

STRATEGY INTERNATIONAL LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2017



STRATEGY INTERNATIONAL LIMITED
REGISTERED NUMBER:01641655

STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2017

	Note	2017 £	2016 £
Fixed assets			
Tangible assets	4	59,958	92,438
Investments	5	2,479	2,479
		<u>62,437</u>	<u>94,917</u>
Current assets			
Debtors: amounts falling due within one year	6	977,882	589,820
Cash at bank and in hand		3,133	133
		<u>981,015</u>	<u>589,953</u>
Creditors: amounts falling due within one year	7	(758,350)	(917,508)
Net current assets/(liabilities)		<u>222,665</u>	<u>(327,555)</u>
Total assets less current liabilities		<u>285,102</u>	<u>(232,638)</u>
Creditors: amounts falling due after more than one year	8	(86,100)	(200,000)
Net assets/(liabilities)		<u><u>199,002</u></u>	<u><u>(432,638)</u></u>
Capital and reserves			
Called up share capital		715,000	10,000
Other reserves		300,000	300,000
Profit and loss account		(815,998)	(742,638)
		<u><u>199,002</u></u>	<u><u>(432,638)</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 2017

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


P O'Kane
Director

The notes on pages 3 to 8 form part of these financial statements.

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2017

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 £XX and had net liabilities of £XX 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 Pensions

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Comprehensive Income when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of Financial Position. The assets of the plan are held separately from the Company in independently administered funds.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017

2. Accounting policies (continued)

2.5 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.

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.

2.6 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.7 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.

2.8 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.

2.9 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 Financial instruments

The Company only enters into basic financial instrument 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.

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017**

3. Employees

The average monthly number of employees, including directors, during the year was 15 (2016 - 8).

4. Tangible fixed assets

	Land and buildings £	Other fixed assets £	Total £
Cost or valuation			
At 1 January 2017	74,411	130,781	205,192
At 31 December 2017	74,411	130,781	205,192
Depreciation			
At 1 January 2017	17,071	95,683	112,754
Charge for the year on owned assets	18,603	13,877	32,480
At 31 December 2017	35,674	109,560	145,234
Net book value			
At 31 December 2017	38,737	21,221	59,958
At 31 December 2016	57,340	35,098	92,438

5. Fixed asset investments

	Investments in subsidiary companies £	Trade investments £	Total £
Cost or valuation			
At 1 January 2017	2	2,477	2,479
At 31 December 2017	2	2,477	2,479
Net book value			
At 31 December 2017	2	2,477	2,479
At 31 December 2016	2	2,477	2,479

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017**

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 2017 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	(134,786)	(105,970)
BEMEAD Limited	2	-
	<u>(134,784)</u>	<u>(105,970)</u>

6. Debtors

	2017 £	2016 £
Trade debtors	259,487	355,015
Amounts owed by group undertakings	506,254	57,827
Other debtors	184,886	108,807
Prepayments	27,255	68,172
	<u>977,882</u>	<u>589,821</u>

STRATEGY INTERNATIONAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017**

7. Creditors: Amounts falling due within one year

	2017 £	2016 £
Bank overdrafts	79,483	60,107
Trade creditors	85,729	125,223
Amounts owed to group undertakings	899	51,799
Other taxation and social security	88,675	77,526
Other creditors	11,714	7,087
Accruals and deferred income	491,850	595,766
	<u>758,350</u>	<u>917,508</u>

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

	2017 £	2016 £
Other loans	<u>86,100</u>	<u>200,000</u>

9. Loans

Analysis of the maturity of loans is given below:

	2017 £	2016 £
Amounts falling due 2-5 years		
Other loans	<u>86,100</u>	<u>200,000</u>

10. Pension commitments

The Company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £7,069 (2016 - £nil). Contributions totalling £4,666 (2016 - £nil) were payable to the fund at the reporting date and are included in creditors.

STRATEGY INTERNATIONAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2017

11. 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.