

Ambassador Marketing UK Limited

Annual Report and Filleted Financial Statements
for the Year Ended 31 December 2021

Manningtons
8 High Street
Heathfield
East Sussex
TN21 8LS

Ambassador Marketing UK Limited

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Ambassador Marketing UK Limited

Company Information

Directors	Mr J P Neuber Mrs N R Dornan
Registered office	11 Magnolia Close Heathfield East Sussex TN21 8YF
Auditors	Manningtons 8 High Street Heathfield East Sussex TN21 8LS

Ambassador Marketing UK Limited

(Registration number: 08443046)

Balance Sheet as at 31 December 2021

	Note	2021 £	2020 £
Current assets			
Debtors	<u>5</u>	31,878	34,885
Cash at bank and in hand		<u>58,804</u>	<u>55,861</u>
		90,682	90,746
Creditors: Amounts falling due within one year	<u>6</u>	<u>(45,726)</u>	<u>(47,300)</u>
Net assets		<u>44,956</u>	<u>43,446</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		<u>44,856</u>	<u>43,346</u>
Shareholders' funds		<u>44,956</u>	<u>43,446</u>

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 13 May 2022 and signed on its behalf by:

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Mr J P Ncuber

Director

Ambassador Marketing UK Limited

Notes to the Financial Statements for the Year Ended 31 December 2021

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

11 Magnolia Close
Heathfield
East Sussex
TN21 8YF

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

The Independent Auditor's Report was unqualified. The name of the Senior Statutory Auditor who signed the audit report on 13 May 2022 was A.E.J. Staples, who signed for and on behalf of Manningtons.

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Exemption from preparing group accounts

The financial statements contain information about Ambassador Marketing UK Limited as an individual company and do not contain consolidated financial information as the parent of a group.

The company is exempt under section 401 of the Companies Act 2006 from the requirement to prepare consolidated financial statements as it and its subsidiary undertakings are included by full consolidation in the consolidated financial statements of its parent, Ambassador Marketing Worldwide Inc., a company incorporated in USA.

Ambassador Marketing UK Limited

Notes to the Financial Statements for the Year Ended 31 December 2021

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised at the transaction price, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised at the transaction price.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Ambassador Marketing UK Limited

Notes to the Financial Statements for the Year Ended 31 December 2021

Financial instruments

Classification

The company does not hold any financial instruments.

Ambassador Marketing UK Limited

Notes to the Financial Statements for the Year Ended 31 December 2021

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 1 (2020 - 1).

4 Auditors' remuneration

	2021 £	2020 £
Audit of the financial statements	1,350	850
Other fees to auditors		
Accountancy fees	750	2,200

5 Debtors

	2021 £	2020 £
Trade debtors	31,878	34,885
	31,878	34,885

Ambassador Marketing UK Limited

Notes to the Financial Statements for the Year Ended 31 December 2021

6 Creditors

Creditors: amounts falling due within one year

	2021 £	2020 £
Due within one year		
Taxation and social security	43,725	45,285
Accruals and deferred income	1,999	2,000
Other creditors	2	15
	<u>45,726</u>	<u>47,300</u>

7 Related party transactions

Summary of transactions with other related parties

Network Twentyone Support Systems Limited is a company in which J P Neuber is a director.
During the period purchases were made from Network Twentyone Support Systems Limited

Expenditure with and payables to related parties

	Other related parties £
2021	
Rendering of services	<u>12,000</u>
	Other related parties £
2020	
Rendering of services	<u>6,000</u>

8 Parent and ultimate parent undertaking

The company's immediate parent is Ambassador Marketing Worldwide Inc., incorporated in USA.

These financial statements are available upon request from Ambassador Marketing Worldwide Inc and may be obtained from 2052 Ben Franklin Drive, Unit 201, Sarasota, Florida, USA 34236

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.