



MDR Brand Management LLP
Report and Financial Statements
Year ended 9 April 2020
Registered number: OC423095



MDR Brand Management LLP
Report and Financial Statements
Year ended 9 April 2020

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Registered office
Africa House, 70 Kingsway, London, WC2B 6AH

Registered number
OC423095

Independent Auditors
PricewaterhouseCoopers LLP, 1 Embankment Place, London, WC2N 6RH

MDR Brand Management LLP

Report to the Members

Year ended 9 April 2020

The designated members present their report and the audited financial statements for the year ended 9 April 2020.

Principal activities and business review

The principal activity of MDR Brand Management LLP ('the Firm') is the provision of brand management services.

The designated members consider the Firm's financial position at the year end to be satisfactory.

Designated members

The designated members who served throughout the year to 9 April 2020 were:

Daniel Avenier
Mishcon de Reya LLP

Members' profit share, drawings and capital policy

The profits or losses of the Firm are allocated in full each year and are therefore shown as members' remuneration charged as an expense.

Profit distribution payments are made after the end of the financial year, once the results for the year and division of profits between members are finalised. Payments to members are dependent on the working capital requirements of the business.

Capital requirements for each member are reviewed at the start of each year.

Going concern

COVID-19 has had a significant impact on our clients, employees and our business. The Firm continues to be supported by its parent entity and details of the steps taken by Mishcon de Reya LLP in response to COVID-19 are detailed in its consolidated financial statements. Accordingly, the designated members have a reasonable expectation that the Firm has adequate resources to continue trading for the foreseeable future based on cash flow projections and ongoing support from its parent undertaking. The Firm therefore continues to adopt the going concern basis in preparing its financial statements.

Members' Responsibilities Statement

The members are responsible for preparing the Report and Financial Statements in accordance with applicable law and regulation.

Company law requires the members to prepare financial statements for each financial year. Under that law the members have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law). Under company law the members 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 limited liability partnership and of the profit or loss of the limited liability partnership for that period. In preparing the financial statements, the members are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; and

MDR Brand Management LLP

Report to the Members

Year ended 9 April 2020

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the limited liability partnership will continue in business.

The members are also responsible for safeguarding the assets of the limited liability partnership and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The members are responsible for keeping adequate accounting records that are sufficient to show and explain the limited liability partnership's transactions and disclose with reasonable accuracy at any time the financial position of the limited liability partnership and enable them to ensure that the financial statements comply with the Companies Act 2006.

Signed on behalf of the designated members:

Daniel Avenier

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Daniel Avenier
Designated member

Date: 18 December 2020

MDR Brand Management LLP

Independent Auditors' Report to the Members of MDR Brand Management LLP

Report on the audit of the financial statements

Opinion

In our opinion, MDR Brand Management LLP's financial statements:

- give a true and fair view of the state of the limited liability partnership's affairs as at 9 April 2020 and of its result for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law); and
- have been prepared in accordance with the requirements of the Companies Act 2006 as applied to limited liability partnerships by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008.

We have audited the financial statements, included within the Report and Financial Statements (the "Annual Report"), which comprise: the Balance Sheet as at 9 April 2020; the Statement of Comprehensive Income, the Statement of Changes in Members' Interests for the year then ended; and the notes to the financial statements, which include a description of the significant accounting policies.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the limited liability partnership in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (UK) require us to report to you where:

- the members' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the members have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the limited liability partnership'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.

However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the limited liability partnership's ability to continue as a going concern.

Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The members are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or any form of assurance 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 an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of 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 based on these responsibilities.

Independent Auditors' Report to the Members of MDR Brand Management LLP

Responsibilities for the financial statements and the audit

Responsibilities of the members for the financial statements

As explained more fully in the Members' Responsibilities Statement, the members are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The members are also responsible for such internal control as they determine 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 members are responsible for assessing the limited liability partnership'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 members either intend to liquidate the limited liability partnership or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

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 auditors' 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 on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Use of this report

This report, including the opinion, has been prepared for and only for the members of the partnership as a body in accordance with the Companies Act 2006 as applied to limited liability partnerships by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Companies Act 2006 exception reporting

Under the Companies Act 2006 as applicable to limited liability partnerships we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- adequate accounting records have not been kept by the limited liability partnership, 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.

We have no exceptions to report arising from this responsibility.

Entitlement to exemptions

Under the Companies Act 2006 as applicable to limited liability partnerships we are required to report to you if, in our opinion, the members were not entitled to prepare financial statements in accordance with the small limited liability partnerships regime. We have no exceptions to report arising from this responsibility.



Kate Wolstenholme (Senior Statutory Auditor)
for and on behalf of PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
London

22 December 2020

MDR Brand Management LLP**Statement of Comprehensive Income****Year ended 9 April 2020**

	Note	Year to 9 April 2020 £'000	Period from 25 June 2018 to 9 April 2019 £'000
Turnover		338	15
Staff costs	2	(192)	(40)
Depreciation and amortisation		(1)	-
Other operating expenses		(266)	(63)
Operating loss	3	(121)	(88)
Loss for the financial year/period before members' remuneration		(121)	(88)
Salaried members' remuneration		(201)	(163)
Members' remuneration charged as an expense		322	251
Result available for discretionary division among members		-	-

All amounts relate to continuing operations.

MDR Brand Management LLP**Balance Sheet****At 9 April 2020**

	Note	2020 £'000	2019 £'000
Fixed assets			
Tangible fixed assets	4	2	1
		<u>2</u>	<u>1</u>
Current assets			
Debtors	5	413	9
Cash at bank and in hand		118	45
		<u>531</u>	<u>54</u>
Creditors: amounts falling due within one year	6	(1,106)	(306)
Net current liabilities		<u>(575)</u>	<u>(252)</u>
Total assets less current liabilities		<u>(573)</u>	<u>(251)</u>
Net liabilities attributable to members		<u>(573)</u>	<u>(251)</u>
Represented by:			
Loans and other debts due to / (from) members			
Members' capital classified as a liability		-	-
Other amounts		(573)	(251)
		<u>(573)</u>	<u>(251)</u>
Total members' interests			
Members' other interests		(573)	(251)
		<u>(573)</u>	<u>(251)</u>

These financial statements were approved by the designated members of MDR Brand Management LLP on 18 December 2020 and signed on their behalf by

Daniel Avener

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Daniel Avener
Designated member

Limited Liability Partnership Registration No: OC423095

MDR Brand Management LLP**Statement of Changes in Members' Interests****Year ended 9 April 2020**

	Loans and other debts due to/(from) members		
	Members' capital classified as a liability £'000	Members' other amounts £'000	Total members' interests £'000
Members' interests at 25 June 2018 (date of incorporation)	-	-	-
Salaried members' remuneration	-	163	163
Members' remuneration charged as an expense	-	(251)	(251)
Members' interests after loss for the period	-	(88)	(88)
Capital introduced by members	-	-	-
Capital repaid to members	-	-	-
Drawings	-	(163)	(163)
Members' interests at 9 April 2019	-	(251)	(251)
Salaried member's remuneration	-	201	201
Members' remuneration charged as an expense	-	(322)	(322)
Members' interests after loss for the year	-	(372)	(372)
Capital introduced by members	-	-	-
Capital repaid to members	-	-	-
Drawings	-	(201)	(201)
Members' interests at 9 April 2020	-	(573)	(573)

Members' capital classified as a liability at 9 April 2020 is £100 (2019: £100), however the amount shown above is nil (2019: nil) due to the rounding convention applied in these financial statements, which rounds figures to the nearest £'000.

MDR Brand Management LLP

Notes to the Financial Statements

Year ended 9 April 2020

1. ACCOUNTING POLICIES

The principal accounting policies are summarised below. They have all been applied consistently throughout the current year and prior period.

a) General information and basis of accounting

MDR Brand Management LLP is incorporated in the United Kingdom under the Limited Liability Partnership Act 2000. The address of the registered office is stated on the contents page and the principal activity is described in the Report to the Members.

The financial statements have been prepared in accordance with applicable United Kingdom accounting standards, including Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' ('FRS 102'), Companies Act 2006 as applied by LLPs and the Statement of Recommended Practice (SORP), Accounting by Limited Liability Partnerships, issued in December 2018. The financial statements have been prepared under the historical cost convention.

The Firm meets the definition of a qualifying entity under Financial Reporting Standard 102 and has therefore taken advantage of the disclosure exemptions available to it in respect of its individual financial statements, which are presented in the ultimate parent consolidated financial statements. Exemptions have been taken in relation to presentation of a cash flow statement, intra-group transactions and remuneration of key management personnel.

b) Going concern

COVID-19 has had a significant impact on our clients, employees and our business. The Firm continues to be supported by its parent entity and details of the steps taken by Mishcon de Reya LLP in response to COVID-19 are detailed in its consolidated financial statements. Accordingly, the designated members have a reasonable expectation that the Firm has adequate resources to continue trading for the foreseeable future based on cash flow projections and ongoing support from its parent undertaking. The Firm therefore continues to adopt the going concern basis in preparing its financial statements.

c) Turnover

Turnover represents fee income, billed and unbilled, earned from the supply of brand management services provided during the year excluding Value Added Tax and disbursements. Services provided under contracts are valued to the extent that there is a right to consideration and is recorded at the value of the consideration received or deemed to be receivable for those services.

Services provided to clients which, at the balance sheet date, have not been billed, are recognised based on an assessment of the estimated value of the services provided by the balance sheet date. Unbilled turnover is included as accrued income within debtors.

d) Members' interests

The profits or losses of the Firm are allocated in full each year and are therefore shown as members' remuneration charged as an expense.

Profit distribution payments are made after the end of the financial year, once the results for the year and division of profits between members are finalised. Payments to members are dependent on the working capital requirements of the business.

Capital requirements for each member are reviewed at the start of each year.

MDR Brand Management LLP**Notes to the Financial Statements****Year ended 9 April 2020****e) Taxation**

Tax payable on the profits of MDR Brand Management LLP is the personal liability of the members of the LLP and is therefore not recorded as a tax charge or provision within these financial statements.

f) Foreign currencies

The functional currency of the LLP is considered to be pounds sterling because that is the currency of the primary economic environment in which the LLP operates. These financial statements are therefore presented in pounds sterling.

In the financial statements of the LLP, assets and liabilities expressed in foreign currencies are translated to sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated to sterling at the rate ruling at the date of the transaction. Differences arising are dealt with through the profit and loss account.

g) Key sources of estimation uncertainty

The following are the key estimations which the members have made in the process of applying the Firm's accounting policies and that have the most significant effect on the amounts recognised in the financial statements.

Revenue recognition – accrued income

The Firm uses estimations and assumptions regarding the value of services provided to clients which have not been billed at the balance sheet date, in accordance with its accounting policy for revenue recognition.

Impairment of debtors

Trade debtors are reviewed at each reporting date to assess their recoverable value. When assessing impairment of debtors, the members consider a range of factors including the current credit rating of the debtor, the ageing profile and historic experience.

2. STAFF COSTS AND MEMBERS

Staff costs incurred during the year/period were:

	2020 £'000	2019 £'000
Wages and salaries	126	10
Social security costs	39	23
Other pension costs	13	4
	<hr/> 178	<hr/> 37
Other staff costs	14	3
	<hr/> 192	<hr/> 40

The average number of employees during the year/period was:

	2020 Number	2019 Number
Employees	3	1

Profits are shared amongst the members after the end of the year in accordance with agreed profit sharing arrangements.

MDR Brand Management LLP**Notes to the Financial Statements****Year ended 9 April 2020**

The average number of members during the year/period was:

2020 Number	2019 Number
Members	2

3. OPERATING LOSS

Operating loss is stated after charging:

2020 £'000	2019 £'000
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Auditors' remuneration:

Audit of the LLP financial statements	6	6
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4. TANGIBLE FIXED ASSETS

Cost	Computer equipment £'000
At 10 April 2019	1
Additions	2
Disposals	-
At 9 April 2020	3
Accumulated Amortisation	
At 10 April 2019	-
Charge for the year	1
Disposals	-
At 9 April 2020	1
Net book value at 9 April 2020	2
Net book value at 9 April 2019	1

5. DEBTORS

	2020 £'000	2019 £'000
Trade debtors	230	9
Prepayments	65	-
Accrued income	118	-
	413	9

MDR Brand Management LLP**Notes to the Financial Statements****Year ended 9 April 2020****6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2020 £'000	2019 £'000
Amounts due to parent undertaking	688	260
Trade creditors	181	1
Other creditors including taxation	14	10
Accruals & Deferred Income	223	35
	1,106	306

Amounts owed to parent undertakings are interest free and are repayable on demand.

7. FINANCIAL COMMITMENTS

At the year end, the Firm has no future commitments in respect of operating leases (2019: nil) and no capital commitments which were contracted for but not provided in the financial statements (2019: nil).

8. FINANCIAL ASSETS AND LIABILITIES

The carrying values of the LLP's financial assets and liabilities are summarised below:

	2020 £'000	2019 £'000
Financial assets	466	54
Financial liabilities	980	296

9. TRANSACTIONS WITH RELATED PARTIES

The Firm has taken advantage of the exemption under Financial Reporting Standard 102 Section 33 'Related Party Disclosures' to not disclose intra-group transactions.

10. ULTIMATE CONTROLLING PARTY

The members consider the ultimate parent undertaking to be Mishcon de Reya LLP, a limited liability partnership incorporated in England and Wales, which is ultimately controlled by its members. Mishcon de Reya LLP is the parent undertaking of the smallest and largest group of undertakings to consolidate these financial statements. The consolidated financial statements of Mishcon de Reya LLP are available from Africa House, 70 Kingsway, London, WC2B 6AH.