

---

**SOUND ADVERTISING HOLDINGS LIMITED**

---

**UNAUDITED**

**FINANCIAL STATEMENTS**

**INFORMATION FOR FILING WITH THE REGISTRAR**

**FOR THE YEAR ENDED 30 JUNE 2021**

**SOUND ADVERTISING HOLDINGS LIMITED**  
**REGISTERED NUMBER: 05707598**

**BALANCE SHEET**  
**AS AT 30 JUNE 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Investments	4	2,803	2,803
		<u>2,803</u>	<u>2,803</u>
<b>Current assets</b>			
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	(2,848)	(2,848)
		<u>(2,848)</u>	<u>(2,848)</u>
<b>Net current assets</b>		<b>10,330</b>	<b>10,330</b>
<b>Total assets less current liabilities</b>		<b>13,133</b>	<b>13,133</b>
		<u>13,133</u>	<u>13,133</u>
<b>Net assets</b>		<b>13,133</b>	<b>13,133</b>
		<u>13,133</u>	<u>13,133</u>
<b>Capital and reserves</b>			
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 2021**

---

For the year ended 30 June 2021 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: 27 June 2022

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

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2021

---

**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.

The financial statements are prepared in Sterling (£), rounded to nearest £1.

**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 Exemption from preparing consolidated financial statements**

The Company, and the group headed by it, qualify as small as set out in section 383 of the Companies Act 2006 and the parent and group are considered eligible for the exemption to prepare consolidated accounts.

**2.3 Impairment of fixed assets and goodwill**

Assets that are subject to depreciation or amortisation are assessed at each balance sheet date to determine whether there is any indication that the assets are impaired. Where there is any indication that an asset may be impaired, the carrying value of the asset (or cash-generating unit to which the asset has been allocated) is tested for impairment. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's (or CGU's) fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (CGUs). Non-financial assets that have been previously impaired are reviewed at each balance sheet date to assess whether there is any indication that the impairment losses recognised in prior periods may no longer exist or may have decreased.

**2.4 Valuation of investments**

Investments in subsidiaries are measured at cost less accumulated impairment.

Investments in listed company shares are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in profit or loss for the period.

**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 ordinary shares.

---

SOUND ADVERTISING HOLDINGS LIMITED

---

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2021

---

2. Accounting policies (continued)

2.7 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

3. Employees

The average monthly number of employees, including directors, during the year was 1 (2020 - 1).

4. Fixed asset investments

	Investments in subsidiary companies £
<b>Cost or valuation</b>	
At 1 July 2020	2,803
	<hr/>
At 30 June 2021	2,803
	<hr/>
<b>Net book value</b>	
At 30 June 2021	2,803
	<hr/>
<b>At 30 June 2020</b>	2,803
	<hr/>

**Subsidiary undertakings**

The following were subsidiary undertakings of the Company:

Name	Registered office	Principal activity	Class of shares	Holding
Sound Advertising Limited	England and Wales	Telecommunication services	Ordinary	100 %
MediateI Number Supplier S.L.	Spain	Telecommunication services	Ordinary	100 %

---

**SOUND ADVERTISING HOLDINGS LIMITED**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2021**

---

**Subsidiary undertakings (continued)**

The aggregate of the share capital and reserves as at 30 June 2021 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	2,327,819	437,583
Mediatel Number Supplier S.L.*	10,077	32,427

\*Mediatel Number Supplier S.L. has a year end of 31 December 2020, and as such the figures displayed in the above table are for the financial year ending 31 December 2020.

**5. Debtors**

	2021 £	2020 £
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**

	2021 £	2020 £
Amounts owed to group undertakings	2,798	2,798
Other creditors	50	50
	<u>2,848</u>	<u>2,848</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.