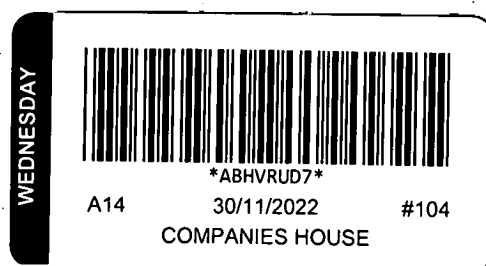


Company Registration No. 05899282 (England and Wales)

**HEAVEN OR HELL LIMITED**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 24 APRIL 2022**



# HEAVEN OR HELL LIMITED

## COMPANY INFORMATION

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<b>Directors</b>	A A Adegoke A P O Dick
<b>Company number</b>	05899282
<b>Registered office</b>	Unit A Brook Park East Shirebrook Mansfield NG20 8RY

# HEAVEN OR HELL LIMITED

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# HEAVEN OR HELL LIMITED

## DIRECTORS' REPORT

**FOR THE PERIOD ENDED 24 APRIL 2022**

The directors present their annual report and financial statements for the period ended 24 April 2022.

### Principal activities

The company is dormant. The principal activity was previously the sale of licensed and fashion goods.

### Directors

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

AA Adegoke

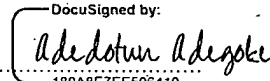
A P O Dick

### Qualifying third party indemnity provisions

Frasers Group plc has granted the directors of the company with Qualifying Third Party Indemnity provisions within the meaning given to the term by Sections 234 and 235 of the Companies Act 2006. This is in respect of liabilities to which they may become liable in their capacity as director of the company and of any company within the group. Such indemnities were in force throughout the financial year and will remain in force.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

On behalf of the board

DocuSigned by:  
  
180ABE7EE506410...  
AA Adegoke  
Director

Date: 28 November 2022

## **HEAVEN OR HELL LIMITED**

### **PROFIT AND LOSS ACCOUNT**

***FOR THE PERIOD ENDED 24 APRIL 2022***

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The company has not traded during the current or preceding period. It received no income and incurred no expenditure, and therefore made neither profit nor loss.

**HEAVEN OR HELL LIMITED****BALANCE SHEET****AS AT 24 APRIL 2022**

	Notes	2022 £	£	2021 £	£
<b>Fixed assets</b>					
Intangible assets	4		1		1
			<u>1</u>		<u>1</u>
<b>Current assets</b>					
<b>Creditors: amounts falling due within one year</b>	5	(2,531,361)		(2,531,361)	
<b>Net current liabilities</b>			(2,531,361)		(2,531,361)
<b>Total assets less current liabilities</b>			<u>(2,531,360)</u>		<u>(2,531,360)</u>
<b>Capital and reserves</b>					
Called up share capital	6		600		600
Profit and loss reserves			(2,531,960)		(2,531,960)
<b>Shareholders deficit</b>			<u>(2,531,360)</u>		<u>(2,531,360)</u>

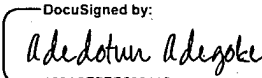
For the financial period ended 24 April 2022 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

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 28 November 2022 and are signed on its behalf by:

DocuSigned by:  
  
 190A8E7EE506410...  
 AA Adegoke  
 Director

**Company Registration No. 05899282**

The notes on pages 5 - 7 form part of these financial statements.

**HEAVEN OR HELL LIMITED****STATEMENT OF CHANGES IN EQUITY  
FOR THE PERIOD ENDED 24 APRIL 2022**

	Share capital	Profit and loss reserves	Total
	£	£	£
<b>Balance at 27 April 2020</b>	600	(2,531,960)	(2,531,360)
<b>Period ended 25 April 2021:</b>			
Profit and total comprehensive income for the period	-	-	-
<b>Balance at 25 April 2021</b>	600	(2,531,960)	(2,531,360)
<b>Period ended 24 April 2022:</b>			
Profit and total comprehensive income for the period	-	-	-
<b>Balance at 24 April 2022</b>	600	(2,531,960)	(2,531,360)

The notes on pages 5 - 7 form part of these financial statements.

# HEAVEN OR HELL LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE PERIOD ENDED 24 APRIL 2022**

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### **1 Accounting policies**

#### **Company information**

Heaven or Hell Limited is a limited liability company incorporated in the United Kingdom. The address of its registered office is disclosed on the company information page.

#### **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 are for the 52 weeks ended 24 April 2022 (2021: 52 weeks ended 25 April 2021).

#### **1.2 Going concern**

At the period end the company had a deficit on shareholders funds of £2,531,360 (2020: £2,531,360) and amounts owed to group undertakings of £2,531,361 (2020: £2,531,361). As the parent company are continuing to informally support the company the directors consider that it is appropriate for the accounts to be prepared on a going concern basis.

In light of the losses made and the net current liability position, and despite the fact that there is informal confirmation of support in place for a period of 12 months, there is material uncertainty over the company's ability to continue as a going concern.

#### **1.3 Disclosure exemptions**

As permitted by FRS 102 the Company has taken advantage of the disclosure exemptions available under that standard in relation to financial instruments, hedging instruments, presentation of a cash flow statement, share-based payments, the aggregate remuneration of key management personnel and related party transactions with other wholly-owned members of the group. Where required, equivalent disclosures are given in the group accounts of Frasers Group plc in which these financial statements are consolidated. The group accounts of Frasers Group plc are available to the public and can be obtained as set out in note 8.



# HEAVEN OR HELL LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE PERIOD ENDED 24 APRIL 2022

#### 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.

#### 3 Employees

Directors are employed and remunerated through other group companies. The company has no employees.

#### 4 Intangible fixed assets

	Goodwill £
<b>Cost</b>	
At 26 April 2021 and 24 April 2022	1
<b>Amortisation and impairment</b>	
At 26 April 2021 and 24 April 2022	-
<b>Carrying amount</b>	
At 24 April 2022	1
At 25 April 2021	1

#### 5 Creditors: amounts falling due within one year

	2022 £	2021 £
Amounts owed to group undertakings	2,531,361	2,531,361

#### 6 Share capital

	2022 £	2021 £
<b>Ordinary share capital</b>		
<b>Issued and fully paid</b>		
600 Ordinary shares of £1 each	600	600

## HEAVEN OR HELL LIMITED

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE PERIOD ENDED 24 APRIL 2022

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#### **7 Contingent assets & liabilities**

The directors are aware of ongoing non-UK tax enquiries relating to VAT payments made by the company. The timing and quantum of these remains uncertain and given the amount cannot be reliably measured, no provision has been recognised. The directors also believe there could be potential reimbursements assets as a result of these enquiries that could equal or largely offset any impact of the liability but as these are not virtually certain no asset has been recognised.

#### **8 Ultimate 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 Frasers Group plc, who own 100% of the share capital of Sportsdirect.com Retail Limited (the immediate parent company).

Frasers Group plc is the smallest company and MASH Holdings Limited is the largest company to consolidate these accounts. Both Frasers Group 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.