Report and Financial Statements

Year Ended

31 December 2017

Company Number 09977808

09/08/2018 COMPANIES HOUSE

Report and financial statements for the year ended 31 December 2017

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Directors

Timothy Green Christopher Grosso Jennifer Hensley Allison Hoffman Naren Patel Matthew Teeman

Registered office

The Met Building, 22 Percy Street, London, W1T 2BU

Company number

09977808

Auditors

BDO LLP, 2 City Place, Beehive Ring Road, Gatwick, West Sussex, RH6 0PA

Directors' report for the year ended 31 December 2017

The directors present their report and the financial statements for the year ended 31 December 2017.

Principal activity

The principal activity of the company will be the provision of advertising. The company licenses the rights to erect and operate advertising panels. It then sells the advertising space to companies, public bodies and individuals.

Directors

The directors who served during the year were:

Timothy Green Christopher Grosso

Jennifer Hensley

(appointed 13 November 2017)

Allison Hoffman

Colin O'Donnell

(resigned 13 November 2017)

Naren Patel

Paul Daniels
Matthew Teeman

(resigned 17 March 2017)

(appointed 17 March 2017)

Disclosure of information to auditors

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any
 relevant audit information and to establish that the Company's auditors are aware of that information.

Post balance sheet events

There have been no significant events affecting the Company since the year end.

Auditors

The auditors, BDO LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board on 2nd

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and signed on its behalf.

Naren Patel Director

Directors' responsibilities statement for the year ended 31 December 2017

The directors are responsible for preparing the directors' 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 group and company and of the profit or loss of the group for that year.

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.

Independent auditor's report

TO MEMBERS OF INLINK LIMITED

Opinion

We have audited the financial statements of Inlink Limited ("the Company") for the year ended 31 December 2017 which comprise the Statement of comprehensive income, the Balance sheet 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 Financial Reporting Standard 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 2017 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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.

Independent auditor's report (continued)

Other information

The Directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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 the audit:

- the information given in the directors' report for the financial year 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 director's report.

We have nothing to report in respect of the following matters in relation to which 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 Directors were not entitled to prepare the financial statements in accordance with the small companies
 regime and take advantage of the small companies' exemptions in preparing the directors' report and from the
 requirement to prepare a strategic report.

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 determines 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.

Independent auditor's report (continued)

Auditor's responsibilities for the audit of the financial statements

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.

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 at the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

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Anna Draper (senior statutory auditor)
For and on behalf of BDO LLP, statutory auditor
Gatwick
United Kingdom

Date 2/5/2018

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

Statement of comprehensive income for the year ended 31 December 2017

	Note	Year ended 31 December 2017 £	Period 29 January 2016 to 31 December 2016 £
Turnover		4,007,770	-
Cost of Sales		(3,425,467)	-
Gross profit		582,303	-
Administrative expenses		(1,667,222)	(128,657)
Operating loss	4	(1,084,919)	(128,657)
Interest receivable and similar income Interest payable and expenses		4,927 (29,863)	<u> </u>
Loss before tax		(1,109,855)	(128,657)
Tax on loss	7		-
Loss for the year/ period		(1,109,855)	(128,657)

There was no other comprehensive income for 2017 and 2016.

The notes on pages 8 to 15 form part of these financial statements.

Balance sheet at 31 December 2017

Company number 09977808	Note	2017 £	2017 £	2016 £	2016 £
Fixed assets					
Intangible assets	8		1,609,611		720,586
Tangible assets	9		8,320,121		41,824
			9,929,732		762,410
Current assets					ŕ
Debtors: amounts falling due					
within one year	10	6,959,868		5,892,383	
Cash at bank and in hand		3,511,658			
Creditors: amounts falling due					
within one year	11	(6,011,342)		(783,448)	
Net current assets			4,460,184		5,108,935
			.		
Total assets less current liabilities	s		14,389,916		5,871,345
Creditors: amounts falling due after more than one year	. 12		(628,426)		-
Net assets			13,761,490		5,871,345
Capital and reserves					
Called up share capital	14		15,000,002		6,000,002
Profit and loss account	17		(1,238,512)		(128,657)
			13,761,490		5,871,345

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 were approved and authorised for issue by the board and were signed on its behalf on 2nd Mac

2018

Naren Patel **Director**

The notes on pages 8 to 15 form part of these financial statements.

Notes forming part of the financial statements for the year ended 31 December 2017

1 General information

Inlink Limited is a private company limited by shares, incorporated in England & Wales under the Companies Act 2006. The address of the registered office is given on the Company Information page. The nature of the company's operations and it's principal activities are disclosed in the Directors' Report.

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 preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company accounting policies.

The presentation currency is pounds sterling.

The following principal accounting policies have been applied:

2.2 Going concern

The company is expected to generate positive cash flows on its own account over the foreseeable future, although the shareholders have confirmed to financially support the company during this period, if required. As a consequence, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

2.3 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed 10 years.

2.4 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.

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

2 Accounting policies (continued)

Depreciation is provided on the following basis:

Advertising Structures

10 years straight line

IT equipment

Between 5 and 2 years straight line

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 the Statement of comprehensive income.

2.5 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.6 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.7 Taxation

Tax is recognised in the Statement of Comprehensive Income, 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 income 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 date, 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.

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

2 Accounting policies (continued)

2.8 Leased assets: Lessee

Where assets are financed by leasing agreements that give rights approximating to ownership (finance leases), the assets are treated as if they had been purchased outright. The amount capitalised is the present value of the minimum lease payments payable over the term of the lease. The corresponding leasing commitments are shown as amounts payable to the lessor. Depreciation on the relevant assets is charged to profit or loss over the shorter of estimated useful economic life and the term of the lease.

Finance lease payments are analysed between capital and interest components so that the interest element of the payment is charged to profit or loss over the term of the lease and is calculated so that it represents a constant proportion of the balance of capital repayments outstanding. The capital part reduces the amounts payable to the lessor.

All other leases are treated as operating leases. Their annual rentals are charged to profit or loss on a straight-line basis over the term of the lease.

2.9 Sale and leaseback

When a sale and leaseback transaction results in a finance lease no gain is immediately recognised for any excess of sales proceeds over the carrying amount of the asset. Instead, the proceeds are presented as a liability and subsequently measured at amortised cost using the effective interest method.

When a sale and leaseback transaction results in an operating lease, and it is clear that the transaction is established at fair value, any profit or loss is recognised immediately. If the sale price is below fair value, any profit or loss is recognised immediately unless the loss is compensated for by future lease payments at below market price. In that case any such loss is amortised in proportion to the lease payments over the period for which the asset is expected to be used. If the sale price is above fair value, the excess over fair value is amortised over the period for which the asset is expected to be used.

3 Judgements in applying accounting policies and key sources of estimation uncertainty

In preparing these financial statements, the directors have made the following judgements:

Impairment

Determine whether there are indicators of impairment of the company's tangible and intangible assets. Factors taken into consideration in reaching such a decision include the economic viability and expected future financial performance of the asset and where it is a component of a larger cash-generating unit, the viability and expected future performance of that unit.

Other key sources of estimation uncertainty

Tangible fixed assets (see note 2.4)

Tangible fixed assets are depreciated over their useful lives taking into account residual values, where appropriate. The actual lives of the assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing asset lives, factors such as technological innovation, product life cycles and maintenance programmes are taken into account. Residual value assessments consider issues such as future market conditions, the remaining life of the asset and projected disposal values.

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

• Recoverable value of recognised receivables

The recoverability of trade receivables is regularly reviewed in the light of the available economic information specific to each receivable and specific provisions are recognised for balances considered to be irrecoverable.

4 Operating loss

	2017	2016
	£	£
The operating loss is stated after charging:		
Depreciation of tangible fixed assets	221,589	-
Amortisation of intangible assets	41,272	-
Fees payable to the Company's auditor for the audit		
of the Company's financial statements	7,450	4,500

5 Auditors' remuneration

Fees payable to the Company's auditor for the audit of the Company's annual financial statements.

6 Employees

The average monthly number of employees, including directors, during the year was 10 (2016 - 1).

7 Taxation

	Year ended 31 December 2017 £	Period 29 January 2016 to 31 December 2016 £
Taxation on losses on ordinary activities	•	-
	-	~

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

2017 £	2016 £
(1,109,855)	(128,657)
(213,609)	(25,731)
13,587	-
200,022	-
• -	25,731
	
	£ (1,109,855) (213,609)

Factors that may affect future tax charges

The company had losses available to carry forward at the balance sheet date of £404,771 (2016 - £25,731). No deferred tax asset has been recognised on these losses as their future recoverability is uncertain.

The standard rate of corporation tax in the UK changed from 20% to 19% with effect from 1 April 2017. The UK corporation tax rate is due to decrease further to 17% on 1 April 2020, however, this is yet to be substantively enacted.

8 Intangible assets

	Other intangible assets £
Cost At 1 January 2017 Additions	720,586 930,297
At 31 December 2017	1,650,883
Amortisation At 1 January 2017 Charge for the year	41,272
At 31 December 2017	41,272
Net book value At 31 December 2017	1,609,611
At 31 December 2016	720,586

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

ets	Advertising structures £	IT equipment £	Total £
	41,824 9,853,594 (1,689,733)	336,025	41,824 10,189,619 (1,689,733)
17	8,205,685	336,025	8,541,710
	200,014	21,575	221,589
17	200,014	21,575	221,589
17	8,005,671	314,450	8,320,121
16		_	41,824
	17 17	Advertising structures £ 41,824 9,853,594 (1,689,733) ——— 17 200,014 ——— 200,014 ——— 17 8,005,671 ———	Advertising structures equipment £ 41,824 - 9,853,594 336,025 (1,689,733) - 17 8,205,685 336,025 200,014 21,575

During the year, the company entered into a sale and leaseback agreement and sold assets with a net book value of £1,689,733. The net book value of tangible fixed assets includes an amount of £1,709,804 (2016 - £nil) in respect of assets held under these sale and leaseback contracts. The related depreciation charge on these assets for the year was £nil (2016 - £nil).

10 Debtors

	2017	2016
	£	£
Trade debtors	4,307,741	-
Amounts owed by joint venture partners	· _	4,560,002
Other debtors	-	291,256
Prepayments and accrued income	2,652,127	1,041,125
	6,959,868	5,892,383

Notes forming part of the financial statements for the year ended 31 December 2017 *(continued)*

11	Creditors: amounts falling due within one year	2017	2016
		£	£
	Trade creditors	222,558	672,844
	Accruals and deferred income	2,687,886	110,604
	Taxation and social security	227,365	-
	Amounts owed by joint venture partners	637,367	-
	Other creditors	1,163,901	-
	Obligations under finance lease and hire purchase contracts	1,072,265	
		6,011,342	783,448
12	Creditorou amounte falling due offer more than one year	•	
12	Creditors: amounts falling due after more than one year	2017	2016
		3	£
	Obligations under finance leases and hire purchase contracts	628,426	-
		628,426	
13	Hire purchase and finance leases		
	Minimum lease payments under hire purchase fall due as follows:		
		2017	2016
		£	£
	AAPIL	4 070 005	
	Within one year	1,072,265	-
	Between 2-5 years	628,426 ————	
		1,700,691	-
		·	AND THE PARTY OF THE PARTY.
14	Share capital		
		2017 £	2016 £
	Shares classified as equity	£	£
	Allotted, called up and fully paid		
	1,500,000,200/ 600,000,200 - Ordinary shares of £0.01 each	15,000,002	6,000,002
			

900,000,000 Ordinary shares of £0.01 each were issued at par during the year.

Notes forming part of the financial statements for the year ended 31 December 2017 (continued)

15 Related party transactions

During the year, the company was charged £3,047,647 (2016 - £nil) for services and recharged costs from Intersection LLP, a 50% shareholder in Inlink Limited. At the year end the amount due to Intersection LLP was £541,397 (2016 - £nil).

During the year, the company charged £2,753,299 (2016 - £nil) to Primesight Limited, a 50% shareholder of Inlink, for sales made on Inlink's behalf. At the year end the balance due from Primesight Limited was £1,940,286 (2016 - £nil). During the year, the company was also charged £2,380,631 (2016 - £nil) by Primesight Limited for services and recharged costs. At the year end, the balance due to Primesight Limited was £638,572 (2016 - £nil).

16 Capital commitments

At the year end, the company had capital commitments of \$2.3m USD relating to the purchase of 96 Inlink units.

17 Controlling party

Inlink Limited is a joint venture between Primesight Limited (50%) and Intersection London Limited (50%). The address of registered office for each controlling party is:

Primesight Limited Met Building 22 Percy Street London, England W1T 2BU

Intersection London Limited The Broadgate Tower Third Floor 20 Primrose Street London, England EC2A 2RS