

ATTRACTION WORLD LIMITED

UNAUDITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 31 OCTOBER 2022

STATEMENT OF FINANCIAL POSITION
AS AT 31 OCTOBER 2022

	Note	2022 £	2021 £
Fixed assets			
Intangible assets	8	119,335	74,238
Tangible assets	9	98,834	81,712
		<u>218,169</u>	<u>155,950</u>
Current assets			
Debtors: amounts falling due within one year	10	14,121,014	11,019,870
Cash at bank and in hand		741,587	1,210,662
		<u>14,862,601</u>	<u>12,230,532</u>
Creditors: amounts falling due within one year	11	(10,084,382)	(10,223,050)
Net current assets		<u>4,778,219</u>	<u>2,007,482</u>
Total assets less current liabilities		<u>4,996,388</u>	<u>2,163,432</u>
Provisions for liabilities			
Deferred tax	12	(27,592)	-
Other provisions	13	(20,000)	(20,000)
		<u>(47,592)</u>	<u>(20,000)</u>
Net assets		<u><u>4,948,796</u></u>	<u><u>2,143,432</u></u>
Capital and reserves			
Called up share capital	14	311	311
Profit and loss account	15	4,948,485	2,143,121
		<u><u>4,948,796</u></u>	<u><u>2,143,432</u></u>

STATEMENT OF FINANCIAL POSITION (CONTINUED)
AS AT 31 OCTOBER 2022

The directors consider 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 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 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:

.....
J D Mahoney
Director

Date: 31 July 2023

The notes on pages 3 to 17 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022**

1. General information

Attraction World Limited (the 'company') is a company limited by shares, incorporated in England and Wales. The registered office and principal place of business is First Floor New Oxford House, Waterloo Street, Birmingham B2 5UG. The nature of the company's operations and its principal activity of the company is the sale of attraction tickets.

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 company's presentational and functional currency is pound sterling, rounded to the nearest £1.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the company's accounting policies (see note 3).

The following principal accounting policies have been applied:

2.2 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 11 Financial Instruments paragraphs 11.42, 11.44 to 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of Section 12 Other Financial Instruments paragraphs 12.26 to 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirements of Section 33 Related Party Disclosures paragraph 33.7.

2.3 Going concern

At the time of signing the accounts, the forecasts indicate that the company will continue to trade for a period of at least 12 months and that the company will be able to operate within the banking facilities available to it. On this basis, the directors have prepared these financial statements on a going concern basis.

The directors consider that it is appropriate for the financial statements to be prepared on a going concern basis due to their confidence that they will be able to access funding to meet their working capital requirements for a period of at least 12 months from the date of signing these accounts.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022**

2. Accounting policies (continued)

2.4 Total transaction value

Total transaction value (TTV) is the total gross sales amounts receivable in respect of tourist attraction ticket sales and travel sales for the year. TTV does not represent statutory turnover.

Trade debtors still represent gross amounts receivable and trade creditors still represent gross amounts payable, in respect of attraction tickets.

In order to provide the users of the financial statements with a measure of the gross value of the business the total value of all sales transactions is shown as a memorandum item at the top of the statement of comprehensive income.

Total transaction value represents the price at which products or services are sold, net of any value added taxes and discounts.

Turnover – Commission and Margin

Turnover represents the net commission earned from services provided falling within the company's activities after value added tax and other sales taxes.

2.5 Operating leases: the company as lessee

Rentals paid under operating leases are charged to the statement of comprehensive income on a straight-line basis over the lease term.

2.6 Research and development

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight line basis over their useful economic lives, which range from 3 to 6 years.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

2.7 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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

2. Accounting policies (continued)

2.8 Interest income

Interest income is recognised in the statement of comprehensive income using the effective interest method.

2.9 Finance costs

Finance costs are charged to the statement of comprehensive income 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.

2.10 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 the statement of comprehensive income when they fall due. Amounts not paid are shown in accruals as a liability in the statement of financial position. The assets of the plan are held separately from the company in independently administered funds.

2.11 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in the statement of comprehensive income 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 reporting date in the countries where the company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the reporting date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

2. Accounting policies (continued)

2.12 Intangible assets

Goodwill

Goodwill represents the difference between amounts paid on the cost of a business combination and the acquirer's interest in the fair value of its identifiable assets and liabilities of the acquiree at the date of acquisition. Subsequent to initial recognition, goodwill is measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is amortised on a straight-line basis to the statement of comprehensive income over its useful economic life.

Other intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

At each reporting date the company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed five years.

Amortisation is provided on the following bases:

Development expenditure	-	25 % straight line
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2.13 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.

Repairs and maintenance are charged to the statement of comprehensive income during the period in which they are incurred.

At each reporting date the company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022**

2. Accounting policies (continued)

2.13 Tangible fixed assets (continued)

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:

Plant and machinery	-	25%	straight line basis
Fixtures and fittings	-	10%	straight line basis
Computer equipment	-	25%	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 the statement of comprehensive income.

2.14 Debtors

Short-term debtors are measured at transaction price, less any impairment.

2.15 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.

2.16 Creditors

Short-term creditors are measured at the transaction price.

2.17 Provisions for liabilities

Provisions are made where an event has taken place that gives the company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to the statement of comprehensive income in the year that the company becomes aware of the obligation, and are measured at the best estimate at the reporting date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the statement of financial position.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

2. Accounting policies (continued)

2.18 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.

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 reporting date.

Derivatives, including interest rate swaps and forward foreign exchange contracts, are not basic financial instruments. Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss in finance costs or income as appropriate. The company does not currently apply hedge accounting for interest rate and foreign exchange derivatives.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022**

3. Judgements in applying accounting policies and key sources of estimation uncertainty

In preparing these financial statements, the director has had to make judgements, estimates and assumptions that effect the application of policies and reported amounts of assets, liabilities, income and expenses.

The estimates and associated assumptions are based on historical experiences and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities and are not readily apparent from other sources. Actual results may differ from these estimates. The judgements, estimates and assumptions which have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities are:

Derivative financial instrument valuation

Forward contracts are used to minimise the impact of foreign exchange fluctuations on the company. An asset or liability is recognised representing the fair value of the instruments in place at the year end. The fair value included is calculated using financial validation models by reference to the fixed forward currency rate and the rate prevailing at the year end date. Changes in the fair value of the instruments are recognised in the statement of comprehensive income.

The directors have chosen to include the fair value movement within finance costs in the statement of comprehensive income as they consider the movement to be financing in nature and the derivatives are taken out in order to manage the cash flows of the business. FRS 102 is not prescribing in terms of the categorisation of the fair value movement within the statement of comprehensive income.

Carrying value of intangible assets and goodwill

In determining the recoverable amount, it is necessary to make a series of assumptions to estimate the higher of fair value less costs to sell and the present value of future cash flows. In each case these assumptions have been made by management reflecting past experience and are consistent with relevant external sources of information.

Tangible fixed assets

Tangible fixed assets are depreciated over their useful lives taking into account residual values, where appropriate. The actual lives of the assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing asset lives, factors such as technological innovation, product life cycles and maintenance programmes are taken into account. Residual value assessments consider issues such as future market conditions, the remaining life of the asset and projected disposal values.

Trade debtors

At each reporting date, trade debtors are assessed for recoverability. If there is any evidence of impairment, the carrying amount of the debtor is reduced to its recoverable amount. The impairment loss is recognised immediately in the statement of comprehensive income.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

3. Judgements in applying accounting policies (continued)

Dilapidation provisions

The company has recognised provisions in respect of dilapidations to reinstate its leased property to its take on conditions as required under the terms of the lease.

This provision is based on the combination of an assessment of quotes and valuations received from tradesmen for the work to be undertaken to reinstate the property and the directors best knowledge.

4. Turnover

Turnover represents the net commission earned from services provided falling within the company's activities after value added tax and other sales taxes.

The whole of turnover is attributable to the company's principal activity.

Analysis of total transaction value by country of origin:

	2022 £	2021 £
United Kingdom	202,726	(801,370)
Rest of Europe	4,240,167	(16,059)
Rest of the World	45,735,088	(8,007)
	<u>50,177,981</u>	<u>(825,436)</u>

Analysis of turnover by country of origin:

	2022 £	2021 £
United Kingdom	18,133	(247,587)
Rest of Europe	451,191	(3,372)
Rest of the World	4,863,904	(1,681)
	<u>5,333,228</u>	<u>(252,640)</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

5. Employees

	2022 £	2021 £
Wages and salaries	1,064,003	703,458
Social security costs	98,201	74,155
Cost of defined contribution scheme	58,664	43,388
	<u>1,220,868</u>	<u>821,001</u>

The average monthly number of employees, including directors, during the year was 22 (2021 - 19).

6. Interest receivable

	2022 £	2021 £
Other interest receivable	3,249	28
	<u>3,249</u>	<u>28</u>

7. Interest payable and similar expenses

	2022 £	2021 £
Bank interest payable	1,524	608
	<u>1,524</u>	<u>608</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

8. Intangible assets

	Development costs £	Goodwill £	Total £
Cost			
At 1 November 2021	25,875	344,137	370,012
Additions	76,619	-	76,619
	<u>102,494</u>		
At 31 October 2022	<u>102,494</u>	<u>344,137</u>	<u>446,631</u>
Amortisation			
At 1 November 2021	15,423	280,351	295,774
Charge for the year	14,315	17,207	31,522
	<u>29,738</u>		
At 31 October 2022	<u>29,738</u>	<u>297,558</u>	<u>327,296</u>
Net book value			
At 31 October 2022	<u>72,756</u>	<u>46,579</u>	<u>119,335</u>
	<u>10,452</u>		
At 31 October 2021	<u>10,452</u>	<u>63,786</u>	<u>74,238</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

9. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Total £
Cost or valuation				
At 1 November 2021	99,783	120,369	77,430	297,582
Additions	-	40,127	6,307	46,434
At 31 October 2022	99,783	160,496	83,737	344,016
Depreciation				
At 1 November 2021	99,124	70,963	45,783	215,870
Charge for the year	559	11,861	16,892	29,312
At 31 October 2022	99,683	82,824	62,675	245,182
Net book value				
At 31 October 2022	100	77,672	21,062	98,834
At 31 October 2021	659	49,406	31,647	81,712

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

10. Debtors

	2022 £	2021 £
Trade debtors	2,255,207	763,260
Amounts owed by group undertakings	4,482,225	4,124,351
Other debtors	932,653	399,781
Prepayments and accrued income	6,080,346	5,729,601
Deferred taxation (see note 12)	-	2,877
Financial instruments	370,583	-
	<u>14,121,014</u>	<u>11,019,870</u>

All amounts fall due for payment within one year.

Included within trade debtors is a provision against doubtful debts of £Nil (2021: £Nil).

Amounts owed from group undertakings are interest free and are repayable on demand.

11. Creditors: Amounts falling due within one year

	2022 £	2021 £
Payments received on account	7,212,135	7,132,629
Trade creditors	2,318,142	2,855,552
Corporation tax	144,547	-
Other creditors	12,230	11,300
Accruals and deferred income	397,328	124,503
Financial instruments	-	99,066
	<u>10,084,382</u>	<u>10,223,050</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

12. Deferred taxation

	2022 £	2021 £
At beginning of year	2,877	7,304
Charged to profit or loss	(30,469)	(4,427)
At end of year	(27,592)	2,877

The deferred taxation balance is made up as follows:

	2022 £	2021 £
Accelerated capital allowances	(28,260)	(8,739)
Tax losses carried forward	-	11,616
Short-term timing differences	668	-
	(27,592)	2,877

13. Provisions

	Dilapidation provision £
At 1 November 2021	20,000
At 31 October 2022	20,000

Dilapidation costs have been accrued in respect of operating leasehold property expiring in future years. This provision is expected to be utilised over the lease term.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022

14. Share capital

	2022 £	2021 £
Allotted, called up and fully paid		
3,112 Ordinary shares of £0.10 each	<u>311</u>	<u>311</u>

Dividends:

The profits of the company are available for distribution in respect of each accounting period. In the event of winding-up the company, surplus assets and retained profits of the company after payment of its liabilities are available for distribution among the members. All shares carry voting rights of one vote per share.

15. Reserves

Share capital

Called up share capital represents the nominal value of the shares issued.

Profit and loss account

This reserve represents cumulative profits or losses net of dividends paid and other adjustments.

16. Contingent liabilities

During the year ended 31 October 2020, the parent company obtained a Coronavirus Business Interruption Loan. The loan is secured through a cross guarantee and asset debenture between Attraction World Holdings Limited and Attraction World Limited. The outstanding balance of this loan as at the 31 October 2022 was £1,200,000 (2021: £1,500,000).

17. 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 for the year represents contributions payable by the company to the scheme and amounted to £58,664 (2021: £43,388). Contributions totalling £1,932 (2021: £1,252) were payable to the scheme at the end of the year and are included in other creditors.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2022**

18. Commitments under operating leases

At 31 October 2022 the company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2022	2021
	£	£
Not later than 1 year	50,306	112,822
Later than 1 year and not later than 5 years	251,529	-
	<u>301,835</u>	<u>112,822</u>

19. Related party transactions

The company has taken advantage of the exemption conferred by FRS 102 section 33 'Related Party Disclosures' not to disclose transactions with companies within the group which it is a member, where these transactions occur between entities which are 100% owned members of that group.

20. Controlling party

The immediate parent company is Attraction World Holdings Limited, a company registered in England and Wales. The ultimate parent company is Ten Oceans Ltd, a company registered in England and Wales.

The ultimate controlling party is E L Timmerman by virtue of her shareholdings.

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.