REGISTERED NUMBER: 07534447 (England and Wales)

Report of the Director and

Unaudited Consolidated Financial Statements for the Year Ended 31 December 2023

for

Hunterlodge Group Limited

Lee Accounting Services 2018 Limited
Trading as Lee & Co
26 High Street
Rickmansworth
Hertfordshire
WD3 1ER

Contents of the Consolidated Financial Statements
for the Year Ended 31 December 2023

Company Information
for the Year Ended 31 December 2023

DIRECTOR:	R E J Hunter
REGISTERED OFFICE:	171 High Street Rickmansworth Hertfordshire WD3 1AY
REGISTERED NUMBER:	07534447 (England and Wales)
ACCOUNTANTS:	Lee Accounting Services 2018 Limited Trading as Lee & Co 26 High Street Rickmansworth Hertfordshire WD3 1ER

Report of the Director
for the Year Ended 31 December 2023

The director presents his report with the financial statements of the company and the group for the year ended 31 December 2023.

PRINCIPAL ACTIVITY

The principal activity of the group in the year under review was that of a holding company for the advertising, media and strategic consultancy businesses of the group. The group provides its clients with the following services: advertising, creative, media buying / planning, digital services (including all social channels), strategic consultancy, CRM and all related marketing technologies. These activities are carried on through the Company's main subsidiaries namely Hunterlodge Advertising Limited and Hunterlodge Media Limited.

DIRECTOR

R E J Hunter held office during the whole of the period from 1 January 2023 to the date of this report.

At the balance sheet date, Augustoceancoral Investments Limited owns 100% of the issued share capital of Hunterlodge Group Limited. The director Mr R E J Hunter controls Augustoceancoral Investments Limited. His shareholding is disclosed in the financial statements of that company.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

R E J Hunter - Director

26 March 2024

Consolidated Income Statement
for the Year Ended 31 December 2023

		31.12.23		31.12.22	
	Notes	£	£	£	£
TURNOVER			**10,224,661**		8,274,048
Cost of sales			**7,013,203**		5,137,498
GROSS PROFIT			**3,211,458**		3,136,550
Distribution costs		**175,261**		181,007	
Administrative expenses		**2,463,749**		2,277,028	
			2,639,010		2,458,035
			572,448		678,515
Other operating income			**7,734**		16,116
OPERATING PROFIT and PROFIT BEFORE TAXATION			**580,182**		694,631
Tax on profit			**142,279**		138,331
PROFIT FOR THE FINANCIAL YEAR			**437,903**		556,300
Profit attributable to:					
Owners of the parent			**437,903**		556,300

The notes form part of these financial statements

Consolidated Balance Sheet
31 December 2023

	Notes	31.12.23 £	31.12.23 £	31.12.22 £	31.12.22 £
FIXED ASSETS					
Tangible assets	6		**31,467**		42,267
Investments	7		**-**		-
			31,467		42,267
CURRENT ASSETS					
Debtors	8	**2,720,456**		1,613,622	
Cash at bank		**881,599**		1,127,675	
		3,602,055		2,741,297	
CREDITORS					
Amounts falling due within one year	9	**3,234,389**		2,385,186	
NET CURRENT ASSETS			**367,666**		356,111
TOTAL ASSETS LESS CURRENT LIABILITIES			**399,133**		398,378
PROVISIONS FOR LIABILITIES			**-**		3,148
NET ASSETS			**399,133**		395,230
CAPITAL AND RESERVES					
Called up share capital	10		**103**		103
Retained earnings			**399,030**		395,127
SHAREHOLDERS' FUNDS			**399,133**		395,230

The company and the group are entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company and the group to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:
(a) ensuring that the group keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the company and the group as at the end of each financial year and of the group's profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company and the group.

The notes form part of these financial statements

continued...

Consolidated Balance Sheet - continued
31 December 2023

The 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 director and authorised for issue on 26 March 2024 and were signed by:

R E J Hunter - Director

Company Balance Sheet
31 December 2023

	Notes	31.12.23 £	31.12.23 £	31.12.22 £	31.12.22 £
FIXED ASSETS					
Tangible assets	6		**-**		-
Investments	7		**102**		102
			102		102
CURRENT ASSETS					
Debtors	8	**727,922**		378,252	
CREDITORS					
Amounts falling due within one year	9	**727,921**		378,251	
NET CURRENT ASSETS			**1**		1
TOTAL ASSETS LESS CURRENT LIABILITIES			**103**		103
CAPITAL AND RESERVES					
Called up share capital	10		**103**		103
SHAREHOLDERS' FUNDS			**103**		103
Company's profit for the financial year			**434,000**		544,000

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:
(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

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Company Balance Sheet - continued
31 December 2023

The 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 director and authorised for issue on 26 March 2024 and were signed by:

R E J Hunter - Director

Consolidated Statement of Changes in Equity
for the Year Ended 31 December 2023

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 January 2022	103	382,827	382,930
Changes in equity			
Dividends	-	(544,000)	(544,000)
Total comprehensive income	-	556,300	556,300
Balance at 31 December 2022	103	395,127	395,230
Changes in equity			
Dividends	-	(434,000)	(434,000)
Total comprehensive income	-	437,903	437,903
Balance at 31 December 2023	103	399,030	399,133

The notes form part of these financial statements

Company Statement of Changes in Equity
for the Year Ended 31 December 2023

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 January 2022	103	-	103
Changes in equity			
Dividends	-	(544,000)	(544,000)
Total comprehensive income	-	544,000	544,000
Balance at 31 December 2022	103	-	103
Changes in equity			
Dividends	-	(434,000)	(434,000)
Total comprehensive income	-	434,000	434,000
Balance at 31 December 2023	103	-	103

1. **STATUTORY INFORMATION**

Hunterlodge Group Limited is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address can be found on the General Information page.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements
These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Basis of consolidation
The group financial statements consolidate the financial statements of Hunterlodge Group Limited and all its subsidiary undertakings drawn up to 31 December each year.

Turnover
Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc	-	25% on reducing balance and 20% on reducing balance

Financial instruments
Debtors
Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

Creditors
Short term trade 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.

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Consolidated Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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2. **ACCOUNTING POLICIES - continued**

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the period to which they relate.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was NIL (2022 - NIL).

The average number of employees by undertakings that were proportionately consolidated during the year was 39 (2022 - 40) .

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	31.12.23	31.12.22
	£	£
Depreciation - owned assets	**10,800**	14,400

5. **INDIVIDUAL INCOME STATEMENT**

As permitted by Section 408 of the Companies Act 2006, the Income Statement of the parent company is not presented as part of these financial statements.

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6. **TANGIBLE FIXED ASSETS**

Group

	Plant and machinery etc £
COST	
At 1 January 2023	
and 31 December 2023	**642,720**
DEPRECIATION	
At 1 January 2023	**600,453**
Charge for year	**10,800**
At 31 December 2023	**611,253**
NET BOOK VALUE	
At 31 December 2023	**31,467**
At 31 December 2022	42,267

7. **FIXED ASSET INVESTMENTS**

Company

	Shares in group undertakings £
COST	
At 1 January 2023	
and 31 December 2023	**102**
NET BOOK VALUE	
At 31 December 2023	**102**
At 31 December 2022	102

Shares in group undertakings comprises 100% of the issued share capital in Hunterlodge Advertising Limited, Hunterlodge Media Limited and Red Line Consulting Limited.

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8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	31.12.23	31.12.22	**31.12.23**	31.12.22
	£	£	**£**	£
Trade debtors	**1,842,576**	1,175,110	**-**	-
Amounts owed by group undertakings	**727,921**	378,251	**727,921**	378,251
Other debtors	**149,959**	60,261	**1**	1
	2,720,456	1,613,622	**727,922**	378,252

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	31.12.23	31.12.22	**31.12.23**	31.12.22
	£	£	**£**	£
Bank loans and overdrafts	**11,820**	16,200	**-**	-
Trade creditors	**2,329,588**	1,464,459	**-**	-
Amounts owed to group undertakings	**-**	-	**727,921**	378,251
Taxation and social security	**210,507**	246,907	**-**	-
Other creditors	**682,474**	657,620	**-**	-
	3,234,389	2,385,186	**727,921**	378,251

10. CALLED UP SHARE CAPITAL

Allotted and issued:

Number:	Class:	Nominal value:	**31.12.23** **£**	31.12.22 £
103	Ordinary	£1	**103**	103