

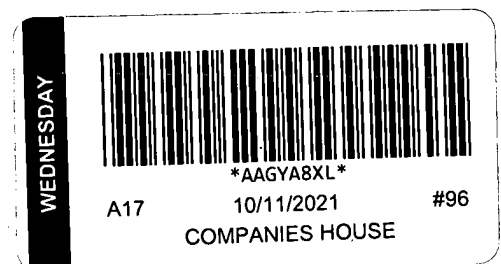
Company Registration No. 08904967 (England and Wales)

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**

**(PREVIOUSLY KNOWN AS INSITE OUTDOOR  
ADVERTISING (B) LTD)**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE PERIOD ENDED 31 DECEMBER 2020**



**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**COMPANY INFORMATION**

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|                  |            |                         |
|------------------|------------|-------------------------|
| <b>Directors</b> | P H Allard | (Appointed 4 June 2020) |
|                  | D Cox      | (Appointed 4 June 2020) |
|                  | J Chandler | (Appointed 4 June 2020) |
|                  | J Smith    | (Appointed 8 July 2021) |

**Company number**      08904967

**Registered office**      Quadrant House Floor 6  
4 Thomas More Square  
London  
United Kingdom  
E1W 1YW

**Auditor**                UHY Hacker Young  
Quadrant House  
4 Thomas More Square  
London  
E1W 1YW

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**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
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**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**DIRECTORS' REPORT**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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The directors present their annual report and financial statements for the period ended 31 December 2020.

**Principal activities**

The principal activity of the company is that of management and development of a portfolio of advertising panels.

**Reporting period**

The company lengthened its accounting reference date from 30 June 2020 to 31 December 2020 on 20 February 2020 to bring the balance sheet date in line with the new parent company.

**Company name change**

The company changed its name on the 8 June 2020 from Insite Outdoor Advertising (A) Ltd to Wildstone Outdoor Advertising (A) Ltd.

**Results and dividends**

The results for the period are set out on page 6.

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

**Directors**

The directors who held office during the period and up to the date of signature of the financial statements were as follows:

|             |                             |
|-------------|-----------------------------|
| W Killick   | (Resigned 31 January 2020)  |
| S Wellman   | (Resigned 24 December 2020) |
| D Maiden    | (Resigned 31 January 2020)  |
| A J Pettit  | (Resigned 31 January 2020)  |
| S J Pettit  | (Resigned 31 January 2020)  |
| L Creighton | (Resigned 5 June 2020)      |
| P H Allard  | (Appointed 4 June 2020)     |
| D Cox       | (Appointed 4 June 2020)     |
| J Chandler  | (Appointed 4 June 2020)     |
| J Smith     | (Appointed 8 July 2021)     |

**Auditor**

The auditor, UHY Hacker Young, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**DIRECTORS' REPORT (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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**Statement of directors' responsibilities**

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

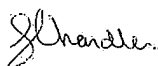
- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Statement of disclosure to auditor**

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.

On behalf of the board



.....  
Jonathan Chandler

**Director**

27 October 2021  
Date: .....

## **INDEPENDENT AUDITOR'S REPORT**

### **TO THE MEMBERS OF WILDSTONE OUTDOOR ADVERTISING (B) LTD**

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#### **Opinion**

We have audited the financial statements of Wildstone Outdoor Advertising (B) Ltd (the 'company') for the period ended 31 December 2020 which comprise the statement of comprehensive income, the balance sheet, the statement of changes in equity and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2020 and of its profit for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

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**INDEPENDENT AUDITOR'S REPORT (CONTINUED)**  
**TO THE MEMBERS OF WILDSTONE OUTDOOR ADVERTISING (B) LTD**

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**Other information**

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the directors' report for the financial period for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the company is not entitled to claim exemption in preparing a strategic report due to it being a member of an ineligible group.

**INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

**TO THE MEMBERS OF WILDSTONE OUTDOOR ADVERTISING (B) LTD**

**Responsibilities of directors**

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**Use of our report**

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Matthew Anderson (Senior Statutory Auditor)**  
For and on behalf of UHY Hacker Young

*27 October 2021*

**Chartered Accountants**  
**Statutory Auditor**

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

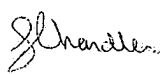
|                                        |              | <b>Period<br/>ended<br/>31 December<br/>2020<br/>£</b> | <b>Year<br/>ended<br/>30 June<br/>2019<br/>£</b> |
|----------------------------------------|--------------|--------------------------------------------------------|--------------------------------------------------|
|                                        | <b>Notes</b> |                                                        |                                                  |
| <b>Turnover</b>                        | <b>2</b>     | 678,820                                                | 447,393                                          |
| Cost of sales                          |              | (281,348)                                              | (201,460)                                        |
| <b>Gross profit</b>                    |              | 397,472                                                | 245,933                                          |
| Administrative expenses                |              | (237,985)                                              | (183,028)                                        |
| <b>Operating profit</b>                | <b>3</b>     | 159,487                                                | 62,905                                           |
| Interest payable and similar expenses  | <b>5</b>     | (46,041)                                               | (30,083)                                         |
| <b>Profit before taxation</b>          |              | 113,446                                                | 32,822                                           |
| Tax on profit                          | <b>6</b>     | -                                                      | -                                                |
| <b>Profit for the financial period</b> |              | 113,446                                                | 32,822                                           |

The profit and loss account has been prepared on the basis that all operations are continuing operations.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**BALANCE SHEET**  
**AS AT 31 DECEMBER 2020**

|                                                         | Notes | 2020<br>£ | £         | 2019<br>£ | £         |
|---------------------------------------------------------|-------|-----------|-----------|-----------|-----------|
| <b>Fixed assets</b>                                     |       |           |           |           |           |
| Intangible assets                                       | 7     |           | 543,323   |           | 781,252   |
| <b>Current assets</b>                                   |       |           |           |           |           |
| Debtors                                                 | 8     | 2,549,439 |           | 2,188,820 |           |
| Creditors: amounts falling due within one year          | 9     | (65,774)  |           | (61,049)  |           |
| <b>Net current assets</b>                               |       |           | 2,483,665 |           | 2,127,771 |
| <b>Total assets less current liabilities</b>            |       |           | 3,026,988 |           | 2,909,023 |
| Creditors: amounts falling due after more than one year | 10    |           | (627,393) |           | (622,874) |
| <b>Net assets</b>                                       |       |           | 2,399,595 |           | 2,286,149 |
| <b>Capital and reserves</b>                             |       |           |           |           |           |
| Called up share capital                                 | 12    |           | 1         |           | 1         |
| Profit and loss reserves                                |       |           | 2,399,594 |           | 2,286,148 |
| <b>Total equity</b>                                     |       |           | 2,399,595 |           | 2,286,149 |

The financial statements were approved by the board of directors and authorised for issue on 27/10/2021..... and are signed on its behalf by:

  
.....  
Jonathan Chandler  
Director

Company Registration No. 08904967

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**STATEMENT OF CHANGES IN EQUITY**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

|                                                      | Share<br>capital | Profit and<br>loss<br>reserves | Total     |
|------------------------------------------------------|------------------|--------------------------------|-----------|
|                                                      | £                | £                              | £         |
| <b>Balance at 1 July 2018</b>                        | 1                | 2,253,326                      | 2,253,327 |
| <b>Year ended 30 June 2019:</b>                      |                  |                                |           |
| Profit and total comprehensive income for the year   | -                | 32,822                         | 32,822    |
| <b>Balance at 30 June 2019</b>                       | 1                | 2,286,148                      | 2,286,149 |
| <b>Period ended 31 December 2020:</b>                |                  |                                |           |
| Profit and total comprehensive income for the period | -                | 113,446                        | 113,446   |
| <b>Balance at 31 December 2020</b>                   | 1                | 2,399,594                      | 2,399,595 |

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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**1 Accounting policies**

**Company information**

Wildstone Outdoor Advertising (B) Ltd is a private company limited by shares incorporated in England and Wales. The registered office is Quadrant House Floor 6, 4 Thomas More Square, London, United Kingdom, E1W 1YW.

**1.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 4 ‘Statement of Financial Position’ – Reconciliation of the opening and closing number of shares;
- Section 7 ‘Statement of Cash Flows’ – Presentation of a statement of cash flow and related notes and disclosures;
- Section 33 ‘Related Party Disclosures’ – Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of Wildstone Group Limited. These consolidated financial statements are available from its registered office.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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**1 Accounting policies**

**(Continued)**

**1.2 Going concern**

In March 2020 the World Health Organisation declared the most recent Coronavirus (COVID-19) outbreak a pandemic, which has had far-reaching impacts on the macroeconomic environment.

These impacts have been mixed for the business. The pandemic has resulted in disruption to our media owner customers' advertising revenues, resulting in a decline in on-time payment which has in turn negatively impacted our cashflows. By contrast, however, cash uncertainty has increased opportunities for the company to acquire new panels as landlords look to monetise assets.

Management has sought to balance the unpredictability of pandemic-driven changes in the operating environment by taking advantage of concessions where available; for example, furlough schemes, senior management bonus deferrals, VAT and other rates or tax deferrals, and favourable changes to landlord rights. In addition, management has updated or implemented new COVID-19 and business continuity policies to protect the health and safety of employees and contractors whilst ensuring minimal business disruption.

Finally, management considers that the company benefits from a significant amount of control over its cash outgoings, including the ability to limit or stop discretionary spending on the upgrade of digital screens and acquisitions of new properties, which together make up the large majority of expenditures.

With due attention to both disruptions and opportunities, management has determined that the COVID-19 pandemic does not create a material uncertainty that casts significant doubt upon the entity's ability to continue operating as a going concern. For these reasons the directors have prepared the financial statements on a going concern basis.

**1.3 Reporting period**

The company lengthened its accounting reference date from 30 June 2020 to 31 December 2020 on 20 February 2020 to bring the balance sheet date in line with the new parent company.

**1.4 Turnover**

Turnover represents rents receivable, excluding VAT.

Turnover is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**1.5 Intangible fixed assets other than goodwill**

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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**1 Accounting policies**

**(Continued)**

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|          |                                                            |
|----------|------------------------------------------------------------|
| Licenses | over 10 years straight line or length of license agreement |
|----------|------------------------------------------------------------|

**1.6 Impairment of fixed assets**

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

**1.7 Cash and cash equivalents**

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts.

**1.8 Financial instruments**

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

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**1 Accounting policies**

**(Continued)**

***Impairment of financial assets***

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

***Derecognition of financial assets***

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

***Classification of financial liabilities***

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

***Basic financial liabilities***

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

***Derecognition of financial liabilities***

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

**1 Accounting policies** **(Continued)**

**1.9 Equity instruments**

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

**1.10 Taxation**

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

***Current tax***

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes 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 reporting end date.

***Deferred tax***

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date 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 is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

**1.11 Finance costs**

Costs directly attributable to the raising of new finance are deferred and released to the profit and loss account over the duration of the loan period.

**2 Turnover and other revenue**

An analysis of the company's turnover is as follows:

|                                               | <b>2020</b>       | <b>2019</b>       |
|-----------------------------------------------|-------------------|-------------------|
|                                               | <b>£</b>          | <b>£</b>          |
| <b>Turnover analysed by class of business</b> |                   |                   |
| Rent receivable                               | 678,820           | 447,393           |
|                                               | <u>          </u> | <u>          </u> |

All turnover arose within the United Kingdom.

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
**(PREVIOUSLY KNOWN AS INSITE OUTDOOR ADVERTISING (B) LTD)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 DECEMBER 2020**

**3 Operating profit**

|                                                           | <b>2020</b>       | <b>2019</b>       |
|-----------------------------------------------------------|-------------------|-------------------|
|                                                           | <b>£</b>          | <b>£</b>          |
| Operating profit for the period is stated after charging: |                   |                   |
| Amortisation of intangible assets                         | 237,929           | 160,368           |
| Operating lease charges                                   | 281,348           | 201,507           |
|                                                           | <u>          </u> | <u>          </u> |

**4 Auditor's remuneration**

The fee payable to the company's auditor is covered by the immediate parent undertaking, Wildstone Outdoor Advertising Limited.

**5 Interest payable and similar expenses**

|                                         | <b>2020</b>       | <b>2019</b>       |
|-----------------------------------------|-------------------|-------------------|
|                                         | <b>£</b>          | <b>£</b>          |
| Interest payable to group undertakings  | 42,120            | 27,952            |
| Other interest on financial liabilities | 3,921             | 2,131             |
|                                         | <u>          </u> | <u>          </u> |
|                                         | 46,041            | 30,083            |
|                                         | <u>          </u> | <u>          </u> |

**6 Taxation**

The actual charge for the period can be reconciled to the expected charge for the period based on the profit or loss and the standard rate of tax as follows:

|                                                                                                      | <b>2020</b>       | <b>2019</b>       |
|------------------------------------------------------------------------------------------------------|-------------------|-------------------|
|                                                                                                      | <b>£</b>          | <b>£</b>          |
| Profit before taxation                                                                               | 113,446           | 32,822            |
|                                                                                                      | <u>          </u> | <u>          </u> |
| Expected tax charge based on the standard rate of corporation tax in the UK of 19.00% (2019: 19.00%) | 21,555            | 6,236             |
| Tax effect of income not taxable in determining taxable profit                                       | -                 | (6,236)           |
| Group relief                                                                                         | (21,555)          | -                 |
|                                                                                                      | <u>          </u> | <u>          </u> |
| Taxation charge for the period                                                                       | -                 | -                 |
|                                                                                                      | <u>          </u> | <u>          </u> |

**WILDSTONE OUTDOOR ADVERTISING (B) LTD**  
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**7 Intangible fixed assets**

|                                     | Licenses<br>£ |
|-------------------------------------|---------------|
| <b>Cost</b>                         |               |
| At 1 July 2019 and 31 December 2020 | 1,586,193     |
| <b>Amortisation and impairment</b>  |               |
| At 1 July 2019                      | 804,941       |
| Amortisation charged for the period | 237,929       |
| At 31 December 2020                 | 1,042,870     |
| <b>Carrying amount</b>              |               |
| At 31 December 2020                 | 543,323       |
| At 30 June 2019                     | 781,252       |

**8 Debtors**

|                                             | 2020<br>£ | 2019<br>£ |
|---------------------------------------------|-----------|-----------|
| <b>Amounts falling due within one year:</b> |           |           |
| Trade debtors                               | 33,819    | 288       |
| Amounts owed by group undertakings          | 2,492,417 | 2,172,666 |
| Other debtors                               | 3,240     | 3,240     |
| Prepayments and accrued income              | 19,963    | 12,626    |
|                                             | 2,549,439 | 2,188,820 |

**9 Creditors: amounts falling due within one year**

|                                    | Notes | 2020<br>£ | 2019<br>£ |
|------------------------------------|-------|-----------|-----------|
| Bank loans and overdrafts          | 11    | 858       | 188       |
| Trade creditors                    |       | 27,695    | 57,386    |
| Amounts owed to group undertakings |       | 4,138     | 519       |
| Taxation and social security       |       | 20,182    | -         |
| Accruals and deferred income       |       | 12,901    | 2,956     |
|                                    |       | 65,774    | 61,049    |

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**10 Creditors: amounts falling due after more than one year**

|                  | Notes | 2020<br>£         | 2019<br>£         |
|------------------|-------|-------------------|-------------------|
| Other borrowings | 11    | 627,393           | 622,874           |
|                  |       | <u>          </u> | <u>          </u> |

**11 Loans and overdrafts**

|                               | 2020<br>£      | 2019<br>£      |
|-------------------------------|----------------|----------------|
| Bank overdrafts               | 858            | 188            |
| Loans from group undertakings | 648,569        | 641,523        |
| Less: Debt issue costs        | (21,176)       | (18,649)       |
|                               | <u>628,251</u> | <u>623,062</u> |
| Payable within one year       | 858            | 188            |
| Payable after one year        | <u>627,393</u> | <u>622,874</u> |

The loans due to group undertakings is interest bearing at a coupon of 4.335% and fully matures in April 2028.

Loan notes issued by Wildstone Group Limited are secured against a floating charge of the assets of the company.

**12 Share capital**

|                               | 2020<br>Number | 2019<br>Number | 2020<br>£ | 2019<br>£ |
|-------------------------------|----------------|----------------|-----------|-----------|
| <b>Ordinary share capital</b> |                |                |           |           |
| <b>Issued and fully paid</b>  |                |                |           |           |
| 1 Ordinary shares of £1 each  | <u>1</u>       | <u>1</u>       | <u>1</u>  | <u>1</u>  |

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**13 Operating lease commitments**

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

|                            | 2020             | 2019             |
|----------------------------|------------------|------------------|
|                            | £                | £                |
| Within one year            | 118,939          | 138,622          |
| Between two and five years | 433,018          | 473,875          |
| In over five years         | 587,629          | 754,522          |
|                            | <u>1,139,586</u> | <u>1,367,019</u> |

**14 Ultimate controlling party**

The immediate parent company is Wildstone Outdoor Advertising Limited, a company registered in England and Wales, and the ultimate parent company is DC Cyclone EquityCo Limited, a company registered in Jersey and controlled by the directors.

Wildstone Group Limited is the smallest member and Cyclone Acquisitions Limited is the largest member of the group that prepares group financial statements and copies can be obtained from the company secretary at 44 Esplanade, St Helier, Jersey, JE4 9WG.