

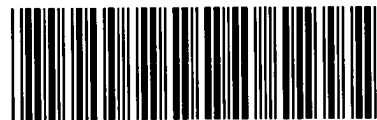
Company Registration No: 07746771

**UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2019**

FOR

STYLIDEAS LIMITED

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STYLIDEAS LIMITED

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For the Year Ended 30 June 2019

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STYLIDEAS LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2019**

DIRECTORS:

Lord Sugar
T.R.E Pellereau

SECRETARY:

M.E.Ray

REGISTERED OFFICE:

Amshold House
Goldings Hill
Loughton
Essex IG10 2RW

COMPANY NUMBER:

07746771

STYLIDEAS LIMITED

DIRECTORS' REPORT

The Directors have the pleasure in presenting the unaudited accounts for the year ended 30 June 2019.

The company has expanded by bringing its latest products to the international markets, where they have been well received. The board continues to invest in new products which have varying development periods. The next financial year will be challenging but we remain confident our investment in new products will help deliver strong profits.

The unaudited accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The Company has opted not to file the profit and loss account in accordance with provisions applicable to companies subject to the small companies' regime.

Statement of Directors' responsibilities

The directors acknowledge their responsibilities for

- (a) ensuring that the Company keeps accounting records that 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 the financial period and of its profit or loss for the financial period 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.

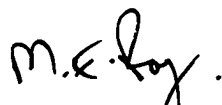
Results

The Company performed well with Sales of £2,476,854 (2018: £4,107,994) generating a profit before tax of £80,096 (2018: £817,875).

Dividends

The Company declared dividends of £300,000 during the year (2018: £400,000).

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



Michael Ray
Company Secretary

18 March 2020

STYLIDEAS LIMITED

STATEMENT OF FINANCIAL POSITION 30 JUNE 2019

	Notes	2019 £	2018 £
FIXED ASSETS			
Intangible Assets	2	58,988	47,511
Tangible Assets	3	43,259	18,034
		<u>102,247</u>	<u>65,545</u>
CURRENT ASSETS			
Stocks		420,532	377,977
Debtors		283,191	199,718
Cash at bank		451,967	809,700
		<u>1,155,690</u>	<u>1,387,395</u>
CREDITORS			
Amounts falling due within one year		<u>(337,533)</u>	<u>(335,879)</u>
NET CURRENT ASSETS		<u>818,157</u>	<u>1,051,516</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>920,404</u>	<u>1,117,061</u>
CAPITAL AND RESERVES			
Called up share capital	4	200	200
Share premium		249,900	249,900
Profit and loss account		670,304	866,961
SHAREHOLDERS' FUNDS		<u>920,404</u>	<u>1,117,061</u>

The Company is entitled to the exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2019.

In accordance with s444 of the Companies Act 2006 the income statement has not been delivered

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records that 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 the financial period and of its profit or loss for the financial period 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.

The accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 18 March 2020 and were signed on its behalf by



T.R.E Pellereau
Director

STYLIDEAS LIMITED

NOTES TO THE UNAUDITED ACCOUNTS For the Year Ended 30 June 2019

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Fixtures and Fitting	- 25% to 33% Straight line
Computer Equipment	- 50% Straight line

Stocks

Stocks are valued at the lower of the cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred Tax

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

Research and Development

Expenditure on research and development is charged to the profits and loss account in the year in which it's incurred.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2018	68,919
Additions	29,591
	<hr/>
At 30 June 2019	98,510
	<hr/>
DEPRECIATION	
At 1 July 2018	21,408
Charge for year	18,114
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At 30 June 2019	39,522
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NET BOOK VALUE	
At 30 June 2019	58,988
	<hr/>
At 30 June 2018	47,511
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STYLIDEAS LIMITED

NOTES TO THE UNAUDITED ACCOUNTS For the Year Ended 30 June 2019

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2018	87,027
Additions	41,335
	<hr/>
At 30 June 2019	128,362
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DEPRECIATION	
At 1 July 2018	64,465
Charge for year	20,638
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At 30 June 2019	85,103
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NET BOOK VALUE	
At 30 June 2019	38,731
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At 30 June 2018	18,034
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4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal Value	2019 £	2018 £
200	Ordinary	£1	200	200
			<hr/>	<hr/>