

Registration number: 03934419

Electric Word Limited

Annual Report and Unaudited Financial Statements

for the Year Ended 31 December 2020

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Electric Word Limited

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Electric Word Limited

Company Information

Directors	Mr Riccardo Silva
	Mr Marco Auletta
	Mrs Janet Treacy Pierce
Company secretary	Mrs Janet Treacy Pierce
Registered office	Park House 116 Park Street London W1K 6AF
Accountants	Charter Tax Consulting Ltd 11 St. James's Place London SW1A 1NP

Electric Word Limited

Directors' Report for the Year Ended 31 December 2020

The directors present their report and the unaudited financial statements for the year ended 31 December 2020.

This report has been prepared in accordance with the special provisions of section 381 of the Companies Act 2006 relating to small companies. The directors has taken exemption under this regime not to disclose the strategic report.

Directors of the company

The directors, who held office during the year, were as follows:

Mr Riccardo Silva

Mr Marco Auletta

Mrs Janet Treacy Pierce

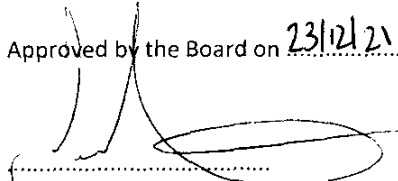
Going concern

The financial statements have not been prepared on a going concern basis as it is the intention that the company will be wound up in the next twelve months.

Small companies provision statement

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

Approved by the Board on 23/12/21 and signed on its behalf by:



Mrs Janet Treacy Pierce
Company secretary and director

Electric Word Limited

Profit and Loss Account for the Year Ended 31 December 2020

	Note	2020 £	2019 £
Turnover	3	1,623	10,111
Administrative expenses		<u>(6,349)</u>	<u>(14,076)</u>
Operating loss	4	<u>(4,726)</u>	<u>(3,965)</u>
Interest receivable and similar income	5	115,000	76
Interest payable and similar expenses	6	<u>-</u>	<u>(2)</u>
		<u>115,000</u>	<u>74</u>
Profit/(loss) before tax		110,274	(3,891)
Tax on profit/(loss)		<u>-</u>	<u>42,684</u>
Profit for the year		<u><u>110,274</u></u>	<u><u>38,793</u></u>

The above results were derived from continuing operations.

The notes on pages 6 to 13 form an integral part of these financial statements.

Electric Word Limited

(Registration number: 03934419)
Balance Sheet as at 31 December 2020

	Note	31 December 2020 £	31 December 2019 £
Fixed assets			
Investments	9	2,988,272	2,988,272
Current assets			
Debtors	10	317,306	317,149
Cash at bank and in hand	11	646	767
		<u>317,952</u>	<u>317,916</u>
Creditors: Amounts falling due within one year			
Trade and other payables	12	<u>(480,704)</u>	<u>(475,942)</u>
Net current liabilities		<u>(162,752)</u>	<u>(158,026)</u>
Net assets		<u>2,825,520</u>	<u>2,830,246</u>
Capital and reserves			
Called up share capital	13	100,000	100,000
Profit and loss account		<u>2,725,520</u>	<u>2,730,246</u>
Shareholders' funds		<u>2,825,520</u>	<u>2,830,246</u>

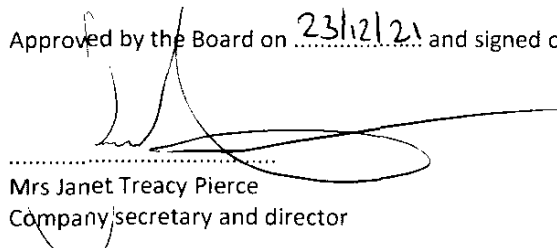
For the financial year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 23/12/21 and signed on its behalf by:


Mrs Janet Treacy Pierce
Company secretary and director

Electric Word Limited

Statement of Changes in Equity for the Year Ended 31 December 2020

	Share capital £	Retained earnings £	Total £
At 1 January 2020			
Profit for the year	100,000	2,730,246	2,830,246
	-	110,274	110,274
Total comprehensive income	-	110,274	110,274
Dividends	-	(115,000)	(115,000)
At 31 December 2020	100,000	2,725,520	2,825,520
	Share capital £	Retained earnings £	Total £
At 1 January 2019			
Profit for the year	100,000	2,691,453	2,791,453
	-	38,793	38,793
Total comprehensive income	-	38,793	38,793
At 31 December 2019	100,000	2,730,246	2,830,246

The notes on pages 6 to 13 form an integral part of these financial statements.

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

1 General information

The company is a private company limited by share capital, incorporated in England and Wales and domiciled in England.

The address of its registered office is:

Park House
116 Park Street
London
W1K 6AF
England

These financial statements were authorised for issue by the Board on 23 December 2021.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

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

Basis of preparation

These financial statements were prepared in accordance with Financial Reporting Standard 101 Reduced Disclosure Framework.

The functional and presentational currency of the Company is UK Pound Sterling (£).

The principal activity of the Company is that of a holding Company for a specialist information group supporting commercial decision-making through a combination of digital, print and in-person formats.

Summary of disclosure exemptions

In these financial statements, the company has applied the exemptions available under FRS 101 in respect of the following disclosures:

- A cash flow statement and related notes;
- The effects of new but not yet effective IFRS's;
- An additional balance sheet for the beginning of the earliest comparative period following the retrospective change in accounting policy;
- Disclosures in respect of the compensation of 'Key Management Personnel';
- Disclosures in respect of 'Capital Management';
- Disclosure of transactions within the management entity that provides Key Management Personnel to the company.

Going concern

The financial statements have not been prepared on a going concern basis.

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

Revenue recognition

Revenue comprises the fair value of the consideration received or receivable for the provision of management services to subsidiary companies. Revenue is the amount derived from ordinary activities and is shown net of sales/value added tax.

The company recognises revenue when the services are delivered.

Foreign currency transactions and balances

Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are translated into the functional currency at the rates of exchange ruling at that date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences on translation are recorded in the Profit and Loss Account.

Tangible assets

Property, plant and equipment is stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

On disposal of an asset, the difference between the proceeds and residual net book value at that time is taken to the income statement as a gain or loss on disposal.

The cost of property, plant and equipment includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

The assets are reviewed for impairment if events or changes in circumstances indicate that the carrying amount may not be recoverable or as otherwise required by accounting standards. Impairment losses are recognised in the income statement,

Asset class

Computer Equipment

Depreciation method and rate

50% Straight Line

Investments

Investments in subsidiaries are held at cost less accumulated impairment losses.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of changes in value.

Trade debtors

Trade receivables are amounts due from the ordinary course of business. If collection is expected in one year or less, they are classified as current assets. If not, they are presented as non-current assets.

Trade receivables are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade receivables is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

Trade creditors

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities.

Trade payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the company's financial statements in the period in which the dividends are approved by the company's shareholders.

Changes in accounting policy

None of the standards, interpretations and amendments effective for the first time from 1 January 2020 have had a material effect on the financial statements.

Exemption from preparing group accounts

The financial statements contain information about Electric Word Limited as an individual company and do not contain consolidated financial information as the parent of a group.

The company is exempt under section 400 of the Companies Act 2006 from the requirement to prepare consolidated financial statements as it and its subsidiary undertakings are included by full consolidation in the consolidated financial statements of its ultimate parent, Silva International Investments (UK) Ltd, a company incorporated in England and Wales.

3 Turnover

The analysis of the company's turnover for the year from continuing operations is as follows:

	2020	2019
	£	£
Office management recharges	(801)	9,996
Other revenue	2,424	115
	<u>1,623</u>	<u>10,111</u>

4 Operating profit

Arrived at after charging/(crediting)

	2020	2019
	£	£
Foreign exchange losses	<u>-</u>	<u>(102)</u>

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

5 Interest receivable and similar income

	2020	2019
	£	£
Interest income on bank deposits	-	76
Dividend income	115,000	-
	<u>115,000</u>	<u>-</u>
	<u>115,000</u>	<u>76</u>

6 Interest payable and similar expenses

	2020	2019
	£	£
Interest on bank overdrafts and borrowings	-	2
	<u>-</u>	<u>2</u>

7 Staff costs

The average number of persons employed by the company (including directors) during the year, analysed by category was as follows:

	2020	2019
	No.	No.
Other departments	3	3
	<u>3</u>	<u>3</u>

8 Tangible assets

	Other property, plant and equipment £	Total £
Cost or valuation		
At 1 January 2020	7,055	7,055
Disposals	<u>(5,064)</u>	<u>(5,064)</u>
At 31 December 2020	<u>1,991</u>	<u>1,991</u>
Depreciation		
At 1 January 2020	7,055	7,055
Eliminated on disposal	<u>(5,064)</u>	<u>(5,064)</u>
At 31 December 2020	<u>1,991</u>	<u>1,991</u>
Carrying amount		
At 31 December 2020	<u>-</u>	<u>-</u>

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

9 Investments

Subsidiaries	£
Cost or valuation	
At 1 January 2019	<u>2,988,272</u>
At 31 December 2019	<u>2,988,272</u>
At 1 January 2020	<u>2,988,272</u>
At 31 December 2020	<u>2,988,272</u>
Carrying amount	
At 31 December 2020	<u>2,988,272</u>
At 31 December 2019	<u>2,988,272</u>

Details of the subsidiaries as at 31 December 2020 are as follows:

Name of subsidiary	Principal activity	Registered office	Holding	Proportion of ownership interest and voting rights held	
				2020	2019
SBG Companies Limited*	Providing business insight, data and analysis to executives in the global business of sport.	Park House, 116 Park Street, London, England, W1K 6AF England and Wales	Ordinary	100%	100%
P2P Publishing Limited*	Dormant	Park House, 116 Park Street, London, England, W1K 6AF England and Wales	Ordinary	100%	100%
SM 2016 Ltd. *	Dormant	Park House, 116 Park Street, London, England, W1K 6AF England and Wales	Ordinary	100%	100%
Health Publishing 2015 Ltd*	Dormant	Park House, 116 Park Street, London, England, W1K 6AF England and Wales	Ordinary	100%	100%
Incentive Plus Ltd*	Dormant	Park House, 116 Park Street, London, England, W1K 6AF England and Wales	Ordinary	100%	100%

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

* indicates direct investment of Electric Word Limited.

10 Trade and other debtors

	31 December 2020	31 December 2019
	£	£
Debtors from related parties	291,644	289,671
Accrued income	25,662	26,463
Other debtors	-	1,015
	<u>317,306</u>	<u>317,149</u>

11 Cash at bank and in hand

	31 December 2020	31 December 2019
	£	£
Cash on hand	-	494
Cash at bank	<u>646</u>	<u>273</u>
	<u>646</u>	<u>767</u>

12 Trade and other creditors

	31 December 2020	31 December 2019
	£	£
Trade creditors	-	4,740
Accrued expenses	2,500	2,750
Amounts due to related parties	477,719	465,543
Other creditors	<u>485</u>	<u>2,909</u>
	<u>480,704</u>	<u>475,942</u>

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

13 Share capital

Allotted, called up and fully paid shares

	31 December 2020		31 December 2019	
	No.	£	No.	£
Ordinary Share of £0.01 each	<u>10,000,000</u>	<u>100,000.00</u>	<u>10,000,000</u>	<u>100,000.00</u>

14 Dividends

Interim dividends paid

	31 December 2020	31 December 2019
	£	£
Interim dividend of £0.0115 (2019 - £Nil) per each Ordinary Share	<u>115,000</u>	<u>-</u>

15 Related party transactions

Summary of transactions with other related parties

16 Parent of group in whose consolidated financial statements the company is consolidated

The name of the parent of the group in whose consolidated financial statements the company's financial statements are consolidated is Silva International Investments (UK) Limited.

These financial statements are available upon request from Park House, 116 Park Street, London, United Kingdom, W1K 6AF.

Electric Word Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

17 Parent and ultimate parent undertaking

The entity is wholly owned by Sport Business Acquisitions Limited.

The company's immediate parent is Sport Business Acquisitions Limited.

The ultimate parent is Silva International Investments (UK) Ltd.

The most senior parent entity producing publicly available financial statements is Silva International Investments (UK) Ltd. These financial statements are available upon request from Park House, 116 Park Street, London, United Kingdom, W1K 6AF.

The ultimate controlling party is Silva International Investments (UK) Ltd.