

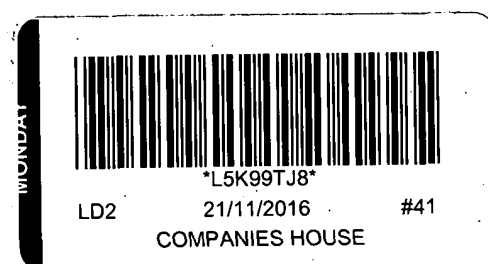
Registered number: 01641655

STRATEGY INTERNATIONAL LIMITED

UNAUDITED

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2015



STRATEGY INTERNATIONAL LIMITED

COMPANY INFORMATION

Directors	P O'Kane Ms T R Smith (appointed 6 May 2016) J A M James (appointed 8 August 2016)
------------------	--

Company secretary	P O'Kane
--------------------------	----------

Registered number	01641655
--------------------------	----------

Registered office	23 Grafton Street London W1S 4EY
--------------------------	--

STRATEGY INTERNATIONAL LIMITED

CONTENTS

	Page
Directors' Report	1
Profit and Loss Account	2
Statement of Total Recognised Gains and Losses	3
Balance Sheet	4-5
Notes to the Financial Statements	6-9

STRATEGY INTERNATIONAL LIMITED

**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2015**

The directors present their report and the unaudited financial statements for the year ended 31 December 2015.

Directors

The directors who served during the year were:

P O'Kane
D Charters (resigned 2 December 2015)

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

This report was approved by the board on 24 October 2016 and signed on its behalf.

P O'Kane
Director



STRATEGY INTERNATIONAL LIMITED

**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2015**

	Note	2015 £	As restated 2014 £
TURNOVER	1	1,107,000	667,342
Cost of sales		(451,334)	(422,876)
		<hr/>	<hr/>
GROSS PROFIT		655,666	244,466
Administrative expenses		(683,724)	(702,675)
		<hr/>	<hr/>
OPERATING LOSS	2	(28,058)	(458,209)
Interest payable and similar charges		(2,282)	(1,450)
		<hr/>	<hr/>
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION		(30,340)	(459,659)
Tax on loss on ordinary activities	3	-	(1,958)
		<hr/>	<hr/>
LOSS FOR THE FINANCIAL YEAR	10	(30,340)	(461,617)
		<hr/>	<hr/>

The material restatement of the 2014 figures results from the company adopting the accruals method of accounting for membership subscriptions income as opposed to it having historically accounted for them on a cash basis.

The notes on pages 6 to 9 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED

**STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES
FOR THE YEAR ENDED 31 DECEMBER 2015**

	Note	2015 £	As restated 2014 £
LOSS FOR THE FINANCIAL YEAR		(30,340)	(461,617)
TOTAL RECOGNISED GAINS AND LOSSES RELATING TO THE YEAR		(30,340)	(461,617)
Prior year adjustment	11	(478,510)	
TOTAL GAINS AND LOSSES RECOGNISED SINCE LAST FINANCIAL STATEMENTS		(508,850)	

The notes on pages 6 to 9 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED
REGISTERED NUMBER: 01641655

BALANCE SHEET
AS AT 31 DECEMBER 2015

	Note	£	2015	£	As restated 2014	£
FIXED ASSETS						
Tangible assets	4			58,752		8,035
Investments	5			2,479		2,479
				<u>61,231</u>		<u>10,514</u>
CURRENT ASSETS						
Debtors	6	374,461			195,867	
Cash in hand		73			73	
		<u>374,534</u>			<u>195,940</u>	
CREDITORS: amounts falling due within one year	7	(656,323)			(596,672)	
NET CURRENT LIABILITIES				<u>(281,789)</u>		<u>(400,732)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES				<u>(220,558)</u>		<u>(390,218)</u>
CREDITORS: amounts falling due after more than one year	8			(200,000)		-
NET LIABILITIES				<u>(420,558)</u>		<u>(390,218)</u>
CAPITAL AND RESERVES						
Called up share capital	9			10,000		10,000
Other reserves	10			300,000		300,000
Profit and loss account	10			(730,558)		(700,218)
SHAREHOLDERS' DEFICIT				<u>(420,558)</u>		<u>(390,218)</u>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2015 and of its loss for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

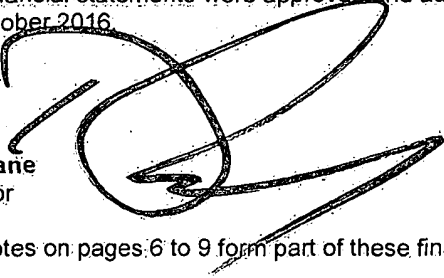
The financial statements have been prepared in accordance with the special provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

STRATEGY INTERNATIONAL LIMITED

BALANCE SHEET (continued)
AS AT 31 DECEMBER 2015

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 24 October 2016.

P O'Kane
Director

A large, stylized handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

The notes on pages 6 to 9 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2015

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The company is the parent undertaking of a small group and as such is not required by the Companies Act 2006 to prepare group accounts. These financial statements therefore present information about the company as an individual undertaking and not about its group.

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Long-term leasehold property	-	over the life of the lease
Fixtures and fittings	-	15% straight line
Computer equipment	-	25% straight line

1.4 Investments

Investments held as fixed assets are shown at cost less provision for impairment.

2. OPERATING LOSS

The operating loss is stated after charging:

	2015 £	2014 £
Depreciation of tangible fixed assets:		
- owned by the company	5,417	5,033

During the year, no director received any emoluments (2014 - £NIL).

3. TAXATION

	2015 £	2014 £
UK corporation tax charge on loss for the year	-	1,958

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015**

4. TANGIBLE FIXED ASSETS

	Land and buildings £	Other fixed assets £	Total £
Cost			
At 1 January 2015	-	84,664	84,664
Additions	41,721	13,793	55,514
At 31 December 2015	41,721	98,457	140,178
Depreciation			
At 1 January 2015	-	76,629	76,629
Charge for the year	-	4,797	4,797
At 31 December 2015	-	81,426	81,426
Net book value			
At 31 December 2015	41,721	17,031	58,752
At 31 December 2014	-	8,035	8,035

5. FIXED ASSET INVESTMENTS

	Investments in subsidiary companies £	Trade investments £	Total £
Cost or valuation			
At 1 January 2015 and 31 December 2015	2	2,477	2,479
Net book value			
At 31 December 2015	2	2,477	2,479
At 31 December 2014	2	2,477	2,479

Subsidiary undertakings

The following were subsidiary undertakings of the company:

Name	Class of shares	Holding
British Expertise International Limited	Ordinary	100%
BEMEAD Limited *	Ordinary	100%

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015**

5. FIXED ASSET INVESTMENTS (continued)

The aggregate of the share capital and reserves as at 31 December 2015 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

Name	Aggregate of share capital and reserves £	Profit/(loss) £
British Expertise International Limited	1,384	1,383
BEMEAD Ltd *	2	-
	<u> </u>	<u> </u>

* indirect holding

6. DEBTORS

	2015 £	2014 £
Trade debtors	284,905	152,862
Other debtors	89,556	43,005
	<u>374,461</u>	<u>195,867</u>

**7. CREDITORS:
Amounts falling due within one year**

	2015 £	2014 £
Bank loans and overdrafts	21,373	17,076
Trade creditors	41,888	37,296
Corporation tax	-	1,958
Other taxation and social security	36,679	46,174
Accruals and deferred income	556,383	494,168
	<u>656,323</u>	<u>596,672</u>

**8. CREDITORS:
Amounts falling due after more than one year**

	2015 £	2014 £
Other loan	200,000	-
	<u>200,000</u>	<u> </u>

The loan is repayable by 27 November 2020 and is subject to 5% interest payable quarterly in arrears.

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015**

9. SHARE CAPITAL

	2015 £	2014 £
Allotted, called up and fully paid		
10,000 Ordinary shares of £1 each	<u>10,000</u>	<u>10,000</u>

10. RESERVES

	Other reserves £	Profit and loss account £
At 1 January 2015 (as previously stated)	300,000	(221,708)
Prior year adjustment (note 11)		(478,510)
At 1 January 2015 (as restated)		(700,218)
Loss for the financial year		(30,340)
At 31 December 2015	<u>300,000</u>	<u>(730,558)</u>

11. PRIOR YEAR ADJUSTMENT

The prior year adjustment reflects the material restatement of the 2014 figures resulting from the company adopting the accruals method of accounting for membership subscriptions income as opposed to it having historically accounted for them on a cash basis.

12. DIRECTORS' PERSONAL GUARANTEES

Peter O'Kane & David Charters have guaranteed £50,000 to the bank which they are holding. This is in relation to the bank overdraft facility to Strategy International Ltd.

13. RELATED PARTY TRANSACTIONS

During the year the company paid consultancy fees of £55,000 (2014: £100,000) to Partner Capital Limited, a company connected by virtue of having P O'Kane and D Charters as common directors.

14. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY

The ultimate parent company is Charters & O'Kane Limited, a company incorporated in England and Wales.