

Company Registration No. 10377415 (England and Wales)

**BELLABEAT UK LTD**  
**TRADING AS BELLABEAT**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2019**  
**PAGES FOR FILING WITH REGISTRAR**

**BELLABEAT UK LTD**  
**TRADING AS BELLABEAT**  
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**BELLABEAT UK LTD**  
**TRADING AS BELLABEAT**  
**BALANCE SHEET**

**AS AT 30 SEPTEMBER 2019**

	Notes	2019 £	£	2018 £	£
<b>Current assets</b>					
Debtors	3	6,480,892		-	
Cash at bank and in hand		976,084		100	
		<u>7,456,976</u>		<u>100</u>	
<b>Creditors: amounts falling due within one year</b>	4	(5,574,173)		-	
<b>Net current assets</b>			1,882,803		100
<b>Creditors: amounts falling due after more than one year</b>	5	(2,372,294)			-
<b>Net (liabilities)/assets</b>		<u>(489,491)</u>		<u>100</u>	
<b>Capital and reserves</b>					
Called up share capital	6		100		100
Profit and loss reserves			(489,591)		-
<b>Total equity</b>			<u>(489,491)</u>		<u>100</u>

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

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

The financial statements were approved by the board of directors and authorised for issue on 23 December 2020 and are signed on its behalf by:

S Mur  
**Director**

**Company Registration No. 10377415**

**BELLABEAT UK LTD**  
**TRADING AS BELLABEAT**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2019**

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**1 Accounting policies**

**Company information**

Bellabeat UK Ltd is a private company limited by shares incorporated in England and Wales. The registered office is C/O Hudson & McCullum Limited, Suite G7, Unit 4 Triangle Centre, 399 Uxbridge Road, Southall, Middlesex, UB1 3EJ.

The company was formerly known as Pink Tank Limited.

These financial statements were authorised for issue by the director on 23 December 2020.

**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 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling. Monetary amounts in these financial statements are rounded to the nearest £. The functional currency of the company is the Euro (€) however the director considers presentation in sterling to be the most appropriate presentational format being consistent with previous periods.

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated. These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

**1.2 Going concern**

Bellabeat Inc. has confirmed that they will provide support to enable the company to fulfil its financial obligations as and when they fall due.

The financial support outlined above is adequate to ensure that the company will meet its liabilities as and when they fall due for a period of at least twelve months from the date from which these accounts were approved. On this basis the director is of the opinion that the financial statements should be drawn on a going concern basis.

**1.3 Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

**1.4 Financial instruments**

**Debtors**

Debtors are measured at transaction price less any impairment unless the arrangement constitutes a financing transaction in which case the transaction is measured at the present value of the future receipts discounted at the prevailing market rate of interest. Loans are initially measured at fair value and are subsequently measured at amortised cost using the effective interest method less any impairment.

**Creditors**

Creditors are measured at their transaction price unless the arrangement constitutes a financing transaction in which case the transaction is measured at present value of future payments discounted at prevailing market rate of interest. Other financial liabilities are initially measured at fair value net of their transaction costs. They are subsequently measured at amortised cost using the effective interest method.

**BELLABEAT UK LTD**  
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**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2019**

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

**1.5 Equity instruments**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

**1.6 Foreign exchange**

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

**1.7 Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

**2 Employees**

The average number of persons employed by the company (including the director) during the year, was:

	<b>2019</b>	<b>2018</b>
	<b>Number</b>	<b>Number</b>
Total	1	1
	<u>          </u>	<u>          </u>

**3 Debtors**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
<b>Amounts falling due within one year:</b>		
Amounts owed by group undertakings	5,433,867	-
Other debtors	923,023	-
	<u>          </u>	<u>          </u>
	<u>6,356,890</u>	<u>          </u>

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<b>3</b>	<b>Debtors</b>		<b>(Continued)</b>
		<b>2019</b>	<b>2018</b>
		<b>£</b>	<b>£</b>
	<b>Amounts falling due after more than one year:</b>		
	Other debtors	124,002	-
		<u>          </u>	<u>          </u>
	<b>Total debtors</b>	<b>6,480,892</b>	<b>-</b>
		<u>          </u>	<u>          </u>
<b>4</b>	<b>Creditors: amounts falling due within one year</b>		
		<b>2019</b>	<b>2018</b>
		<b>£</b>	<b>£</b>
	Loans and borrowings	5,564,923	-
	Accruals and deferred income	9,250	-
		<u>          </u>	<u>          </u>
		<b>5,574,173</b>	<b>-</b>
		<u>          </u>	<u>          </u>
<b>5</b>	<b>Creditors: amounts falling due after more than one year</b>		
		<b>2019</b>	<b>2018</b>
		<b>£</b>	<b>£</b>
	<b>Notes</b>		
	Loans and borrowings	2,372,294	-
		<u>          </u>	<u>          </u>
	<b>Secured loan</b>		
	Total borrowings owed of £7,937,217 (2018: £Nil) are secured by fixed charges against all present and future patents, trade marks, service marks, trade names, designs, copyrights, inventions, topographical or similar rights, confidential information and know-how and any interest in any of these rights, whether or not registered. Interest is charged at 10% per annum. Interest of £605,717 (2018: £Nil) was charged during the period. As at financial position date included in other creditors is an account owed of interest of £Nil (2018: £Nil).		
<b>6</b>	<b>Called up share capital</b>		
		<b>2019</b>	<b>2018</b>
		<b>£</b>	<b>£</b>
	<b>Ordinary share capital</b>		
	<b>Issued and fully paid</b>		
	100 Ordinary shares of £1 each	100	100
		<u>          </u>	<u>          </u>

**BELLABEAT UK LTD**  
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**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
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**7 Audit report information**

As the income statement has been omitted from the filing copy of the financial statements, the following information in relation to the audit report on the statutory financial statements is provided in accordance with s444(5B) of the Companies Act 2006:

The auditor's report was unqualified.

The senior statutory auditor was David Cary LLB FCA.  
The auditor was Azets Audit Services.

**8 Related party transactions**

**Summary of transactions with parent**

Included in debtors is a balance due from parent company Bellabeat Inc. The total balance due from this company at the statement of financial position date was £5,433,867 which includes accrued interest of £62,964 (2018: £Nil) charged at 2.5% per annum.

**9 Parent company**

The company's ultimate parent undertaking is Bellabeat Inc. a company incorporated in the United States of America and the parent of the smallest and largest group upon which these accounts are consolidated. Group accounts headed by Bellabeat Inc are not publicly available.

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.