presented group financial statements. These financial statements therefore provide information about the company as an individual undertaking and not about its group.

### Fixed assets

All fixed assets are initially recorded at cost

#### Depreciation

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value based on prices prevailing at the date of acquisition of each asset evenly over its expected useful life, as follows

Leasehold improvements — Over the life of the lease

Store fittings - 3 to 5 years
Office furniture and equipment - 3 to 7 years
Motor vehicles - 3 years

Assets under construction are not depreciated until brought into use

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable

### Notes to the financial statements Year ended 31 December 2011

### 1. Accounting policies (continued)

### Intangible assets

Intangible fixed assets are stated at cost less accumulated amortisation. Amortisation is provided to write off the value of the intangible fixed assets over a period of three years. The carrying values of intangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying values may not be recoverable.

#### Fixed asset investments

The carrying values of fixed asset investments are reviewed for impairment if events or changes in circumstances indicate the carrying value may not be recoverable

#### Stocks

Stocks are stated at the lower of cost and net realisable value less provision for impairment

Net realisable value is based on estimated selling price less any further costs expected to be incurred to completion and disposal

#### Taxation

Current tax, including UK corporation tax, is provided at the amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions

- deferred tax assets are recognised only to the extent that the directors consider that it is more likely than
  not that there will be suitable taxable profits from which the future reversal of the underlying timing
  differences can be deducted.
- provision is made for deferred tax that would arise on remittance of the retained earnings of overseas subsidiaries, associates and joint ventures only to the extent that, at the balance sheet date, dividends have been accrued as receivable

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

### Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction

Monetary assets and liabilities denominated in foreign currencies are retranslated at the rate of exchange ruling at the balance sheet date

All differences are taken to the profit and loss account

#### Operating lease agreements

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term

### Pension costs

The company operates a defined contribution pension scheme Contributions are charged in the profit and loss account as they become payable in accordance with the rules of the scheme

### Notes to the financial statements Year ended 31 December 2011

### 1. Accounting policies (continued)

### Revenue recognition

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer

### Returns policy

The company may accept the return of unsold or outdated products from their customers. Where this practice is applied, revenue and the corresponding trade receivables are reduced by the amount of such returns. The estimated rate of returns is based on statistics of historical returns.

### 2. Turnover

Turnover, which is stated net of value added tax, represents amounts invoiced to third parties and group undertakings in respect of sales of cosmetics, fragrances and services. All amounts relate to continuing activities and can be analysed as follows

		Unite 2011 £	d Kingdom 2010 £	Rest 2011 £	of Europe 2010 £	2011 £	Total 2010 £
	Third party Group undertakings	42,303,471	40,353,548	755,941 10,819,227	1,038,169 7,933,395	43,059,412 10,819,227	41,391,717 7,933,395
		42,303,471	40,353,548	11,575,168	8,971,564	53,878,639	49,325,112
3.	Operating profit						
	This is stated after charging	ng					
						2011 £	2010 £
	Auditors' remuneration	<ul><li>audıt ser</li><li>non audı</li></ul>	vices it services (tax	services)		24,800	24,000
	Depreciation of owned fix	xed assets				1,128,637	1,006,491
	Foreign exchange loss Loss on disposal of fixed Operating lease rentals	<ul> <li>land and</li> </ul>	buildings d machinery			44,590 278,957 797,013 273,743	190,075 33,768 729,931 248,954
4.	Directors' emoluments						
						2011 £	2010 £
	Aggregate remuneration i	n respect of qu	alıfyıng servic	ces		175,365	192,525

During 2011, £NIL (2010 £21,250) was payable to one director as compensation for loss of office

### Notes to the financial statements Year ended 31 December 2011

### 5. Staff costs

		2011 £	2010 £
	Wages and salaries	7,373,425	7,111,491
	Social security costs Staff pension contributions (note 14)	676,232 47,517	660,073 80,689
	Danie pennion commonne (note 11)		
		8,097,174	7,852,253
	The monthly average number of employees during the year was as follows		
		2011 £	2010 £
	Administrative staff	43	38
	Sales staff	328	323
		371	361
6.	Interest receivable and similar income		
		2011 £	2010 £
	Interest receivable from group undertakings	15,317	12,287
	Interest receivable on overpayment of corporation tax Other interest receivable	2,504 470	11,883
		18,291	24,170
7.	Interest payable and similar charges		
		2011 £	2010 £
	Interest payable on underpayment of corporation tax Interest payable to group undertakings	3,778 30,689	2,569
	merest payable to group undertakings		
		34,467	2,569

## Notes to the financial statements Year ended 31 December 2011

### 8. Tax

(a) Tax on profit on ordinary activities

The tax charge is made up as follows

	2011 £	2010 £
Current tax		
UK corporation tax	634,558	1,301,032
Adjustments in respect of previous periods	(220,204)	(29,376)
Total current tax (note 8(b))	414,354	1,271,656
Deferred tax		
Origination and reversal of timing differences (note 8 (c))	(78,589)	(20,214)
Adjustment in respect of previous periods (note 8 (c))	14,293	29,622
Total deferred tax (note 8 (c))	(64,296)	9,408
Tax on profit on ordinary activities	350,058	1,281,064
(b) Factors affecting current tax charge		
The differences are reconciled below		
	2011 £	2010 £
Profit on ordinary activities before taxation	1,996,579	4,910,624
Profit on ordinary activities for the year multiplied by standard rate		
of corporation tax in the UK of 26 49% (2010 28%)	528,957	1,374,975
Disallowed expenses and non-taxable income	22,318	(94,906)
Capital allowances in arrears of depreciation	83,398	47,364
Adjustments in respect of previous periods	(220,204)	(29,376)
Other timing differences	(115)	(26,401)
Total current tax (note 8(a))	414,354	1,271,656

### Notes to the financial statements Year ended 31 December 2011

### 8. Tax (continued)

(c) Deferred tax

	2011 £	2010 £
Capital allowances in arrears of depreciation Other timing differences	166,417 7,125	101,434 7,812
Deferred tax asset (note 12)	173,542	109,246
		£
At 31 December 2010  Profit and loss account (note 8 (a))  Adjustments in respect of prior years (note 8 (a))		109,246 78,589 (14,293)
At 31 December 2011		173,542

### **Budget announcements**

The Finance Act 2011 included legislation to reduce the main rate of corporation tax from 27% to 25% from 1 April 2012 25% was the substantively enacted rate by the balance sheet date and thus the rate used in measuring deferred tax assets and liabilities. The Budget announcement on 21 March 2012 announced that the rate reduction would be accelerated so that 24% will instead be applicable from 1 April 2012, and further reductions to the main rate have been proposed to reduce the rate by 1% per annum to 22% by 1 April 2014 However, none of these further reductions in the tax rate had been substantively enacted at the balance sheet date and, therefore, are not reflected in these financial statements

### Notes to the financial statements Year ended 31 December 2011

### 9. Tangible fixed assets

	Leasehold improvements £	Store fittings £	Office furniture and equipment	Assets under construction	Total £
Cost					
At 1 January 2011	462,870	6,385,587	409,875	24,169	7,282,501
Additions	40,159	1,170,108	54,421	103,189	1,367,877
Disposals	(1,150)	(268,522)	(56,649)	-	(326,321)
Transfers	<u> </u>	24,169		(24,169)	
At 31 December 2011	501,879	7,311,342	407,647	103,189	8,324,057
Depreciation					
At 1 January 2011	221,895	3,628,799	300,469	-	4,151,163
Provided during the year	38,875	1,035,180	54,582	-	1,128,637
Disposals	(301)	(137,124)	(45,261)		(182,686)
At 31 December 2011	260,469	4,526,855	309,790	<del>-</del>	5,097,114
Net book value					
At 31 December 2011	241,410	2,784,487	97,857	103,189	3,226,943
At 31 December 2010	240,975	2,756,788	109,406	24,169	3,131,338

### 10 Fixed asset investments

Cost
At 1 January 2011 and 31 December 2011

The above investment represents 100% of the issued ordinary share capital of Benefit Cosmetics Ireland Limited, a company registered in Ireland Benefit Cosmetics Ireland's principal activity is the wholesale of cosmetics and skincare products within Ireland

### 11. Stocks

	2011 £	2010 £
Finished goods	11,128,851	11,309,293

The difference between purchase price of stocks and their replacement cost is not material

£

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### Notes to the financial statements Year ended 31 December 2011

### 12. Debtors

14.	Debtors		
		2011	2010
		£	£
	Trade debtors	8,529,819	3,513,002
	Amounts owed by group undertakings	3,957,994	5,597,704
	Other taxes	32,046	1,429,666
	Other debtors	797,787	815,769
	Deferred tax asset (note 8(c))	173,542	109,246
		13,491,188	11,465,387
13.	Creditors: amounts falling due within one year		
		2011	2010
		£	£
	Trade creditors	370,465	460,423
	Amounts owed to group undertakings	7,677,137	7,384,345
	Corporation tax	46,637	
	Other taxation and social security	285,383	
	Other creditors	1,709,847	1,443,649
	Accruals and deferred income	414,693	291,035
		10,504,162	10,566,291

### 14. Pensions

The company operates a defined contribution pension scheme for its directors and employees. The assets of the scheme are held separately from those of the company in an independently administered fund

The unpaid contributions outstanding at the year end, included in 'Other creditors' (note 13), are £ 5,822 (2010 £5,742)

### 15 Commitments under operating leases

At 31 December 2011 the company had annual commitments under non-cancellable operating leases as set out below

	Land and buildings £	2011 Plant and machinery (other)	Land and buildings	Plant and machinery (other)
Operating leases which expire				
Within one year	-	36,460	-	43,848
In two to five years	379,616	175,330	204,266	204,594
In over 5 years	374,350	<u> </u>	518,850	
	753,966	211,790	723,116	248,442

### Notes to the financial statements Year ended 31 December 2011

### 16. Issued share capital

		2011 £	2010 £
	Allotted, called up and fully paid 2,000,100 ordinary shares of £1 each	2,000,100	2,000,100
17.	Dividends and other appropriations		
		2011 £	2010 £
	Declared and paid during the year	_	-
	Equity dividends on ordinary shares Final dividend for 2010	-	3,000,000

#### 18 Reconciliation of shareholders' funds and movements on reserves

	Share capital £	Profit and loss account	Total shareholders' funds £
At 31 December 2009 Profit for the year Dividends declared and paid (note 17)	2,000,100	13,352,575 3,629,560 (3,000,000)	15,352,675 3,629,560 (3,000,000)
At 31 December 2010 Profit for the year	2,000,100	13,982,135 1,646,520	15,982,235 1,646,520
At 31 December 2011	2,000,100	15,628,655	17,628,755

### 19. Ultimate parent undertaking and controlling party

The directors regard LVMH Moet Hennessy-Louis Vuitton SA, a company incorporated in France, as the ultimate parent undertaking and controlling party. In preparation of these financial statements advantage has been taken of the exemption in paragraph 3(c) of FRS 8 not to disclose transactions with other members of the group

LVMH Moet Hennessy-Louis Vuitton SA is the parent undertaking of the largest group of which Benefit Cosmetics Limited is a member and for which group financial statements are drawn up Copies of these group financial statements are available from 22 Avenue Montaigne, 75008 Paris, France