

**Company Registration No. 07140227 (England and Wales)**

**BRAND STABLE LTD**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**  
**PAGES FOR FILING WITH REGISTRAR**

**BRAND STABLE LTD**

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**BRAND STABLE LTD****BALANCE SHEET****AS AT 31 DECEMBER 2021**

|   |       | 2021             |                  | 2020             |                  |
|---|-------|------------------|------------------|------------------|------------------|
|   | Notes | £                | £                | £                | £                |
| <b>Fixed assets</b>                                   |       |                  |                  |                  |                  |
| Tangible assets                                       | 3     |                  | 1,072            |                  | 2,105            |
| <b>Current assets</b>                                 |       |                  |                  |                  |                  |
| Debtors   | 4     | 9,680            |                  | 2,837            |                  |
| Cash at bank and in hand                              |       | 1,675,688        |                  | 1,330,753        |                  |
|   |       | <u>1,685,368</u> |                  | <u>1,333,590</u> |                  |
| <b>Creditors: amounts falling due within one year</b> | 5     | <u>(123,527)</u> |                  | <u>(161,355)</u> |                  |
| <b>Net current assets</b>                             |       |                  | 1,561,841        |                  | 1,172,235        |
| <b>Total assets less current liabilities</b>          |       |                  | <u>1,562,913</u> |                  | <u>1,174,340</u> |
| <b>Provisions for liabilities</b>                     |       |                  | 99               |                  | (59)             |
| <b>Net assets</b>                                     |       |                  | <u>1,563,012</u> |                  | <u>1,174,281</u> |
| <b>Capital and reserves</b>                           |       |                  |                  |                  |                  |
| Called up share capital                               | 6     |                  | 1                |                  | 1                |
| Profit and loss reserves                              |       |                  | <u>1,563,011</u> |                  | <u>1,174,280</u> |
| <b>Total equity</b>                                   |       |                  | <u>1,563,012</u> |                  | <u>1,174,281</u> |

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 31 December 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small 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 member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

**BRAND STABLE LTD**

**BALANCE SHEET (CONTINUED)**

***AS AT 31 DECEMBER 2021***

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The financial statements were approved by the board of directors and authorised for issue on 28 June 2022 and are signed on its behalf by:

D A Sismondi  
**Director**

**Company Registration No. 07140227**

## **BRAND STABLE LTD**

### **NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2021**

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#### **1 Accounting policies**

##### **Company information**

Brand Stable Ltd is a private company limited by shares incorporated in England and Wales. The registered office is Atlantic House, 65 Jeddo Road, London, W12 9ED.

##### **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 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

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 have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

##### **1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for commissions earned, and is shown net of value added tax and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

##### **1.3 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

|                                |             |
|--------------------------------|-------------|
| Fixtures, fittings & equipment | 15% on cost |
| Computer equipment             | 25% on cost |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

##### **1.4 Impairment of fixed assets**

Assets not measured at fair value are reviewed for any indication that the asset may be impaired at each balance sheet date. If such indication exists, the recoverable amount of the asset, or the asset's cash generating unit, is estimated and compared to the carrying amount. Where the carrying amount exceeds its recoverable amount, an impairment loss is recognised in profit and loss.

Recoverable amount is the higher of fair value less costs to sell and value in use.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss.

**BRAND STABLE LTD**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2021**

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**1 Accounting policies**

**(Continued)**

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss.

**1.5 Cash at bank and in hand**

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts.

**1.6 Financial instruments**

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

**Impairment of financial assets**

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

**Derecognition of financial assets**

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

**BRAND STABLE LTD**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2021**

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**1 Accounting policies**

**(Continued)**

***Classification of financial liabilities***

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

***Basic financial liabilities***

Basic financial liabilities, including creditors, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

**1.7 Equity instruments**

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

**1.8 Taxation**

The tax expense represents the sum of the tax currently payable and deferred tax.

***Current tax***

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

***Deferred tax***

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

**BRAND STABLE LTD****NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****FOR THE YEAR ENDED 31 DECEMBER 2021****1 Accounting policies (Continued)****1.9 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**1.10 Retirement benefits**

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 £.

**2 Employees**

The average monthly number of persons (including directors) employed by the company during the year was:

|       | <b>2021</b>   | <b>2020</b>   |
|-------|---------------|---------------|
|       | <b>Number</b> | <b>Number</b> |
| Total | 3             | 3             |

**3 Tangible fixed assets**

|  | <b>Plant and<br/>machinery etc</b> |
|--|------------------------------------|
|  | <b>£</b>                           |
| <b>Cost</b>                            |                                    |
| At 1 January 2021 and 31 December 2021 | 22,390                             |
| <b>Depreciation and impairment</b>     |                                    |
| At 1 January 2021                      | 20,285                             |
| Depreciation charged in the year       | 1,033                              |
| At 31 December 2021                    | 21,318                             |
| <b>Carrying amount</b>                 |                                    |
| At 31 December 2021                    | 1,072                              |
| At 31 December 2020                    | 2,105                              |



**BRAND STABLE LTD**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2021**

**4 Debtors**

|   | <b>2021</b>         | <b>2020</b>         |
|---|---------------------|---------------------|
|   | <b>£</b>            | <b>£</b>            |
| <b>Amounts falling due within one year:</b> |                     |                     |
| Trade debtors                               | 9,139               | -                   |
| Other debtors                               | 541                 | 2,837               |
|   | <u>9,680</u>        | <u>2,837</u>        |
|   | <u><u>9,680</u></u> | <u><u>2,837</u></u> |

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

|                                    | <b>2021</b>           | <b>2020</b>           |
|------------------------------------|-----------------------|-----------------------|
|                                    | <b>£</b>              | <b>£</b>              |
| Corporation tax                    | 92,056                | 121,776               |
| Other taxation and social security | 26,214                | 523                   |
| Other creditors                    | 5,257                 | 39,056                |
|                                    | <u>123,527</u>        | <u>161,355</u>        |
|                                    | <u><u>123,527</u></u> | <u><u>161,355</u></u> |

**6 Called up share capital**

|                               | <b>2021</b>       | <b>2020</b>     | <b>2021</b>     | <b>2020</b>     |
|-------------------------------|-------------------|-----------------|-----------------|-----------------|
|                               | <b>Number</b>     | <b>Number</b>   | <b>£</b>        | <b>£</b>        |
| <b>Ordinary share capital</b> |                   |                 |                 |                 |
| <b>Issued and fully paid</b>  |                   |                 |                 |                 |
| Ordinary share of 1p each     | 100               | 1               | 1               | 1               |
|                               | <u>100</u>        | <u>1</u>        | <u>1</u>        | <u>1</u>        |
|                               | <u><u>100</u></u> | <u><u>1</u></u> | <u><u>1</u></u> | <u><u>1</u></u> |

**7 Directors' transactions**

The below interest free loan has been provided to the company by/(to) the director and is payable on demand.

| <b>Description</b> | <b>% Rate</b> | <b>Opening balance</b> | <b>Amounts advanced</b> | <b>Amounts repaid</b>  | <b>Closing balance</b> |
|--------------------|---------------|------------------------|-------------------------|------------------------|------------------------|
|                    |               | <b>£</b>               | <b>£</b>                | <b>£</b>               | <b>£</b>               |
| Director's loan    | -             | 34,056                 | 3,978                   | (38,575)               | (541)                  |
|                    |               | <u>34,056</u>          | <u>3,978</u>            | <u>(38,575)</u>        | <u>(541)</u>           |
|                    |               | <u><u>34,056</u></u>   | <u><u>3,978</u></u>     | <u><u>(38,575)</u></u> | <u><u>(541)</u></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.