

Registered number: 05263229

---

**A.T. SHOP LIMITED**

---

**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 APRIL 2016**

WEDNESDAY



\*A5IX58VN\*

A14

02/11/2016

#367

COMPANIES HOUSE

---

**A.T. SHOP LIMITED**

---

**COMPANY INFORMATION**

---

<b>Directors</b>	A Theophanous (resigned 19 June 2015) M Tagesson N Mendola M Frednin (resigned 19 June 2015)
<b>Registered number</b>	05263229
<b>Registered office</b>	Donald Reid Group 20 King Street Maidenhead Berkshire SL6 1DT
<b>Independent auditors</b>	Donald Reid Limited Chartered Accountants & Statutory Auditors Prince Albert House 20 King Street Maidenhead Berkshire SL6 1DT

---

**A.T. SHOP LIMITED**

---

**CONTENTS**

---

	Page
<b>Strategic report</b>	1 - 2
<b>Directors' report</b>	3 - 4
<b>Independent auditors' report</b>	5 - 6
<b>Statement of comprehensive income</b>	7
<b>Balance sheet</b>	8
<b>Statement of changes in equity</b>	9 - 10
<b>Notes to the financial statements</b>	11 - 26

---

## A.T. SHOP LIMITED

---

### STRATEGIC REPORT FOR THE YEAR ENDED 30 APRIL 2016

---

#### Business review

There has been strong sales growth in the period with the company reporting £17,960,746 of turnover in the twelve months ending 30 April 2016, compared to £14,317,940 in the fifteen month period ended 30 April 2015. The company incurred a £2,010,791 loss in the period. The company has total net liabilities of £6,837,644 at 30 April 2016.

While the company incurred a loss during the period, the company's operating result improved dramatically during the twelve month period ending 30 April 2016 compared to the operating result for the fifteen month period ending 30 April 2015. The improved result during the period reflects the success of the restructuring programme which commenced in December 2014, where the company has achieved sales growth while the fixed cost base has been reduced significantly.

During the course of the fiscal year ending 30 April 2016, the company sold the majority of its stock to a group company in order to leverage the group's shared logistics operations. In the coming year, the company will utilise a drop shipment model whereby the company will purchase stock from a group company to fulfil customer orders and the group company will deliver the goods directly to the customer.

The forecast for the coming year is to continue to increase sales and to achieve an operating profit.

#### Principal risks and uncertainties

The key business risks and uncertainties affecting the business are considered to relate to competition from both domestic and international vendors, as well as from cash flow issues relating to overtrading.

#### Financial risk management

The company's operations expose it to financial risks that include price risk, credit risk, liquidity risk, and cash flow risk.

##### Price risk

Due to the nature of the business, stock is a key expense and the price of stock and/or the value of resale fluctuating can have a significant impact on profit. This is managed by having a diversified portfolio of suppliers and by only holding stock for a short period of time to reduce the risk of the decline in stock value due to the seasonality of the product.

##### Credit risk

The majority of the company's customer base is comprised of individual consumers. Payment is made by credit or debit card on order of the goods or through Paypal. The company has limited risk on collection of payment as the company's primary transaction processing provider assumes all collection risk on orders in the UK. Payment processed through Paypal are guaranteed by Paypal.

##### Liquidity risk

At the period end there is £641,889 cash at bank and in hand. The company forecasts positive cash flow during the coming fiscal year and as such it should not be necessary to receive parent company support to meet liquidity requirements.

##### Cash flow risk

The company has a loan totalling £3,040,660 at the period end, and the company is forecast to meet its cash flow requirements in respect of interest and capital repayments on that loan.

---

**A.T. SHOP LIMITED**

---

**STRATEGIC REPORT (CONTINUED)  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**Financial key performance indicators**

*The performance of the business is reviewed by reference to turnover and to loss/profit as detailed above.*

This report was approved by the board on 21 October 2016 and signed on its behalf.



**N Mendola**  
Director

---

## A.T. SHOP LIMITED

---

### DIRECTORS' REPORT FOR THE YEAR ENDED 30 APRIL 2016

---

The directors present their report and the financial statements for the year ended 30 April 2016.

#### **Directors**

The directors who served during the year were:

A Theophanous (resigned 19 June 2015)  
M Tagesson  
N Mendola  
M Frednin (resigned 19 June 2015)

#### **Directors' responsibilities statement**

The directors are responsible for preparing the Strategic report, the Directors' 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 applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK 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 for the Company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- 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.

#### **Results and dividends**

The loss for the year, after taxation, amounted to £2,010,791 (2015: loss £10,689,609).

#### **Disclosure of information to auditors**

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

---

**A.T. SHOP LIMITED**

---

**DIRECTORS' REPORT (CONTINUED)  
FOR THE YEAR ENDED 30 APRIL 2016**

---


**Post balance sheet events**

Following the year end date, the company repaid a loan of £3,040,660, of which £313,879 was included within amounts due within one year and £2,726,781 was included within amounts due after one year. This loan was replaced by a loan from Babyshop Sthlm Holding AB, the ultimate parent company. Repayment under the new loan will fall due under a similar period to the previous loan, however the new loan bears a lower rate of interest.

**Auditors**

The auditors, Donald Reid Limited, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 21 October 2016 and signed on its behalf.



**N Mendola**  
Director

---

## **A.T. SHOP LIMITED**

---

### **INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF A.T. SHOP LIMITED**

---

We have audited the financial statements of A.T. Shop Limited for the year ended 30 April 2016, set out on pages 7 to 26. The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2006 and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

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 Auditors' 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 Auditors**

As explained more fully in the Directors' responsibilities statement on page 3, 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 Financial Reporting Council's Ethical Standards for Auditors.

#### **Scope of the audit of the 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 Strategic report and the Directors' report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. 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 30 April 2016 and of its profit or loss 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 other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Strategic report and the Directors' report for the financial year for which the financial statements are prepared is consistent with those accounts.

#### **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



---

**A.T. SHOP LIMITED**

---

**INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF A.T. SHOP LIMITED**

---

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.

*Daniel Reid*

Daniel Reid FCA (Senior statutory auditor)

for and on behalf of  
**Donald Reid Limited**

Chartered Accountants  
Statutory Auditors

Prince Albert House  
20 King Street  
Maidenhead  
Berkshire  
SL6 1DT

21 October 2016

A.T. SHOP LIMITED

**STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 APRIL 2016**

		30 April 2016 £	15 month period ended 30 April 2015 £
Turnover	3	17,960,745	14,317,940
Cost of sales		(14,590,541)	(12,921,738)
<b>Gross profit</b>		<b>3,370,204</b>	<b>1,396,202</b>
Administrative expenses		(4,562,733)	(11,835,089)
Other operating charges		(395,757)	109,909
<b>Operating loss</b>	4	<b>(1,588,286)</b>	<b>(10,328,978)</b>
Interest receivable and similar income	9	20	2,564
Interest payable and expenses	10	(423,983)	(363,195)
<b>Loss before tax</b>		<b>(2,012,249)</b>	<b>(10,689,609)</b>
Tax on loss	11	1,458	-
<b>Loss for the year</b>		<b>(2,010,791)</b>	<b>(10,689,609)</b>
<b>Total comprehensive income for the year</b>		<b>(2,010,791)</b>	<b>(10,689,609)</b>

There were no recognised gains and losses for 2016 or 2015 other than those included in the statement of comprehensive income.


The notes on pages 11 to 26 form part of these financial statements.

**A.T. SHOP LIMITED**  
**REGISTERED NUMBER: 05263229**

**BALANCE SHEET**  
**AS AT 30 APRIL 2016**

	Note	£	2016 £	£	2015 £
<b>Fixed assets</b>					
Tangible assets	12		194,085		303,484
			<u>194,085</u>		<u>303,484</u>
<b>Current assets</b>					
Stocks	13	50,600		4,044,247	
Debtors: amounts falling due within one year	14	631,114		467,315	
Cash at bank and in hand	15	641,889		361,733	
			<u>1,323,603</u>	<u>4,873,295</u>	
Creditors: amounts falling due within one year	16	(5,628,551)		(4,378,132)	
<b>Net current (liabilities)/assets</b>			<u>(4,304,948)</u>		<u>495,163</u>
<b>Total assets less current liabilities</b>			<u>(4,110,863)</u>		<u>798,647</u>
Creditors: amounts falling due after more than one year			(2,726,781)		(5,625,500)
<b>Net assets</b>			<u><u>(6,837,644)</u></u>		<u><u>(4,826,853)</u></u>
<b>Capital and reserves</b>					
Called up share capital	19		5,595		5,595
Share premium account	20		19,060,456		19,060,456
Profit and loss account	20		(25,903,695)		(23,892,904)
			<u><u>(6,837,644)</u></u>		<u><u>(4,826,853)</u></u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 21 October 2016.

  
**N Mendola**  
Director

The notes on pages 11 to 26 form part of these financial statements.

---

**A.T. SHOP LIMITED**

---

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 APRIL 2016**

---

	<b>Called up share capital</b>	<b>Share premium account</b>	<b>Profit and loss account</b>	<b>Total equity</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
At 1 May 2015	5,595	19,060,456	(23,892,904)	(4,826,853)
<b>Comprehensive income for the year</b>				
Loss for the year	-	-	(2,010,791)	(2,010,791)
<b>Total comprehensive income for the year</b>	-	-	(2,010,791)	(2,010,791)
<b>At 30 April 2016</b>	<b>5,595</b>	<b>19,060,456</b>	<b>(25,903,695)</b>	<b>(6,837,644)</b>

---

**A.T. SHOP LIMITED**

---

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 APRIL 2015**

---

	<b>Called up share capital</b>	<b>Share premium account</b>	<b>Profit and loss account</b>	<b>Total equity</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
At 1 February 2014	5,595	19,060,456	(13,203,295)	5,862,756
<b>Comprehensive income for the period</b>				
Loss for the period	-	-	(10,689,609)	(10,689,609)
<b>Total comprehensive income for the period</b>	-	-	(10,689,609)	(10,689,609)
<b>At 30 April 2015</b>	<b>5,595</b>	<b>19,060,456</b>	<b>(23,892,904)</b>	<b>(4,826,853)</b>

The notes on pages 11 to 26 form part of these financial statements.

---

## A.T. SHOP LIMITED

---

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2016

---

#### 1. Accounting policies

##### 1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

Information on the impact of first-time adoption of FRS 102 is given in note 26.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company's accounting policies (see note 2).

The following principal accounting policies have been applied:

##### 1.2 Financial reporting standard 102 - reduced disclosure exemptions

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- the requirements of Section 7 Statement of Cash Flows;
- the requirements of Section 3 Financial Statement Presentation paragraph 3.17(d);
- the requirements of Section 33 Related Party Disclosures paragraph 33.7.

This information is included in the consolidated financial statements of Babyshop Sthlm Holding AB as at 30 April 2016 and these financial statements may be obtained from Babyshop Sthlm Holding AB, BOX 29098, 100 52 Stockholm.

##### 1.3 Going concern

The company has net liabilities of £6,837,644 (2015: £4,826,853). Based on the financial projections, the directors believe they have a reasonable expectation that the company will have sufficient working capital for the foreseeable future and consequently believe that it is appropriate to prepare the financial statements on a going concern basis. The parent company has confirmed that it will provide the company with support as required in order to enable it to remain a going concern for at least a year from the date of the signing of the balance sheet.

---

## A.T. SHOP LIMITED

---

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2016

---

#### 1. Accounting policies (continued)

##### 1.4 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:

##### Sale of goods

Revenue from the sale of goods is recognised when all of the following conditions are satisfied:

- the Company has transferred the significant risks and rewards of ownership to the buyer;
- the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the transaction; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

##### 1.5 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, using the straight-line method.

Depreciation is provided on the following basis:

Short-term leasehold improvements	- Over the term of the lease
Office fixtures & fittings	- 10% - 33% straight line
Computer equipment	- 33% straight line or over the term of the license
Website development	- 33% - 50% straight line

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 the Statement of comprehensive income.

---

## A.T. SHOP LIMITED

---

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2016

---

#### 1. Accounting policies (continued)

##### 1.6 Operating leases: the Company as lessee

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

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

The Group has taken advantage of the optional exemption available on transition to FRS 102 which allows lease incentives on leases entered into before the date of transition to the standard 01 February 2014 to continue to be charged over the period to the first market rent review rather than the term of the lease.

##### 1.7 Stocks

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

##### 1.8 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.

##### 1.9 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.

##### 1.10 Financial instruments

The Company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other accounts receivable and payable, loans from banks and other third parties, loans to related parties and investments in non-puttable 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 payables or receivables, 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 financed at a rate of interest that is not a market rate or in case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.



---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**1. Accounting policies (continued)**

**(continued)**

Investments in non-convertible preference shares and in non-puttable ordinary and preference shares are measured:

- i) at fair value with changes recognised in the Profit and loss account if the shares are publicly traded or their fair value can otherwise be measured reliably;
- ii) at cost less impairment for all other investments.

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 Profit and loss account.

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, 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.

**1.11 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.

---

## A.T. SHOP LIMITED

---

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2016

---

#### 1. Accounting policies (continued)

##### 1.12 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.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Profit and loss account except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Profit and loss account within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Profit and loss account within 'other operating income'.

##### 1.13 Finance costs

Finance costs are charged to the Profit and loss account 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.

##### 1.14 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 payments obligations.

The contributions are recognised as an expense in the Profit and loss account 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.

##### 1.15 Interest income

Interest income is recognised in the Profit and loss account using the effective interest method.

##### 1.16 Borrowing costs

All borrowing costs are recognised in the Profit and loss account in the year in which they are incurred.

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**1. Accounting policies (continued)**

**1.17 Taxation**

Tax is recognised in the Profit and loss account, except that a change 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. Judgments in applying accounting policies and key sources of estimation uncertainty**

There were no material areas of judgement or estimation uncertainty during the current or prior accounting periods.

**3. Turnover**

Analysis of turnover by country of destination:

	<b>30 April 2016 £</b>	<i>As restated 15 month period ended 30 April 2015 £</i>
United Kingdom	<b>8,379,747</b>	6,348,731
USA	<b>1,790,514</b>	1,619,488
Rest of the world	<b>7,790,484</b>	6,349,721
	<b><u>17,960,745</u></b>	<u>14,317,940</u>

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**4. Operating loss**

The operating loss is stated after charging:

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Depreciation of tangible fixed assets	<b>127,024</b>	<b>353,873</b>
Fees payable to the Company's auditor and its associates for the audit of the Company's annual financial statements	<b>9,000</b>	<b>13,500</b>
Exchange differences	<b>395,757</b>	<b>(109,909)</b>
Other operating lease rentals	<b>152,739</b>	<b>430,096</b>

**5. Auditors' remuneration**

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Fees payable to the Company's auditor and its associates for the audit of the Company's annual accounts	<b>9,000</b>	<b>13,500</b>
	<b>9,000</b>	<b>13,500</b>

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**6. Employees**

Staff costs, including directors' remuneration, were as follows:

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Wages and salaries	<b>887,529</b>	3,461,589
Social security costs	<b>90,426</b>	363,406
Cost of defined contribution scheme	<b>22,489</b>	-
	<u><b>1,000,444</b></u>	<u>3,824,995</u>

The average monthly number of employees, including the directors, during the year was as follows:

	<b>30 April 2016 No.</b>	<i>15 month period ended 30 April 2015 No.</i>
Main Office and Warehouse	<b>24</b>	88

**7. Directors' remuneration**

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Directors' emoluments	<b>26,639</b>	197,400
	<u><b>26,639</b></u>	<u>197,400</u>

**8. Exceptional Item**

	<b>2016 £</b>	<b>2015 £</b>
Restructuring costs	-	1,268,000
	<u>-</u>	<u>1,268,000</u>

Restructuring costs were large one-off costs incurred during the previous period in relation to the restructuring of the company.

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**9. Interest receivable**

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Interest receivable	<b>20</b>	2,564
	<u><b>20</b></u>	<u>2,564</u>

**10. Interest payable and similar charges**

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Other loan interest payable	<b>423,983</b>	363,195
	<u><b>423,983</b></u>	<u>363,195</u>

**11. Taxation**

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
<b>Corporation tax</b>		
Adjustments in respect of previous periods	<b>(1,458)</b>	-
	<u><b>(1,458)</b></u>	<u>-</u>
<b>Total current tax</b>	<u><b>(1,458)</b></u>	<u>-</u>

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**11. Taxation (continued)**

**Factors affecting tax charge for the year/period**

The tax assessed for the year/period is higher than (2015 - *higher than*) the standard rate of corporation tax in the UK of 20% (2015 - 20%). The differences are explained below:

	<b>30 April 2016 £</b>	<i>15 month period ended 30 April 2015 £</i>
Profit on ordinary activities before tax	<b>(2,010,791)</b>	<b>(10,689,609)</b>
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 20% (2015 - 20%)	<b>(402,158)</b>	<b>(2,135,437)</b>
<b>Effects of:</b>		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	<b>1,535</b>	<b>-</b>
Capital allowances for year/period in excess of depreciation	<b>15,753</b>	<b>3,392</b>
Adjustments to tax charge in respect of prior periods	<b>(1,458)</b>	<b>-</b>
Unrelieved tax losses carried forward	<b>384,870</b>	<b>2,132,045</b>
<b>Total tax charge for the year/period</b>	<b>(1,458)</b>	<b>-</b>

**Factors that may affect future tax charges**

The company has losses of £25,472,743 (2015: £23,548,390) to carry forward to offset against future trading profits.

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**12. Tangible fixed assets**

	<b>S/Term leasehold improve- ments £</b>	<b>Office fixtures &amp; fittings £</b>	<b>Computer equipment £</b>	<b>Website develop- ment £</b>	<b>Total £</b>
<b>Cost or valuation</b>					
At 1 May 2015	174,532	327,216	341,186	570,125	1,413,059
Additions	-	-	1,400	106,523	107,923
Disposals	(165,341)	(279,810)	(298,689)	(410,083)	(1,153,923)
At 30 April 2016	9,191	47,406	43,897	266,565	367,059
<b>Depreciation</b>					
At 1 May 2015	170,738	209,255	281,274	448,308	1,109,575
Charge for period on owned assets	3,794	51,324	28,632	43,274	127,024
Disposals	(165,341)	(213,454)	(274,747)	(410,083)	(1,063,625)
At 30 April 2016	9,191	47,125	35,159	81,499	172,974
<b>Net book value</b>					
At 30 April 2016	-	281	8,738	185,066	194,085
At 30 April 2015	3,794	117,961	59,912	121,817	303,484



---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**13. Stocks**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Finished goods	<b>50,600</b>	<b>4,044,247</b>
	<b>50,600</b>	<b>4,044,247</b>

**14. Debtors**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Trade debtors	<b>73,777</b>	<b>90,132</b>
Amounts owed by group undertakings	<b>460,759</b>	<b>-</b>
Other debtors	<b>76,530</b>	<b>154,734</b>
Prepayments and accrued income	<b>20,048</b>	<b>220,378</b>
Tax recoverable	<b>-</b>	<b>2,071</b>
	<b>631,114</b>	<b>467,315</b>

**15. Cash and cash equivalents**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Cash at bank and in hand	<b>641,889</b>	<b>361,733</b>
	<b>641,889</b>	<b>361,733</b>

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**16. Creditors: Amounts falling due within one year**

	2016 £	2015 £
Other loans	313,879	-
Trade creditors	534,225	2,010,254
Amounts owed to group undertakings	4,012,412	1,034,290
Corporation tax	-	1,458
Taxation and social security	598,012	196,616
Other creditors	127,797	1,660
Accruals and deferred income	42,226	1,133,854
	<u>5,628,551</u>	<u>4,378,132</u>

**Secured loans**

Loans totalling £3,040,660 (2015: £2,796,893) are secured by a fixed and floating charge on all assets.

**17. Loans**

Analysis of the maturity of loans is given below:

	2016 £	2015 £
<b>Amounts falling due within one year</b>		
Other loans	313,879	-
	<u>313,879</u>	<u>-</u>
<b>Amounts falling due 2-5 years</b>		
Other loans	2,726,781	2,796,893
	<u>2,726,781</u>	<u>2,796,893</u>
	<u>3,040,660</u>	<u>2,796,893</u>

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**18. Financial instruments**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
<b>Financial assets</b>		
Financial assets measured at fair value through profit or loss	<b>641,889</b>	361,733
Financial assets that are debt instruments measured at amortised cost	<b>611,068</b>	244,869
	<u><b>1,252,957</b></u>	<u>606,602</u>
<b>Financial liabilities</b>		
Financial liabilities measured at amortised cost	<b>(7,742,586)</b>	(9,805,558)
	<u><b>(7,742,586)</b></u>	<u>(9,805,558)</u>

**19. Share capital**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
<b>Shares classified as equity</b>		
<b>Allotted, called up and fully paid</b>		
27,820,000 Ordinary shares of £0.000001 each	<b>28</b>	28
5,000,000 A shares of £0.001 each	<b>5,000</b>	5,000
7,680,000 B shares of £0.000001 each	<b>8</b>	8
2,450,000 C shares of £0.000228 each	<b>559</b>	559
	<u><b>5,595</b></u>	<u>5,595</u>

**20. Reserves**

**Share premium**

This reserve records the amount above the nominal value received for shares sold, less transaction costs.

**Profit & loss account**

Includes all current and prior period retained losses.

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**21. Share based payments**

All existing share based payments that were outstanding as at 30 April 2015 were cancelled.

**22. Pension commitments**

The company operates a defined contribution 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 £22,489 (2015: £Nil). Contributions totalling £7,158 (2015: £Nil) were payable to the fund at the balance sheet date and are included in creditors.

**23. Commitments under operating leases**

At 30 April 2016 the Company had future minimum lease payments under non-cancellable operating leases as follows:

	2016 £	2015 £
Not later than 1 year	128,772	31,461
Later than 1 year and not later than 5 years	-	4,718
	<u>128,772</u>	<u>36,179</u>

**24. Related party transactions**

The company has taken advantage of the exemption in FRS 102 from the requirement to disclose transactions with group companies on the grounds that all subsidiary undertakings that have been party to the transactions are wholly owned members of the group.

**25. Controlling party**

The immediate parent company of A. T. Shop Limited is AlexandAlexa Holding AB by virtue of its majority holding of the ordinary issued share capital at the balance sheet date.

Babyshop Sthlm Holding AB is the ultimate parent company and controlling party. Both companies are incorporated in Sweden. The group financial statements can be obtained from Babyshop Sthlm Holding AB, BOX 29098, 100 52 Stockholm.

---

**A.T. SHOP LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2016**

---

**26. First time adoption of FRS 102**

The policies applied under the entity's previous accounting framework are not materially different to FRS 102 and have not impacted on equity or profit or loss.