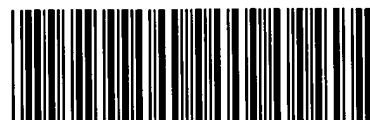


Company registered number: 02314631

Bluebird Toys (UK) Limited  
Annual report and financial statements  
for the year ended 31 December 2018

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# **Bluebird Toys (UK) Limited**

## **Annual report and financial statements for the year ended 31 December 2018**

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## **Directors' report for the year ended 31 December 2018**

The directors present their annual report and the financial statements of Bluebird Toys (UK) Limited (the "Company") for the year ended 31 December 2018.

### **Principal activities**

The Company is non-trading.

### **Results and dividends**

The Company did not trade during the current year (2017: profit £898,000). No dividends have been paid or proposed for the year (2017: £nil). The net assets for the financial year are £3,252,000 (2017: £3,252,000).

### **Directors**

The directors, who held office during the year and up to the date of signing the financial statements, are as follows:

P Bapna	appointed 11 January 2019
D Ikin	resigned 11 January 2019
M Hick	

### **Company secretary**

S K Tung

### **Registered office**

Mattel House, Vanwall Business Park, Vanwall Road, Maidenhead, Berkshire, SL6 4UB.

By order of the board



S K Tung

**Company secretary**

Date

26/9/19

**Bluebird Toys (UK) Limited**
**Statement of comprehensive income for the year ended 31  
December 2018**

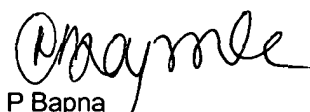
	Note	2018 £'000	2017 £'000
Other operating income		-	889
<b>Operating profit</b>		-	889
<b>Profit before taxation</b>		-	889
Tax credit/(charge) on profit		-	9
<b>Profit for the financial year</b>		-	898
<b>Total comprehensive income for the year</b>		-	898

**Bluebird Toys (UK) Limited****Statement of financial position as at 31 December 2018**

	Note	2018 £'000	2017 £'000
<b>Current assets</b>			
Debtors	1	<b>3,523</b>	3,523
Creditors - amounts falling due within one year	2	<b>(271)</b>	(271)
<b>Net assets</b>		<b>3,252</b>	3,252
<b>Capital and reserves</b>			
Called up share capital	3	<b>10</b>	10
Retained earnings		<b>3,242</b>	3,242
<b>Total equity</b>		<b>3,252</b>	3,252

- (a) For the year ended 31<sup>st</sup> December 2018 the Company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.
- (b) The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.
- (c) The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Approved by the board of directors on 26/9/19 and signed on their behalf by

  
P Bapna

**Director**

Company registered number: 02314631

## Bluebird Toys (UK) Limited

### Notes to the financial statements for the year ended 31 December 2018

#### *Basis of accounting*

These financial statements are prepared on the going concern basis, under the historical cost convention and in accordance with the Companies Act 2006 and applicable accounting standards in the United Kingdom. The Company is dormant and has not traded during the current year.

#### *Exemption from preparation of consolidated financial statements*

These financial statements present information about the Company as an individual undertaking and not about the group. The Company has taken advantage of the exemption under section 400 of the Companies Act 2006 not to prepare consolidated financial statements as its ultimate parent undertaking Mattel Inc. prepares consolidated accounts in which this Company is included and are made publicly available.

## 1. Debtors

	2018 £'000	2017 £'000
Amounts owed by group undertakings	3,523	3,523

Amounts owed by group undertakings are unsecured, interest free and repayable on demand.

## 2. Creditors: amounts falling due within one year

	2018 £'000	2017 £'000
Amounts owed to group undertakings	239	239
Corporation tax	29	29
Accruals and deferred income	3	3
	271	271

Amounts owed to group undertakings are unsecured, interest free and repayable on demand.

## Bluebird Toys (UK) Limited

### Notes to the financial statements for the year ended 31 December 2018 (continued)

#### 3. Called up share capital

	2018 £'000	2017 £'000
<b>Authorised</b>		
1,000,000 (2017: 1,000,000) ordinary shares of £1 each	1,000	1,000
<b>Allotted and fully paid</b>		
10,000 (2017: 10,000) ordinary shares of £1 each	10	10

There is a single class of ordinary shares. There are no restrictions on the distribution of dividends and repayment of capital.

#### 4. Ultimate parent undertaking and controlling party

The directors regard Bluebird Toys Limited, a company incorporated in England & Wales, to be the immediate parent undertaking.

The directors also regard Mattel Inc. a company incorporated in the USA, as the ultimate parent company, the ultimate controlling party, and the smallest and largest group for which consolidated financial statements which include Bluebird Toys (UK) Limited, are available.

A copy of the consolidated financial statements of Mattel Inc. can be obtained from Mattel Inc., El Segundo, California, CA90425, USA.