

**REGISTERED NUMBER: 09534972 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 31 December 2019**

**for**

**Mediatum Limited**

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for the year ended 31 December 2019**

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**Mediatum Limited**  
**Company Information**  
**for the year ended 31 December 2019**

**DIRECTOR:** Ms S Ben Messaoud

**REGISTERED OFFICE:** 2nd Floor  
Hygeia House  
66 College Road  
Harrow  
Middlesex  
HA1 1BE

**REGISTERED NUMBER:** 09534972 (England and Wales)

**ACCOUNTANTS:** Lawrence Grant  
Chartered Accountants  
and Reporting Accountants  
2nd Floor  
Hygeia House  
66 College Road  
Harrow  
Middlesex  
HA1 1BE

**Statement of Financial Position  
31 December 2019**

	Notes	2019 £	£	2018 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		3,455		1,185
<b>CURRENT ASSETS</b>					
Debtors	5	329,843		398,999	
Cash at bank		<u>163,374</u>		<u>87,112</u>	
		493,217		486,111	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>385,999</u>		<u>246,740</u>	
<b>NET CURRENT ASSETS</b>			<u>107,218</u>		<u>239,371</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			110,673		240,556
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		-		(135,717)
<b>PROVISIONS FOR LIABILITIES</b>			<u>(656)</u>		<u>(225)</u>
<b>NET ASSETS</b>			<u>110,017</u>		<u>104,614</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			1		1
Other reserves			-		6,786
Retained earnings			<u>110,016</u>		<u>97,827</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>110,017</u>		<u>104,614</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 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
- (b) 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 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.

**Statement of Financial Position - continued**  
**31 December 2019**

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

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 and authorised for issue on 23 December 2020 and were signed by:

Ms S Ben Messaoud - Director

**Notes to the Financial Statements  
for the year ended 31 December 2019**

**1. STATUTORY INFORMATION**

Mediatum Limited 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.

The presentation currency of the financial statements is the Pound Sterling (£).

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

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

**Turnover**

Turnover is measured at the fair value of consideration received or receivable from sale of services, excluding value added tax.

**Tangible fixed assets**

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

Fixtures and fittings	- 20% reducing balance
Computer equipment	- Straight line over 3 years

**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 statement of financial position date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position 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.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the statement of financial position date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**Notes to the Financial Statements - continued**  
**for the year ended 31 December 2019**

**2. ACCOUNTING POLICIES - continued****Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

**Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 (2018 - 3) .

**4. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>			
At 1 January 2019	651	4,805	5,456
Additions	-	<u>3,531</u>	<u>3,531</u>
At 31 December 2019	<u>651</u>	<u>8,336</u>	<u>8,987</u>
<b>DEPRECIATION</b>			
At 1 January 2019	279	3,992	4,271
Charge for year	74	<u>1,187</u>	<u>1,261</u>
At 31 December 2019	<u>353</u>	<u>5,179</u>	<u>5,532</u>
<b>NET BOOK VALUE</b>			
At 31 December 2019	<u>298</u>	<u>3,157</u>	<u>3,455</u>
At 31 December 2018	<u>372</u>	<u>813</u>	<u>1,185</u>

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

	2019 £	2018 £
Trade debtors	240,010	271,388
Amounts owed by group undertakings	9,993	118,704
Other debtors	<u>79,840</u>	<u>8,907</u>
	<u>329,843</u>	<u>398,999</u>

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

	2019 £	2018 £
Trade creditors	67,682	6,569
Amounts owed to group undertakings	193,901	92,786
Taxation and social security	35,686	51,205
Other creditors	<u>88,730</u>	<u>96,180</u>
	<u>385,999</u>	<u>246,740</u>

Notes to the Financial Statements - continued  
for the year ended 31 December 2019

7. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2019 £	2018 £
Amounts owed to group undertakings	<u>-</u>	<u>135,717</u>

8. **RELATED PARTY DISCLOSURES**

At the year end date the director, Ms S Ben Messaoud, owed £4,233 (2018: £3,353) to the company by way of an advance of expenses. This represents an interest free loan from the company and is included in other debtors.

At the year end date the company owed £Nil (2018: £135,717) to Mediatum Austria GmbH, a member of the group. This balance is included in 'creditors: amounts falling due in more than one year'.

At the year end date the company owed a net amount of £79,422 (2018: £80,325) to Mediatum Holding AG, the parent company. This balance is made up of £100,871 included in 'creditors: amounts falling due within one year' and £21,449 included in trade debtors.

At the year end date the company owed £93,030 (2018: £109,147 debit) to Mediatum International GmbH, a member of the group. This balance is included in 'creditors: amounts falling due in less than one year'.

At the year end date the company was owed £144,538 (2018: £253,250) by group entities. This represents an interest free loan from the company and is included in 'debtors: amounts falling due within one year'.

9. **ULTIMATE CONTROLLING PARTY**

Mediatum Holding AG, a company registered in Germany, is the immediate and ultimate parent company by virtue of its 100% ownership of the issued share capital in Mediatum 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.