

**STRATEGY INTERNATIONAL LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

Strategy International Limited
Unaudited Financial Statements
For The Year Ended 31 December 2020

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Strategy International Limited
Balance Sheet
As at 31 December 2020

Registered number: 01641655

		2020		2019	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	3		7,504		14,430
Investments	4		2,479		2,479
			9,983		16,909
CURRENT ASSETS					
Debtors	5	775,034		792,075	
Cash at bank and in hand		66,241		519	
		841,275		792,594	
Creditors: Amounts Falling Due Within One Year	6	(412,327)		(388,477)	
NET CURRENT ASSETS (LIABILITIES)			428,948		404,117
TOTAL ASSETS LESS CURRENT LIABILITIES			438,931		421,026
Creditors: Amounts Falling Due After More Than One Year	7		(1,440,399)		(1,315,129)
NET LIABILITIES			(1,001,468)		(894,103)
CAPITAL AND RESERVES					
Called up share capital	8	715,000		715,000	
Other reserves		300,000		300,000	
Profit and Loss Account		(2,016,468)		(1,909,103)	
SHAREHOLDERS' FUNDS			(1,001,468)		(894,103)

Strategy International Limited
Balance Sheet (continued)
As at 31 December 2020

For the year ending 31 December 2020 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

Director

30/09/2021

The notes on pages 3 to 5 form part of these financial statements.

Strategy International Limited
Notes to the Financial Statements
For The Year Ended 31 December 2020

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
Motor Vehicles	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: 15 (2019:)

3. Tangible Assets

	Land & Property				
	Leasehold	Plant & Machinery	Fixtures & Fittings	Computer Equipment	Total
	£	£	£	£	£
Cost					
As at 1 January 2020	86,737	21,441	88,476	21,484	218,138
Additions	-	833	-	9,494	10,327
As at 31 December 2020	<u>86,737</u>	<u>22,274</u>	<u>88,476</u>	<u>30,978</u>	<u>228,465</u>
Depreciation					
As at 1 January 2020	72,879	21,441	87,593	21,795	203,708
Provided during the period	13,859	-	789	2,605	17,253
As at 31 December 2020	<u>86,738</u>	<u>21,441</u>	<u>88,382</u>	<u>24,400</u>	<u>220,961</u>
Net Book Value					
As at 31 December 2020	<u>(1)</u>	<u>833</u>	<u>94</u>	<u>6,578</u>	<u>7,504</u>
As at 1 January 2020	<u>13,858</u>	<u>-</u>	<u>883</u>	<u>(311)</u>	<u>14,430</u>

Strategy International Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2020

4. Investments

	Unlisted £
Cost	
As at 1 January 2020	2,479
As at 31 December 2020	2,479
Provision	
As at 1 January 2020	-
As at 31 December 2020	-
Net Book Value	
As at 31 December 2020	2,479
As at 1 January 2020	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

5. Debtors

	2020 £	2019 £
Due within one year		
Trade debtors	133,963	245,340
Other debtors	19,807	54,047
	153,770	299,387
Due after more than one year		
Amounts owed by group undertakings	621,264	492,688
	621,264	492,688
	775,034	792,075

Strategy International Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2020

6. Creditors: Amounts Falling Due Within One Year

	2020	2019
	£	£
Trade creditors	88,513	57,857
Other taxes and social security	91,692	50,797
Other creditors	18,338	-
Amounts owed to group undertakings	213,784	279,823
	<u>412,327</u>	<u>388,477</u>

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

	2020	2019
	£	£
Other creditors	-	21,937
3 years fixed rate loan	50,000	-
Accruals and deferred income	500,757	500,757
Amounts owed to group undertakings	889,642	792,435
	<u>1,440,399</u>	<u>1,315,129</u>

8. Share Capital

	2020	2019
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 undertaing 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.