

Company Registration No. 05258421 (England and Wales)

BEAUTY BRAND MANAGEMENT LIMITED
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 30 APRIL 2018



BEAUTY BRAND MANAGEMENT LIMITED

COMPANY INFORMATION

Directors Mr A A Adegoke
Miss R I L Stockton

Secretary Mr C J Olsen

Company number 05258421

Registered office Unit A
Brook Park East
Shirebrook
NG20 8RY

Business address Unit A
Brook Park East
Shirebrook
NG20 8RY

BEAUTY BRAND MANAGEMENT LIMITED

CONTENTS

	Page
Directors' report	1
Statement of financial position	2
Notes to the financial statements	3 - 4

BEAUTY BRAND MANAGEMENT LIMITED

DIRECTORS' REPORT

FOR THE PERIOD ENDED 30 APRIL 2018

The directors present their report and financial statements for the period ended 30 April 2018.

Principal activities

The principal activity of the company was the supply of fragrances. The company has not traded during the year and will remain dormant for the foreseeable future.

Directors

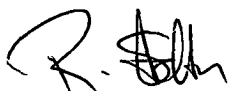
The directors who held office during the period and up to the date of approval of the financial statements were as follows:

Mr A A Adegoke

Miss R I L Stockton

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



Miss R I L Stockton

Director

22 August 2018

BEAUTY BRAND MANAGEMENT LIMITED

STATEMENT OF FINANCIAL POSITION

AS AT 30 APRIL 2018

	Notes	2018 £	£	2017 £	£
Current liabilities	3	(328,718)		(328,718)	
Net current liabilities			<u>(328,718)</u>		<u>(328,718)</u>
Equity					
Called up share capital	4		1,000		1,000
Retained earnings			<u>(329,718)</u>		<u>(329,718)</u>
Total equity			<u>(328,718)</u>		<u>(328,718)</u>

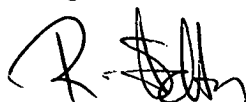
For the financial period ended 30 April 2018 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.

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

The financial statements were approved by the board of directors and authorised for issue on 22 August 2018 and are signed on its behalf by:



Miss R I L Stockton
Director



Company Registration No. 05258421

BEAUTY BRAND MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 30 APRIL 2018

1 Accounting policies

Company information

Beauty Brand Management Limited is a private company limited by shares incorporated in England and Wales. The registered office is Unit A, Brook Park East, Shirebrook, NG20 8RY.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

As permitted by FRS 102, the company has taken advantage of the disclosure exemptions available under that standard in relation to presentation of a cash flow statement, financial instrument disclosures, disclosure of related party transactions with group members and disclosing key management compensation.

Where required, equivalent disclosures are given in the group accounts of Sports Direct International plc. The group accounts of Sports Direct International plc are available to the public and can be obtained as set out in note 5.

1.2 Going concern

At the period end the company had a deficit of £328,718. The deficit is funded by loans from other group companies which will not be called for repayment unless the cash flow permits for a minimum period of 12 months from approval of these financial statements. Therefore, the directors consider that it is appropriate for the accounts to be prepared on a going concern basis.

1.3 Income statement

The company has not traded during the period or the preceding financial period. During this time the company received no income and incurred no expenditure and therefore no income statement is presented in these financial statements.

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The directors do not consider that there are any significant judgements in applying the accounting policies or estimation uncertainty arising in the preparation of these financial statements.

BEAUTY BRAND MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 30 APRIL 2018

3 Current liabilities

	2018 £	2017 £
Amounts due to group undertakings	328,718	328,718

4 Share capital

	2018 £	2017 £
Ordinary share capital		
Issued and fully paid		
1,000 Ordinary shares of £1 each	1,000	1,000
	1,000	1,000

5 Controlling party

The ultimate controlling party is M J W Ashley by virtue of his 100% ownership of MASH Holdings Limited, the ultimate parent company. MASH Holdings Limited indirectly holds the majority of the shares in Sports Direct International plc, who own 100% of the share capital of Brands Holdings Limited (the immediate parent company).

Sports Direct International plc is the smallest company and MASH Holdings is the largest company to consolidate these accounts. Both Sports Direct International plc and MASH Holdings Limited are companies registered in England and Wales. A copy of the group accounts can be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ.