

**POLAR ADVERTISING LTD  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**Polar Advertising Ltd  
Financial Statements  
For The Year Ended 31 March 2022**

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**Polar Advertising Ltd**  
**Balance Sheet**  
**As at 31 March 2022**

**Registered number:** 08477450

		<b>2022</b>		<b>2021</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>CURRENT ASSETS</b>					
Debtors	<b>3</b>	55,914		29,948	
Cash at bank and in hand		23,555		39,175	
		79,469		69,123	
<b>Creditors: Amounts Falling Due Within One Year</b>	<b>4</b>	(53,853 )		(39,567 )	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			25,616		29,556
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			25,616		29,556
<b>Creditors: Amounts Falling Due After More Than One Year</b>	<b>5</b>		(25,000 )		(25,000 )
<b>NET ASSETS</b>			616		4,556
<b>CAPITAL AND RESERVES</b>					
Called up share capital	<b>6</b>		3		2
Profit and Loss Account			613		4,554
<b>SHAREHOLDERS' FUNDS</b>			616		4,556

**Polar Advertising Ltd**  
**Balance Sheet (continued)**  
**As at 31 March 2022**

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For the year ending 31 March 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

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A Birch

Director

**28 December 2022**

The notes on pages 3 to 5 form part of these financial statements.

**Polar Advertising Ltd**  
**Notes to the Financial Statements**  
**For The Year Ended 31 March 2022**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**1.2. Going Concern Disclosure**

The directors have not identified any material uncertainties related to events or conditions that may cast significant doubt about the company's ability to continue as a going concern.

**1.3. Turnover**

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**Sale of goods**

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

**Rendering of services**

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

**1.4. Foreign Currencies**

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**1.5. Taxation**

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

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other years and 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 end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period 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 assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and assets reflect the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

**2. Average Number of Employees**

Average number of employees, including directors, during the year was as follows: 1 (2021: 1)

**Polar Advertising Ltd**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 March 2022**

**3. Debtors**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	1,680	9,342
Prepayments and accrued income	9,488	2,711
VAT	993	-
Amounts owed by subsidiaries	43,753	17,895
	<u>55,914</u>	<u>29,948</u>

**4. Creditors: Amounts Falling Due Within One Year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade creditors	14,301	227
Corporation tax	8,906	4,176
VAT	-	4,609
Director's loan account	30,646	30,555
	<u>53,853</u>	<u>39,567</u>

**5. Creditors: Amounts Falling Due After More Than One Year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Bank loans	25,000	25,000
	<u>25,000</u>	<u>25,000</u>

**6. Share Capital**

	<b>2022</b>	<b>2021</b>
Allotted, Called up and fully paid	3	2

**7. Directors Advances, Credits and Guarantees**

Included within Creditors is the following loan from the director:

	<b>As at 1 April 2021</b>	<b>Amounts advanced</b>	<b>Amounts repaid</b>	<b>Amounts written off</b>	<b>As at 31 March 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Mr Alexander Birch	30,555	92	1	-	30,646

The above loan is unsecured, interest free and repayable on demand.

Dividends paid to directors

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
A Birch	31,075	34,768

**Polar Advertising Ltd**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 March 2022**

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**8. Related Party Transactions**

As at the year, an amount of £ 43,753 (2021- 17,895) was owed from Polar London company, a subsidiary of Polar Advertising Ltd.

Polar London company's registered office address is Floor 12th, Miss Ao Dai Building, 21 Nguyen Trung Ngan, Ben Nghe Ward, District 1, Ho Chi Minh City, Vietnam.

Mr.Alexander Birch is a Director and a shareholder of the Polar London.

**9. General Information**

Polar Advertising Ltd is a private company, limited by shares, incorporated in England & Wales, registered number 08477450 . The registered office is Office C. 90 Wallis Rd, Wallis Road, London, England, E9 5LN.

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.