

Amplifi Technology Limited

Company Registered No 10378039

Directors' report and Financial Statements

31 December 2020



Amplifi Technology Limited

Directors

Peter Huijboom (appointed 14 August 2019)

Robert Baldwin (appointed 22 May 2020)

Adrian Terry (resigned 10 April 2020)

Alastair Shearly-Sanders (appointed 14 January 2020)

Company secretary

Mary Hitchon (appointed 22 May 2020)

Registered Office

10 Triton Street

Regent's Place

London NW1 3BF

Amplifi Technology Limited

Directors' Report and Financial Statements

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Amplifi Technology Limited

Directors' Report

The directors present their annual report on the affairs of the Company, together with the unaudited financial statements, for the year ended 31 December 2020.

Business review

The Company has been dormant as defined in Section 1169 of the Companies Act 2006 throughout the year and preceding financial period. It is anticipated that the Company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the Company. There are no risks or uncertainties facing the Company including those within the context of the use of financial instruments.

Directors

The directors who served throughout the year were as follows:

Peter Huijboom (appointed 14 August 2019)

Robert Baldwin (appointed 22 May 2020)

Alastair Shearly-Sanders (appointed 14 January 2020)

Approved by the Board and signed on its behalf by:



Robert Baldwin
Director
13 August 2021
10 Triton Street
Regent's Place
London NW1 3BF

Balance Sheet

at 31 December 2020

	Note	2020 £	2019 £
Current assets			
Cash at bank and in hand		1,000	1,000
Net assets		1,000	1,000
Capital and reserves			
Ordinary share capital	4	1,000	1,000
Shareholders' Funds		1,000	1,000

Amplifi Technology Limited (Registered Number 10378039) did not trade during the current period and has made neither profit nor loss, nor any other recognised gain or loss.

For the year ending 31 December 2020 the Company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with Section 476.

The Directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Approved by the Board of Directors on 13 August 2021.

Signed on behalf of the Board of Directors



Robert Baldwin
Director

Amplifi Technology Limited

Statement of changes in equity

for the year ended 31 December 2020

	Ordinary share capital	Profit and loss account	Total
	£	£	£
At 1 January 2019	1,000	-	1,000
Profit for the financial year	-	-	-
Total comprehensive income for the year	-	-	-
At 31 December 2019	1,000	-	1,000
At 1 January 2020	1,000	-	1,000
Profit for the financial year	-	-	-
Total comprehensive income for the year	-	-	-
At 31 December 2020	1,000	-	1,000

The financial statements of Amplifi Technology Limited (the "Company") for the year ended 31 December 2020 were prepared in accordance with Financial Reporting Standard 101 Reduced Disclosure Framework (FRS 101), Companies Act 2006 and applicable accounting policies. The financial statements are prepared under the historical cost convention.

The financial statements are prepared in pounds sterling (GBP) and are rounded to the nearest pound (£).

2. Accounting policies

Basis of preparation

The Company has transitioned to FRS 101 from previously extant UK Generally Accepted Accounting Practice for all periods presented.

The Company has taken advantage of the following disclosure exemptions under FRS 101:

- (a) the requirements of paragraphs 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements;
- (b) the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors;
- (c) the requirements of paragraph 17 and 18A of IAS 24 Related Party Disclosures;
- (d) the requirements in IAS 24 Related Party Disclosures to disclosed related party transactions entered into between two or more members of a Group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member; and
- (e) the effects of new but not yet effective IFRSs.

3. Directors' remuneration and employees

No Director received any remuneration during the current or prior year in respect of his services to the Company. The Company had no employees during the current or prior year.

4. Called up share capital

	2020 £	2019 £
Allotted, called up and fully paid: Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

5. Ultimate parent undertaking and controlling party

The Company's immediate parent undertaking is Dentsu International Ltd. The ultimate parent undertaking and controlling party is Dentsu Group Inc., a company incorporated in Tokyo and registered in Japan. Dentsu Group Inc. is the parent undertaking of the smallest and largest group for which group financial statements are prepared and of which the Company is a member. The financial statements of Dentsu Group Inc. are publicly available and copies of Group financial statements can be obtained from: The Secretary, Dentsu Group Inc., 1-8-1 Higashi-shimashi, Minato-ku, Tokyo 105-7001.