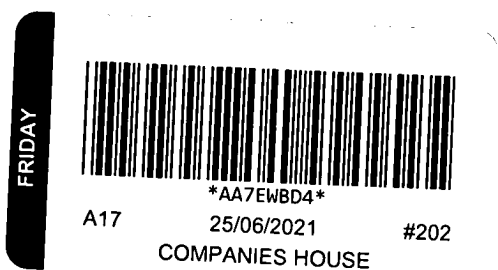


Company Registration No. 6691669

ADVANTAGE4U LIMITED

Report and Financial Statements

31st January 2021



ADVANTAGE4U LIMITED

REPORT AND FINANCIAL STATEMENTS 2021

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ADVANTAGE4U LIMITED

REPORT AND FINANCIAL STATEMENTS 2021

OFFICERS AND PROFESSIONAL ADVISERS

DIRECTORS

G D C Coombs
C H Redford

SECRETARY

C H Redford

REGISTERED OFFICE

2 Stratford Court
Cranmore Boulevard
Solihull
B90 4QT

BANKERS

HSBC Bank plc
130 New Street
Birmingham
B2 4JU

SOLICITORS

DLA
Victoria Square
Birmingham B2 4DL

ADVANTAGE4U LIMITED

DIRECTORS' REPORT

The directors present their annual report and the financial statements for the year ended 31 January 2021.

PRINCIPAL ACTIVITY

The company has not traded during the year and consequently no profit and loss account has been prepared.

DIRECTORS AND THEIR INTERESTS

The directors who served during the year were:

G D C Coombs

C H Redford

The directors retiring by rotation is Mr GDC Coombs who, being eligible, offers himself for re-election.

Messrs Coombs and Redford are all directors of the ultimate parent company, S & U plc, and their interests in the shares of group companies are shown in the accounts of that company.

Approved by the Board of Directors
and signed on behalf of the Board



C H Redford

Company Secretary

24th June 2021

ADVANTAGE4U LIMITED

STATEMENT OF DIRECTORS' RESPONSIBILITIES

United Kingdom company law requires the directors to prepare financial statements for each financial period which gives a true and fair view of the state of affairs of the company as at the end of the financial year. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed;
- 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 proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements complies 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.

ADVANTAGE4U LIMITED

Company Registration No. 6691669

BALANCE SHEET

31 January 2021

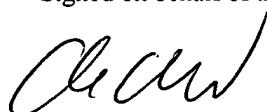
	Note	2021 £	2020 £
CURRENT ASSETS			
Debtors: amounts due from Group Companies		1	1
NET CURRENT ASSETS		<u>1</u>	<u>1</u>
CAPITAL AND RESERVES			
Called up share capital	2	1	1
EQUITY SHAREHOLDERS' FUNDS		<u>1</u>	<u>1</u>

The annual accounts have not been audited because the company is entitled to the exemption provided by section 480 of the Companies Act 2006 relating to dormant companies and its members have not required the company to obtain an audit of these accounts in accordance with s476.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records that comply with section 386 of the Companies Act 2006. The directors also acknowledge their responsibilities for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with Section 396 of the Companies Act 2006 and which otherwise comply with the requirements of that Act relating to accounts, so far as is applicable to the company.

These financial statements were approved by the Board of Directors on 24th June 2021.

Signed on behalf of the Board of Directors



C H Redford

Director

ADVANTAGE4U LIMITED

NOTES TO THE FINANCIAL STATEMENTS

Year ended 31 January 2021

1. ACCOUNTING POLICIES

The financial statements have been prepared in accordance with applicable accounting standards and under the historical cost convention.

The company has not traded and has made neither profit nor loss in the financial year and the preceding period. Consequently no profit and loss account is presented.

2. CALLED UP SHARE CAPITAL

	2021 £	2020 £
Authorised		
1000 Ordinary shares of £1 each	1,000	1,000
Allotted, called up and fully paid		
1 Ordinary share of £1 each	1	1

3. ULTIMATE PARENT COMPANY

The company's ultimate parent company and controlling party is S & U PLC, a company incorporated in England. The consolidated financial statements of S & U plc are available from its registered office at 2 Stratford Court, Cranmore Boulevard, Solihull B90 4QT.