

DDNA Ltd

Unaudited Financial Statements

for the financial year ended 31 December 2022

DDNA Ltd

Company Registration Number: NI631684

BALANCE SHEET

as at 31 December 2022

	2022 £	2021 £
Fixed Assets	3,523	1,356
Current assets	85,477	10,099
Prepayments and accrued income	(105,405)	-
Creditors: amounts falling due within one year	(57,135)	(22,361)
Net Current Liabilities	(77,063)	(12,262)
Total Assets less Current Liabilities	(73,540)	(10,906)
Accruals and deferred income	(2,376)	(1,064)
Net Liabilities	(75,916)	(11,970)
Capital and Reserves	(75,916)	(11,970)

Notes to the financial statements

1. General Information

DDNA Ltd is a private company limited by shares incorporated in Northern Ireland. The registered office of the company is Clockwise Offices, 48-60 High Street, Belfast, Co. Antrim, BT1 2BE, Northern Ireland which is also the principal place of business of the company. The financial statements have been presented in Pound Sterling (£) which is also the functional currency of the company.

The company's registration number is NI631684.

The financial statements cover the individual entity DDNA Ltd, for the year ended 31st December 2022.

2. Financial commitments and guarantees

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Pension contributions are charged to the profit and loss in the year that they occur. There is £1,376 owed to the fund at the 31st December 2022.

3. Going concern

The company had a net loss of £63,946 during the year ended 31st December 2022. At that date it had accumulated losses forward of £76,016. During the financial year the company adopted a new revenue recognition accounting policy which has resulted in a trading loss. The directors had anticipated a loss in the first year of

adoption of this new policy and have a full schedule of events for 2023 lined up with a large volume of sales already secured. They have offered assurances that in any event they will continue to financially support the company until such time as it returns to profitability. As such, the accounts are prepared on a going concern basis.

4. Employees

The average monthly number of employees, including directors, during the financial year was

	2022	2021
	Number	Number
Full time	2	2
Directors	2	2
	<hr/>	<hr/>
	4	4
	<hr/>	<hr/>

5. Parent company

The company regards Business Post Media Group Limited as its parent company.

6. Post-Balance Sheet Events

There have been no significant events affecting the company since the financial year-end.

For the financial year ended 31 December 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The directors confirm that the members have not required the company to obtain an audit of its financial statements for the financial year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit and loss for the 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.

These financial statements have been prepared in accordance with the provisions available to micro-entities in Part 15 of the Companies Act 2006 and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The company has taken advantage of the exemption under section 444 not to file the Directors' Report, Abridged Profit and Loss Account.

**Approved by the Board on 16 March 2023 and
signed on its behalf by:**

Mr. Simon Bailie
Director

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.