

Company Registration No: 07746771

**UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2018**

FOR

**STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)**

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**STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)**

**CONTENTS OF THE UNAUDITED ACCOUNTS
For the Year Ended 30 June 2018**

CONTENTS	Page
Company Information	1
Directors' Report	2
Profit and Loss Account	3
Statement of Financial Position	4
Notes to the Unaudited Accounts	5

**STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)**

**COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2018**

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
(FORMERLY AVENTOM LIMITED)**

DIRECTORS' REPORT

The Directors have the pleasure in presenting the unaudited accounts for the year ended 30 June 2018.

The board are pleased to report an increase in sales and profit for the year. 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 from Christmas 2019 onwards.

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

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 £4,107,994 (2017: £2,492,918) generating a profit before tax of £817,875 (2017: £507,429).

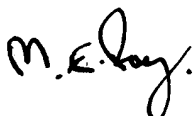
Dividends

The Company declared dividends of £400,000 during the year (2017: £20,000).

Change of name

On 11th January 2019 the Company changed its name from Aventom Limited to Stylideas Limited.

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



Michael Ray
Company Secretary

15 March 2019

STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)

PROFIT AND LOSS ACCOUNT
For the Year Ended 30 June 2018

	2018	2017
	£	£
Turnover	4,107,994	2,492,918
Cost of sales	<u>(1,997,414)</u>	<u>(1,049,837)</u>
Gross profit/(loss)	2,110,580	1,443,081
Manufacturing & distribution costs	(377,350)	(431,973)
Administrative expenses	<u>(908,097)</u>	<u>(466,658)</u>
Operating profit/(loss)	825,133	544,450
Interest receivable and similar income	3,143	1,003
Interest payable and similar expenses	(10,401)	(38,024)
Profit on ordinary activities before taxation	<u>817,875</u>	<u>507,429</u>
Tax credit/(charge) on profit on ordinary activities	<u>(134,521)</u>	<u>(69,694)</u>
Profit for the financial year	<u><u>683,354</u></u>	<u><u>437,735</u></u>

All activities derive from continuing operations.

There is no difference between the reported result on ordinary activities after taxation and the equivalent historical cost amount.

STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)
STATEMENT OF FINANCIAL POSITION
30 JUNE 2018

	Notes	2018 £	2017 £
FIXED ASSETS			
Intangible Assets	2	47,511	7,185
Tangible Assets	3	18,034	39,337
		<u>65,545</u>	<u>46,522</u>
CURRENT ASSETS			
Stocks		377,977	443,796
Debtors		199,718	398,703
Cash at bank		809,700	177,448
		<u>1,387,395</u>	<u>1,019,947</u>
CREDITORS			
Amounts falling due within one year		<u>(335,879)</u>	<u>(232,762)</u>
NET CURRENT ASSETS		<u>1,051,516</u>	<u>787,185</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,117,061</u>	<u>833,707</u>
CAPITAL AND RESERVES			
Called up share capital	4	200	200
Share premium		249,900	249,900
Profit and loss account		866,961	583,607
SHAREHOLDERS' FUNDS		<u>1,117,061</u>	<u>833,707</u>

The Company is entitled to the exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2018.

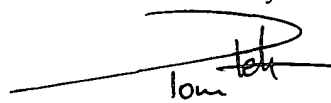
The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2017 in accordance with Section 476 of the Companies Act 2006.

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 15 March 2019 and were signed on its behalf by


 T.R.E Pellereau
 Director

STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)

NOTES TO THE UNAUDITED ACCOUNTS
For the Year Ended 30 June 2018

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 2017	22,269
Additions	46,650
	<hr/>
At 30 June 2018	68,919
	<hr/> <hr/>
DEPRECIATION	
At 1 July 2017	15,084
Charge for year	6,324
	<hr/>
At 30 June 2018	21,408
	<hr/> <hr/>
NET BOOK VALUE	
At 30 June 2018	47,511
	<hr/> <hr/>
At 30 June 2017	7,185
	<hr/> <hr/>

STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)

NOTES TO THE UNAUDITED ACCOUNTS
For the Year Ended 30 June 2018

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2017	76,849
Additions	13,354
Disposals	(3,176)
At 30 June 2018	<u>87,027</u>
DEPRECIATION	
At 1 July 2017	37,512
Charge for year	31,481
At 30 June 2018	<u>68,993</u>
NET BOOK VALUE	
At 30 June 2018	<u>18,034</u>
At 30 June 2017	<u>39,337</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal Value	2018 £	2017 £
200	Ordinary	£1	<u>200</u>	<u>200</u>

STYLIDEAS LIMITED
(FORMERLY AVENTOM LIMITED)

Detailed profit and loss account of the Company
For the year ended 30 June 2018

	2018 £	2017 £
Turnover		
Retail Sales	3,600,630	1,954,091
Online Sales	484,449	509,114
Exhibition Sales	22,756	27,818
Other income	159	1,895
	<u>4,107,994</u>	<u>2,492,918</u>
Cost of sales		
Product Cost of Sale	(1,802,854)	(972,672)
Temporary Staff	(45,388)	(32,725)
Commissions	(35,738)	(23,316)
Discounts	(113,434)	(21,124)
	<u>(1,997,414)</u>	<u>(1,049,837)</u>
Gross profit	<u>2,110,580</u>	<u>1,443,081</u>
Manufacturing & Distribution Costs		
Pre production & design	(32,376)	(25,849)
Despatch, storage & reworking costs	(241,985)	(255,529)
Customer returns cost	(10,193)	(8,712)
Non-compliance cost	(14,670)	(10,020)
Exhibition costs	(39,919)	(19,976)
Stock provision	(11,487)	(90,400)
Courier costs	(26,720)	(21,487)
	<u>(377,350)</u>	<u>(431,973)</u>
Administrative expenses		
Depreciation	(37,805)	(23,905)
Disposal of fixed assets	(3,177)	-
Telephone	(6,366)	(1,585)
Rent	(14,399)	(15,009)
Rates	(28,530)	(1,197)
Trademark and Website Costs	(31,253)	(13,662)
Insurance	(10,708)	(4,778)
Advertising	(255,376)	(115,515)
Office equipment costs	(14,751)	(9,096)
Finance support	(20,000)	(17,500)
IT support	(980)	(753)
Legal and professional fees	(36,700)	(19,427)
Travelling and subsistence	(39,502)	(17,617)
Salaries and wages	(403,163)	(215,007)
Staff recruitment	(4,500)	(2,500)
Entertainment	(1710)	(395)
Stationery	(1,340)	(2,258)
Sponsorship and Training	(2,220)	(480)
Bad debt provision	4,383	(5,974)
	<u>(908,097)</u>	<u>(466,658)</u>
Operating profit/(loss)	<u>825,133</u>	<u>544,450</u>
Interest receivable and similar income		
Bank and other interest receivable	3,143	1,002
	<u>3,143</u>	<u>1,002</u>
Interest payable and similar expenses		
Gain/Loss on exchange rate	8,030	(14,549)
Bank and other interest payable	(18,431)	(23,475)
	<u>(10,401)</u>	<u>(38,024)</u>
Profit on ordinary activities before taxation	<u><u>817,875</u></u>	<u><u>507,429</u></u>