

**KEY MEDIA HOLDINGS LIMITED  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**Key Media Holdings Limited**  
**Unaudited Financial Statements**  
**For The Year Ended 31 December 2021**

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**Key Media Holdings Limited**  
**Balance Sheet**  
**As at 31 December 2021**

Registered number: 11411366

|   |       | 31 December 2021 |                 | 31 December 2020 |                 |
|---|-------|------------------|-----------------|------------------|-----------------|
|   | Notes | £                | £               | £                | £               |
| <b>CURRENT ASSETS</b>                                 |       |                  |                 |                  |                 |
| Debtors   | 3     | 100              |                 | 100              |                 |
| Investments   | 4     | 1                |                 | 1                |                 |
|   |       | <u>101</u>       |                 | <u>101</u>       |                 |
| <b>Creditors: Amounts Falling Due Within One Year</b> | 5     | (5,201 )         |                 | (3,301 )         |                 |
|   |       | <u>(5,201 )</u>  |                 | <u>(3,301 )</u>  |                 |
| <b>NET CURRENT ASSETS (LIABILITIES)</b>               |       |                  | (5,100 )        |                  | (3,200 )        |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>          |       |                  | <u>(5,100 )</u> |                  | <u>(3,200 )</u> |
| <b>NET LIABILITIES</b>                                |       |                  | <u>(5,100 )</u> |                  | <u>(3,200 )</u> |
| <b>CAPITAL AND RESERVES</b>                           |       |                  |                 |                  |                 |
| Called up share capital                               | 6     |                  | 100             |                  | 100             |
| Profit and Loss Account                               |       |                  | <u>(5,200 )</u> |                  | <u>(3,300 )</u> |
| <b>SHAREHOLDERS' FUNDS</b>                            |       |                  | <u>(5,100 )</u> |                  | <u>(3,200 )</u> |

For the year ending 31 December 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

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

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

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Mr G Walmsley

Director

27/09/2022

The notes on pages 2 to 3 form part of these financial statements.

**Key Media Holdings Limited**  
**Notes to the Financial Statements**  
**For The Year Ended 31 December 2021**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**1.2. Related party exemption**

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

**2. Average Number of Employees**

Average number of employees, including directors, during the year was as follows: NIL (2020: NIL)

**3. Debtors**

|                            | <b>31<br/>December<br/>2021</b> | <b>31<br/>December<br/>2020</b> |
|----------------------------|---------------------------------|---------------------------------|
|                            | <b>£</b>                        | <b>£</b>                        |
| <b>Due within one year</b> |                                 |                                 |
| Directors' loan accounts   | 100                             | 100                             |
|                            | <u>100</u>                      | <u>100</u>                      |

**4. Current Asset Investments**

|                        | <b>31<br/>December<br/>2021</b> | <b>31<br/>December<br/>2020</b> |
|------------------------|---------------------------------|---------------------------------|
|                        | <b>£</b>                        | <b>£</b>                        |
| Shares in subsidiaries | 1                               | 1                               |
|                        | <u>1</u>                        | <u>1</u>                        |

**5. Creditors: Amounts Falling Due Within One Year**

|                                    | <b>31<br/>December<br/>2021</b> | <b>31<br/>December<br/>2020</b> |
|------------------------------------|---------------------------------|---------------------------------|
|                                    | <b>£</b>                        | <b>£</b>                        |
| Accruals and deferred income       | 900                             | 900                             |
| Amounts owed to group undertakings | 4,301                           | 2,401                           |
|                                    | <u>5,201</u>                    | <u>3,301</u>                    |

**6. Share Capital**

|                                    | <b>31<br/>December<br/>2021</b> | <b>31<br/>December<br/>2020</b> |
|------------------------------------|---------------------------------|---------------------------------|
| Allotted, Called up and fully paid | 100                             | 100                             |

**Key Media Holdings Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2021**

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**7. Directors Advances, Credits and Guarantees**

Included within Debtors are the following loans to directors:

|                    | <b>As at 1<br/>January<br/>2021</b> | <b>Amounts<br/>advanced</b> | <b>Amounts<br/>repaid</b> | <b>Amounts<br/>written off</b> | <b>As at 31<br/>December<br/>2021</b> |
|--------------------|-------------------------------------|-----------------------------|---------------------------|--------------------------------|---------------------------------------|
|                    | <b>£</b>                            | <b>£</b>                    | <b>£</b>                  | <b>£</b>                       | <b>£</b>                              |
| Mr Timothy Duce    | 20                                  | -                           | -                         | -                              | 20                                    |
| Mr Michael Shipley | 80                                  | -                           | -                         | -                              | 80                                    |

The above loan is unsecured, interest free and repayable on demand.

**8. General Information**

Key Media Holdings Limited is a private company, limited by shares, incorporated in England & Wales, registered number 11411366 . The registered office is 10th Floor 240 Blackfriars Road, London, SE1 8NW.

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.