

Registered number: 06787337

**CELLO HEALTH COMMUNICATIONS LTD**

**UNAUDITED**

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2021**



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**CELLO HEALTH COMMUNICATIONS LTD**

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**COMPANY INFORMATION**

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<b>Directors</b>	Mark Bentley James Kelly
<b>Registered number</b>	06787337
<b>Registered office</b>	1 Millennium Centre Crosby Way Farnham England, Surrey GU9 7XX

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**CELLO HEALTH COMMUNICATIONS LTD**

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**DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2021**

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The Directors present their report and the financial statements for the year ended 31 December 2021.

**Principal activity**

The Company was dormant throughout the period.

**Directors**

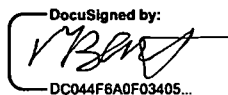
The Directors who served during the year and up to the date of signing of the financial statements were:

Mark Bentley  
James Kelly

**Small companies note**

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

This report was approved by the board and signed on its behalf.

DocuSigned by:  
  
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Mark Bentley  
Director

Date: 28 September 2022

**CELLO HEALTH COMMUNICATIONS LTD**  
**REGISTERED NUMBER: 06787337**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Investments	2	4	4
		<u>4</u>	<u>4</u>
<b>Current assets</b>			
Cash at bank and in hand	3	2	2
		<u>2</u>	<u>2</u>
Creditors: amounts falling due within one year	4	(4)	(4)
		<u>(4)</u>	<u>(4)</u>
<b>Net current liabilities</b>		<u>(2)</u>	<u>(2)</u>
<b>Net assets</b>		<u>2</u>	<u>2</u>
<b>Capital and reserves</b>			
Called up share capital		2	2
		<u>2</u>	<u>2</u>


The 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 Company was entitled to exemption from audit under section 480 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 Company's financial statements have been prepared in accordance with the provisions applicable to entities 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:

DocuSigned by:  
  
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**Mark Bentley**  
 Director

Date: 28 September 2022

The notes on pages 3 to 6 form part of these financial statements.

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**CELLO HEALTH COMMUNICATIONS LTD**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

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**1. Accounting policies**

**1.1 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 Financial Reporting Standard 101 'Reduced Disclosure Framework' and the Companies Act 2006.

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**CELLO HEALTH COMMUNICATIONS LTD**


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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**


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**1. Accounting policies (continued)****1.2 Financial Reporting Standard 101 - reduced disclosure exemptions**

The Company has taken advantage of the following disclosure exemptions under FRS 101:

- the requirements of paragraphs 45(b) and 46-52 of IFRS 2 Share-based payment
- the requirements of paragraphs 62, B64(d), B64(e), B64(g), B64(h), B64(j) to B64(m), B64(n)(ii), B64(o)(ii), B64(p), B64(q)(ii), B66 and B67 of IFRS 3 Business Combinations
- the requirements of paragraph 33(c) of IFRS 5 Non Current Assets Held For Sale and Discontinued Operations
- the requirements of IFRS 7 Financial Instruments: Disclosures
- the requirements of paragraphs 91-99 of IFRS 13 Fair Value Measurement
- the requirements of the second sentence of paragraph 110 and paragraphs 113(a), 114, 115, 118, 119(a) to (c), 120 to 127 and 129 of IFRS 15 Revenue from Contracts with Customers
- the requirement in paragraph 38 of IAS 1 'Presentation of Financial Statements' to present comparative information in respect of:
  - paragraph 79(a)(iv) of IAS 1;
  - paragraph 73(e) of IAS 16 Property, Plant and Equipment;
  - paragraph 118(e) of IAS 38 Intangible Assets;
  - paragraphs 76 and 79(d) of IAS 40 Investment Property; and
  - paragraph 50 of IAS 41 Agriculture
- the requirements of paragraphs 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements
- the requirements of IAS 7 Statement of Cash Flows
- the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors
- the requirements of paragraph 17 and 18A of IAS 24 Related Party Disclosures
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member
- the requirements of paragraphs 130(f)(ii), 130(f)(iii), 134(d)-134(f) and 135(c)-135(e) of IAS 36 Impairment of Assets.

This information is included in the consolidated financial statements of Value Demonstration UK Holdings Limited as at 31 December 2021 and these financial statements may be obtained from 31 Old Nichol Street, London, England E2 7HR.

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**CELLO HEALTH COMMUNICATIONS LTD**


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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**


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**1. Accounting policies (continued)****1.3 Income statement**

The Company has not traded during the year or the preceding financial year. During these periods, the Company received no income and incurred no expenditure and therefore made neither profit or loss.

The Company has no employees and the directors received no specific emoluments for their services to the Company.

**1.4 Valuation of investments**

Investments in subsidiaries are measured at cost less accumulated impairment.

**1.5 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.

**1.6 Creditors**

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Creditors are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

**2. Fixed asset investments**

	<b>Investments in subsidiary companies £</b>
<b>Cost or valuation</b>	
At 1 January 2021	4
At 31 December 2021	4

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**CELLO HEALTH COMMUNICATIONS LTD**


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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**


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**3. Cash and cash equivalents**

	2021 £	2020 £
Cash at bank and in hand	2	2
	<u>2</u>	<u>2</u>

**4. Creditors: Amounts falling due within one year**

	2021 £	2020 £
Trade creditors	4	4
	<u>4</u>	<u>4</u>
	<u>4</u>	<u>4</u>

**5. Controlling party**

As at 31 December 2021, the immediate parent undertaking and controlling party was IS Healthcare Dynamics Limited, a company incorporated in the United Kingdom. The ultimate parent undertaking and controlling party was Value Demonstration Group Holdings LLC Limited, a company incorporated in the United States. The largest and smallest group into which the entity has been consolidated for the period ended 31 December 2021 is Value Demonstration UK Holdings Limited. Consolidated financial statements have been drawn up for Value Demonstration UK Holdings Limited and are available from the following address:

Value Demonstration UK Holdings Limited  
31 Old Nichol Street  
London  
England  
E2 7HR