

**REGISTERED NUMBER: 08519077 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 31 May 2017**

**for**

**Deliciously Ella Ltd.**

Humm Accountancy Services Limited  
19 Bowood Road  
London  
SW11 6PE

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for the Year Ended 31 May 2017**

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**Deliciously Ella Ltd.**

**Company  
Information  
for the Year Ended 31 May 2017**

**DIRECTOR:** Mrs E Mills

**REGISTERED OFFICE:** 1 Vincent Square  
London  
SW1P 2PN

**REGISTERED NUMBER:** 08519077 (England and Wales)

**ACCOUNTANTS:** Humm Accountancy Services Limited  
19 Bowood Road  
London  
SW11 6PE

**Deliciously Ella Ltd. (Registered number: 08519077)**

**Balance Sheet  
31 May  
2017**

|  | Notes | 31/5/17<br>£   | £              | 31/5/16<br>£   | £              |
|--|-------|----------------|----------------|----------------|----------------|
| <b>FIXED ASSETS</b>                          |       |                |                |                |                |
| Tangible assets                              | 4     |                | 25,955         |                | 21,695         |
| <b>CURRENT ASSETS</b>                        |       |                |                |                |                |
| Debtors                                      | 5     | 631,554        |                | 435,904        |                |
| Cash at bank                                 |       | <u>143,907</u> |                | <u>63,399</u>  |                |
|  |       | 775,461        |                | 499,303        |                |
| <b>CREDITORS</b>                             |       |                |                |                |                |
| Amounts falling due within one year          | 6     | <u>250,771</u> |                | <u>197,615</u> |                |
| <b>NET CURRENT ASSETS</b>                    |       |                | <u>524,690</u> |                | <u>301,688</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |                | 550,645        |                | 323,383        |
| <b>ACCRUALS AND DEFERRED INCOME</b>          |       |                | <u>5,148</u>   |                | <u>4,339</u>   |
| <b>NET ASSETS</b>                            |       |                | <u>545,497</u> |                | <u>319,044</u> |
| <b>CAPITAL AND RESERVES</b>                  |       |                |                |                |                |
| Called up share capital                      |       |                | 1              |                | 1              |
| Retained earnings                            |       |                | <u>545,496</u> |                | <u>319,043</u> |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |                | <u>545,497</u> |                | <u>319,044</u> |

The notes form part of these financial statements

**Balance Sheet - continued**

**31 May**

**2017**

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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
- (b) 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 financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 22 February 2018 and were signed by:

Mrs E Mills - Director

**Notes to the Financial Statements  
for the Year Ended 31 May 2017**

**1. STATUTORY INFORMATION**

Deliciously Ella Ltd. 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 Company Information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

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

**Turnover**

Turnover represents net invoiced sales of goods and services, excluding value added tax, as well as royalties from book sales.

**Tangible fixed assets**

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

Computer equipment 33% straight line

Plant & machinery 33% straight line

Furniture & fittings 33% straight line

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the 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.

**Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017**

**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.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 .

**4. TANGIBLE FIXED ASSETS**

|                       | Plant and<br>machinery<br>£ | Fixtures<br>and<br>fittings<br>£ | Computer<br>equipment<br>£ | Totals<br>£   |
|-----------------------|-----------------------------|----------------------------------|----------------------------|---------------|
| <b>COST</b>           |                             |                                  |                            |               |
| At 1 June 2016        | 51,600                      | 3,627                            | 4,536                      | 59,763        |
| Additions             | 23,600                      | 793                              | 2,664                      | 27,057        |
| At 31 May 2017        | <u>75,200</u>               | <u>4,420</u>                     | <u>7,200</u>               | <u>86,820</u> |
| <b>DEPRECIATION</b>   |                             |                                  |                            |               |
| At 1 June 2016        | 33,783                      | 2,085                            | 2,200                      | 38,068        |
| Charge for year       | 19,282                      | 1,473                            | 2,042                      | 22,797        |
| At 31 May 2017        | <u>53,065</u>               | <u>3,558</u>                     | <u>4,242</u>               | <u>60,865</u> |
| <b>NET BOOK VALUE</b> |                             |                                  |                            |               |
| At 31 May 2017        | <u>22,135</u>               | <u>862</u>                       | <u>2,958</u>               | <u>25,955</u> |
| At 31 May 2016        | <u>17,817</u>               | <u>1,542</u>                     | <u>2,336</u>               | <u>21,695</u> |

**Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017**

**5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

|               | 31/5/17        | 31/5/16        |
|---------------|----------------|----------------|
|               | £              | £              |
| Trade debtors | 12,882         | 40,330         |
| Other debtors | <u>618,672</u> | <u>395,574</u> |
|               | <u>631,554</u> | <u>435,904</u> |

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

|                              | 31/5/17        | 31/5/16        |
|------------------------------|----------------|----------------|
|                              | £              | £              |
| Hire purchase contracts      | 550            | -              |
| Trade creditors              | 79,745         | 15,110         |
| Taxation and social security | <u>170,476</u> | <u>182,505</u> |
|                              | <u>250,771</u> | <u>197,615</u> |

**7. RELATED PARTY DISCLOSURES**

During the year, total dividends of £222,144 were paid to the director .

During the accounting period ending 31 May 2017, the Company advanced a further net £210,900 (2016: £390,174) to The Mae Deli Limited. At the period end £601,075 was outstanding and included in other debtors.

During the period the company entered into a worldwide licence agreement allowing The Mae Deli Limited to use the Deliciously Ella Ltd brand. Based on this agreement the company received £243,294 of royalty income from The Mae Deli Limited which was unpaid at the period end and is reflected in the above debtor balance. No further royalty income is receivable from this licence agreement as it was terminated on 31 May 2017.

**8. ULTIMATE CONTROLLING PARTY**

The controlling party is M&E Mills Holdings Limited.



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.