
SOUND ADVERTISING HOLDINGS LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2019

SOUND ADVERTISING HOLDINGS LIMITED
REGISTERED NUMBER: 05707598

BALANCE SHEET
AS AT 30 JUNE 2019

	Note	2019 £	2018 £
Fixed assets			
Investments	4	3,203	3,203
		<u>3,203</u>	<u>3,203</u>
Current assets			
Debtors: amounts falling due within one year	5	13,178	13,178
		<u>13,178</u>	<u>13,178</u>
Creditors: amounts falling due within one year	6	(3,248)	(3,248)
		<u>(3,248)</u>	<u>(3,248)</u>
Net current assets		<u>9,930</u>	<u>9,930</u>
Total assets less current liabilities		<u>13,133</u>	<u>13,133</u>
Net assets		<u><u>13,133</u></u>	<u><u>13,133</u></u>
Capital and reserves			
Called up share capital		10	10
Profit and loss account		13,123	13,123
		<u>13,133</u>	<u>13,133</u>

SOUND ADVERTISING HOLDINGS LIMITED
REGISTERED NUMBER: 05707598

BALANCE SHEET (CONTINUED)
AS AT 30 JUNE 2019

For the year ended 30 June 2019 the Company was entitled to exemption from audit under section 480 of the Companies Act 2006.

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 director acknowledges his 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 profit and loss account 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:

.....
M D Charlesworth

Director

Date: 29 May 2020

The notes on pages 3 to 5 form part of these financial statements.

SOUND ADVERTISING HOLDINGS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

1. General information

Sound Advertising Holdings Limited is a private company limited by shares. The company is incorporated in England and Wales and its registration number is 05707598. The registered office is Aston House, Cornwall Avenue, London, N3 1LF.

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.

2.2 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.3 Associates and joint ventures

Associates and Joint Ventures are held at cost less impairment.

2.4 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.

2.5 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.

2.6 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 non-puttable ordinary shares.

3. Employees

The average monthly number of employees, including directors, during the year was 1 (2018 - 1).

SOUND ADVERTISING HOLDINGS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

4. Fixed asset investments

	Investments in subsidiary companies £	Investments in associates £	Total £
Cost or valuation			
At 1 July 2018	2,803	400	3,203
At 30 June 2019	2,803	400	3,203
Net book value			
At 30 June 2019	2,803	400	3,203
At 30 June 2018	2,803	400	3,203

Subsidiary undertakings

The following were subsidiary undertakings of the Company:

Name	Country of incorporation	Principal activity	Class of shares	Holding
Sound Advertising Limited	England and Wales	Telecommunication services	Ordinary	100 %
Mediatel Number Supplier S.L.	Spain	Telecommunication services	Ordinary	100 %
Penguin Conferencing Limited	England and Wales	Activities of call centres	Ordinary	40 %

The aggregate of the share capital and reserves as at 30 June 2019 and the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

Name	Aggregate of share capital and reserves £	Profit/(Loss) £
Sound Advertising Limited	1,906,284	346,077
Mediatel Number Supplier S.L.*	22,197	16,197
Penguin Conferencing Limited	23,322	(1,106)

*Mediatel Number Supplier S.L. has a year end of 31 December 2019, and as such the figures displayed in the above table are for the financial year ending 31 December 2019.

SOUND ADVERTISING HOLDINGS LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

5. Debtors

	2019 £	2018 £
Amounts owed by group undertakings	13,178	13,178
	<u>13,178</u>	<u>13,178</u>

6. Creditors: Amounts falling due within one year

	2019 £	2018 £
Amounts owed to group undertakings	2,798	2,798
Amounts owed to associates	400	400
Other creditors	50	50
	<u>3,248</u>	<u>3,248</u>

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.