

**SATURDAY GROUP LTD**  
**(FORMERLY KNOWN AS POPULAR CULTURE LTD)**

**UNAUDITED**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2022**

**SATURDAY GROUP LTD**  
**(FORMERLY KNOWN AS POPULAR CULTURE LTD)**

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**SATURDAY GROUP LTD**  
**(FORMERLY KNOWN AS POPULAR CULTURE LTD)**  
**REGISTERED NUMBER:09033127**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	4	61,859	61,859
Investments	5	36,586	38,001
		<u>98,445</u>	<u>99,860</u>
<b>Current assets</b>			
Debtors	6	873,947	749,811
Cash at bank and in hand	7	9,182	532
		<u>883,129</u>	<u>750,343</u>
Creditors: amounts falling due within one year	8	(51,016)	(9,805)
<b>Net current assets</b>		<u>832,113</u>	<u>740,538</u>
<b>Total assets less current liabilities</b>		<u>930,558</u>	<u>840,398</u>
<b>Provisions for liabilities</b>			
Deferred tax	9	(15,465)	(11,753)
		<u>(15,465)</u>	<u>(11,753)</u>
<b>Net assets</b>		<u><u>915,093</u></u>	<u><u>828,645</u></u>
<b>Capital and reserves</b>			
Called up share capital	10	200	200
Other reserves		(70,292)	(76,243)
Profit and loss account		985,185	904,688
		<u><u>915,093</u></u>	<u><u>828,645</u></u>

**SATURDAY GROUP LTD**  
**(FORMERLY KNOWN AS POPULAR CULTURE LTD)**  
**REGISTERED NUMBER:09033127**  
**BALANCE SHEET (CONTINUED)**  
**AS AT 31 DECEMBER 2022**

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The directors consider that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The company has opted not to file the profit and loss account in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 29 September 2023.

**J B Grede**  
Director

The notes on pages 4 to 9 form part of these financial statements.

**SATURDAY GROUP LTD**  
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**STATEMENT OF CHANGES IN EQUITY**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

	Called up share capital	Other reserves	Profit and loss account	Total equity
	£	£	£	£
<b>At 1 January 2021</b>	<b>200</b>	<b>(87,716)</b>	<b>892,669</b>	<b>805,153</b>
Profit for the year	-	-	<b>23,492</b>	<b>23,492</b>
Transfer to/from profit and loss account	-	<b>11,473</b>	<b>(11,473)</b>	-
<b>At 1 January 2022</b>	<b>200</b>	<b>(76,243)</b>	<b>904,688</b>	<b>828,645</b>
Profit for the year	-	-	<b>86,448</b>	<b>86,448</b>
Transfer to/from profit and loss account	-	<b>5,951</b>	<b>(5,951)</b>	-
<b>At 31 December 2022</b>	<b>200</b>	<b>(70,292)</b>	<b>985,185</b>	<b>915,093</b>

The notes on pages 4 to 9 form part of these financial statements.

**SATURDAY GROUP LTD**  
**(FORMERLY KNOWN AS POPULAR CULTURE LTD)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**1. General information**

Saturday Group Ltd is a private company, limited by shares, registered in England and Wales, registration number 09033127. The registered office address is 1-4 King St, Covent Garden, London, WC2E 8HH. The trading address is 1-4 King St, Covent Garden, London, WC2E 8HH.

The principal activity of the company continued to be that of providing consultancy services.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

**2.2 Turnover**

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

**2.3 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Other fixed assets	- Nil depreciation rate
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The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

Included within other fixed assets are assets that are appreciating in value. Therefore a nil depreciation rate has been applied.

**2.4 Valuation of investments**

Investments in unlisted company shares, whose market value can be reliably determined, are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in the Profit and loss account for the period. Where market value cannot be reliably determined, such investments are stated at historic cost less impairment.

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**2. Accounting policies (continued)**

**2.5 Foreign currency translation**

**Functional and presentation currency**

The company's functional and presentational currency is pound sterling.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the profit and loss account within 'finance income or costs'. All other foreign exchange gains and losses are presented in profit or loss within 'other operating income'.

**2.6 Interest income**

Interest income is recognised in profit or loss using the effective interest method.

**2.7 Current and deferred taxation**

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

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

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance sheet, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**2.8 Debtors**

Short-term debtors are measured at transaction price, less any impairment.

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

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**2. Accounting policies (continued)**

**2.9 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

**2.10 Creditors**

Short-term creditors are measured at the transaction price.

**2.11 Provisions for liabilities**

Provisions are made where an event has taken place that gives the company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to profit or loss in the year that the company becomes aware of the obligation, and are measured at the best estimate at the balance sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Balance sheet.

**2.12 Financial instruments**

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

**Basic financial assets**

Basic financial assets, which include trade and other receivables, cash and bank balances, are initially measured at their transaction price including transaction costs and are subsequently carried at their amortised cost using the effective interest method, less any provision for impairment, 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.

Discounting is omitted where the effect of discounting is immaterial. The company's cash and cash equivalents, trade and most other receivables due with the operating cycle fall into this category of financial instruments.

**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 the deduction of all its liabilities.

Basic financial liabilities, which include trade and other payables, bank loans and other loans are initially measured at their transaction price after transaction costs. When this constitutes a financing transaction, whereby the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Discounting is omitted where the effect of discounting is immaterial.

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

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of business from suppliers. Trade payables are classified as current liabilities if



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**NOTES TO THE FINANCIAL STATEMENTS**  
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**2. Accounting policies (continued)**

**2.12 Financial instruments (continued)**

the payment is due within one year. If not, they represent non-current liabilities. Trade payables are initially recognised at their transaction price and subsequently are measured at amortised cost using the effective interest method. Discounting is omitted where the effect of discounting is immaterial.

**3. Employees**

The average monthly number of employees, including directors, during the year was 2 (2021 - 2).

**4. Tangible fixed assets**

	<b>Other fixed assets £</b>
<b>Cost</b>	
At 1 January 2022	<b>61,859</b>
At 31 December 2022	<b>61,859</b>
<b>Net book value</b>	
At 31 December 2022	<b>61,859</b>
<b>At 31 December 2021</b>	<b>61,859</b>

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2022**

**5. Fixed asset investments**

	Unlisted investment £
<b>Cost</b>	
At 1 January 2022	38,001
Foreign exchange movement	(1,415)
At 31 December 2022	<u>36,586</u>
<b>Net book value</b>	
At 31 December 2022	<u>36,586</u>
<b>At 31 December 2021</b>	<u>38,001</u>

**6. Debtors**

	2022 £	2021 £
<b>Due after more than one year</b>		
Other debtors	<u>870,271</u>	747,755
	<u>870,271</u>	747,755
<b>Due within one year</b>		
Other debtors	<u>3,676</u>	2,056
	<u>873,947</u>	<u>749,811</u>

**7. Cash and cash equivalents**

	2022 £	2021 £
Cash at bank	<u>9,182</u>	<u>532</u>

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**8. Creditors: Amounts falling due within one year**

	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
Trade creditors	<b>6,083</b>	-
Corporation tax	<b>21,148</b>	5,510
Other creditors	<b>19,000</b>	-
Accruals	<b>4,785</b>	4,295
	<b><u>51,016</u></b>	<b><u>9,805</u></b>

**9. Deferred taxation**

	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
At beginning of year	<b>(11,753)</b>	(11,753)
Charged to profit or loss	<b>(3,712)</b>	-
<b>At end of year</b>	<b><u>(15,465)</u></b>	<b><u>(11,753)</u></b>

The provision for deferred taxation is made up as follows:

	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
Accelerated capital allowances	<b><u>(15,465)</u></b>	<b><u>(11,753)</u></b>

**10. Share capital**

	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid</b>		
20,000 (2021 - 20,000) Ordinary shares of £0.01 each	<b><u>200</u></b>	<b><u>200</u></b>

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.