

**STRATEGY INTERNATIONAL LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

Strategy International Limited
Unaudited Financial Statements
For The Year Ended 31 December 2019

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Strategy International Limited
Balance Sheet
As at 31 December 2019

Registered number: 01641655

		2019		2018	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	3		14,430		39,805
Investments	4		2,479		2,479
			16,909		42,284
CURRENT ASSETS					
Debtors	5	792,075		922,732	
Cash at bank and in hand		519		32,289	
			792,594		955,021
Creditors: Amounts Falling Due Within One Year	6	(388,477)		(499,818)	
NET CURRENT ASSETS (LIABILITIES)			404,117		455,203
TOTAL ASSETS LESS CURRENT LIABILITIES			421,026		497,487
Creditors: Amounts Falling Due After More Than One Year	7		(1,315,129)		(774,129)
NET ASSETS			(894,103)		(276,642)
CAPITAL AND RESERVES					
Called up share capital	8		715,000		715,000
Other reserves			300,000		300,000
Profit and Loss Account			(1,909,103)		(1,291,642)
SHAREHOLDERS' FUNDS			(894,103)		(276,642)

Strategy International Limited
Balance Sheet (continued)
As at 31 December 2019

For the year ending 31 December 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities

- The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The director acknowledges his 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

Mr Peter O'Kane

30/09/2020

The notes on pages 3 to 6 form part of these financial statements.

Strategy International Limited
Notes to the Financial Statements
For The Year Ended 31 December 2019

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. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

1.3. Tangible Fixed Assets and Depreciation

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

Leasehold	Over the lease term
Plant & Machinery	Over 5 years
Fixtures & Fittings	Over 5 years
Computer Equipment	Over 5 years

2. Average Number of Employees

Average number of employees, including directors, during the year was as follows: 17

Strategy International Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2019

3. Tangible Assets

	Land & Property				
	Leasehold	Plant & Machinery	Fixtures & Fittings	Computer Equipment	Total
	£	£	£	£	£
Cost					
As at 1 January 2019	86,737	21,441	88,476	21,484	218,138
As at 31 December 2019	86,737	21,441	88,476	21,484	218,138
Depreciation					
As at 1 January 2019	54,276	20,153	83,302	20,602	178,333
Provided during the period	18,603	1,288	4,291	1,193	25,375
As at 31 December 2019	72,879	21,441	87,593	21,795	203,708
Net Book Value					
As at 31 December 2019	13,858	-	883	(311)	14,430
As at 1 January 2019	32,461	1,288	5,174	882	39,805

Strategy International Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2019

4. Investments

	Unlisted £
Cost	
As at 1 January 2019	2,479
As at 31 December 2019	2,479
Provision	
As at 1 January 2019	-
As at 31 December 2019	-
Net Book Value	
As at 31 December 2019	2,479
As at 1 January 2019	2,479

Fixed asset investments (continued)

The following were subsidiary undertakings of the Company:

Subsidiary undertakings

Name: British Expertise International Limited
Principal activity: membership organisation

Name: Inspire Publishing Limited
Principal activity: dormant

Name: BEMEAD Limited
Principal activity: dormant

Name: British Expertise Limited
Principal activity: Non-profit

Strategy International Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2019

5. Debtors

	2019	2018
	£	£
Due within one year		
Trade debtors	245,340	365,778
Other debtors	54,047	49,773
	<u>299,387</u>	<u>415,551</u>
Due after more than one year		
Amounts owed by group undertakings	492,688	507,181
	<u>492,688</u>	<u>507,181</u>
	<u><u>792,075</u></u>	<u><u>922,732</u></u>

6. Creditors: Amounts Falling Due Within One Year

	2019	2018
	£	£
Trade creditors	57,857	116,147
Other taxes and social security	50,797	81,611
Amounts owed to group undertakings	279,823	302,060
	<u>388,477</u>	<u>499,818</u>

7. Creditors: Amounts Falling Due After More Than One Year

	2019	2018
	£	£
Other creditors	21,937	20,774
Accruals and deferred income	500,757	489,750
Amounts owed to group undertakings	792,435	263,605
	<u>1,315,129</u>	<u>774,129</u>

8. Share Capital

	2019	2018
Allotted, Called up and fully paid	715,000	715,000

9. General Information

Strategy International Limited is a private company, limited by shares, incorporated in England & Wales, registered number 01641655. The registered office is 23, Grafton Street, London, W1S 4EY.

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

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.