

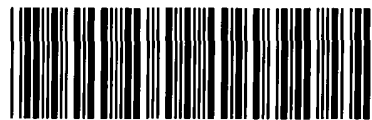
STRATEGY INTERNATIONAL LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2016

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STRATEGY INTERNATIONAL LIMITED

COMPANY INFORMATION

Directors	P O'Kane Ms T R Smith (appointed 6 February 2016) J A M Jones (appointed 8 August 2016)
Company secretary	P O'Kane
Registered number	01641655
Registered office	23 Grafton Street London W1S 4EY

STRATEGY INTERNATIONAL LIMITED

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STRATEGY INTERNATIONAL LIMITED
REGISTERED NUMBER:01641655

STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2016

	Note	2016 £	2015 £
Fixed assets			
Tangible assets	4	92,438	58,752
Investments	5	2,479	2,479
		<u>94,917</u>	<u>61,231</u>
Current assets			
Debtors: amounts falling due within one year	6	589,820	374,460
Cash at bank and in hand		133	72
		<u>589,953</u>	<u>374,532</u>
Creditors: amounts falling due within one year	7	(917,508)	(656,323)
Net current liabilities		<u>(327,555)</u>	<u>(281,791)</u>
Total assets less current liabilities		<u>(232,638)</u>	<u>(220,560)</u>
Creditors: amounts falling due after more than one year	8	(200,000)	(200,000)
Net liabilities		<u><u>(432,638)</u></u>	<u><u>(420,560)</u></u>
Capital and reserves			
Called up share capital		10,000	10,000
Other reserves		300,000	300,000
Profit and loss account		(742,638)	(730,560)
		<u><u>(432,638)</u></u>	<u><u>(420,560)</u></u>

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

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

STRATEGY INTERNATIONAL LIMITED
REGISTERED NUMBER:01641655

STATEMENT OF FINANCIAL POSITION (CONTINUED)
AS AT 31 DECEMBER 2016

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 27 September 2017.



P O'Kane
Director

The notes on pages 4 to 10 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2016

	Called up share capital	Other reserves	Profit and loss account	Total equity
	£	£	£	£
At 1 January 2016	10,000	300,000	(730,560)	(420,560)
Comprehensive income for the year				
Loss for the year	-	-	(12,078)	(12,078)
At 31 December 2016	<u>10,000</u>	<u>300,000</u>	<u>(742,638)</u>	<u>(432,638)</u>

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2015

	Called up share capital	Other reserves	Profit and loss account	Total equity
	£	£	£	£
At 1 January 2015 (as previously stated)	10,000	300,000	(221,708)	88,292
Prior year adjustment	-	-	(478,510)	(478,510)
At 1 January 2015 (as restated)	<u>10,000</u>	<u>300,000</u>	<u>(700,218)</u>	<u>(390,218)</u>
Comprehensive income for the year				
Loss for the year	-	-	(30,342)	(30,342)
At 31 December 2015	<u>10,000</u>	<u>300,000</u>	<u>(730,560)</u>	<u>(420,560)</u>

The notes on pages 4 to 10 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

1. General information

Strategy International Limited (registered number:01641655) is a company limited by shares. Its registered office address is 23 Grafton Street, London, W1S 4EY.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Going concern

During the year the company incurred a loss £12,078 and had net liabilities of £432,638 as at the year end. The financial statements have been prepared on a going concern basis, the applicability of which is dependent on the continuous support of its shareholders.

2.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.4 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

2. Accounting policies (continued)

2.4 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

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

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Comprehensive Income.

2.5 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

Investments in unlisted Company shares, whose market value can be reliably determined, are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in the Statement of Comprehensive Income for the period. Where market value cannot be reliably determined, such investments are stated at historic cost less impairment.

Investments in listed company shares are remeasured to market value at each Statement of Financial Position date. Gains and losses on remeasurement are recognised in profit or loss for the period.

2.6 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.7 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.8 Financial instruments

The Company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016

2. Accounting policies (continued)

2.9 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.10 Finance costs

Finance costs are charged to the Statement of Comprehensive Income over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

2.11 Interest income

Interest income is recognised in the Statement of Comprehensive Income using the effective interest method.

2.12 Borrowing costs

All borrowing costs are recognised in the Statement of Comprehensive Income in the year in which they are incurred.

3. Employees

The average monthly number of employees, including directors, during the year was 8 (2015 - 10).

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

4. Tangible fixed assets

	Land and buildings £	Other fixed assets £	Total £
Cost or valuation			
At 1 January 2016	41,721	98,457	140,178
Additions	32,690	32,324	65,014
At 31 December 2016	74,411	130,781	205,192
Depreciation			
At 1 January 2016	-	81,426	81,426
Charge for the period on owned assets	17,071	14,257	31,328
At 31 December 2016	17,071	95,683	112,754
Net book value			
At 31 December 2016	57,340	35,098	92,438
At 31 December 2015	41,721	17,031	58,752

5. Fixed asset investments

	Investments in subsidiary companies £	Trade investments £	Total £
Cost or valuation			
At 1 January 2016	2	2,477	2,479
At 31 December 2016	2	2,477	2,479
Net book value			
At 31 December 2016	2	2,477	2,479
At 31 December 2015	2	2,477	2,479

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

5. Fixed asset investments (continued)

The following were subsidiary undertakings of the Company:

Subsidiary undertakings

Name	Principal activity
British Expertise International Limited	membership organisation
BEMEAD Limited	dormant

The aggregate of the share capital and reserves as at 31 December 2016 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

	Aggregate of share capital and reserves £	Profit/(loss) £
British Expertise International Limited	(76,745)	(78,129)
BEMEAD Limited	2	-
	<u>(76,743)</u>	<u>(78,129)</u>

6. Debtors

	2016 £	2015 £
Trade debtors	355,015	284,905
Amounts owed by group undertakings	57,827	-
Other debtors	108,806	40,438
Prepayments and accrued income	68,172	49,117
	<u>589,820</u>	<u>374,460</u>

Included within other debtors due within one year is a loan to P O'Kane, a director, amounting to £86,088 (2015 - £20,400). The loan is subject to an interest rate of 3%.

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

7. Creditors: Amounts falling due within one year

	2016 £	2015 £
Bank overdrafts	60,107	21,373
Trade creditors	125,223	41,888
Amounts owed to group undertakings	51,799	-
Other taxation and social security	77,526	36,680
Other creditors	7,087	101,908
Accruals and deferred income	595,766	454,474
	<u>917,508</u>	<u>656,323</u>

8. Creditors: Amounts falling due after more than one year

	2016 £	2015 £
Other loans	<u>200,000</u>	<u>200,000</u>

9. Loans

Analysis of the maturity of loans is given below:

	2016 £	2015 £
Amounts falling due 2-5 years		
Other loans	<u>200,000</u>	<u>200,000</u>

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

10. Controlling party

The immediate parent undertaking is Strategy International Holdings Limited, a company incorporated in England and Wales. The ultimate parent undertaking is DBE Holdings Limited, a company incorporated in England and Wales.

11. First time adoption of FRS 102

The policies applied under the entity's previous accounting framework are not materially different to FRS 102 and have not impacted on equity or profit or loss.