

**Strategic Report, Report of the Directors and**  
**Financial Statements for the Year Ended 31 December 2021**  
**for**  
**AS Creation (UK) Limited**

WEDNESDAY



\*AB68LWA0\*

A11

15/06/2022

#81

COMPANIES HOUSE

**AS Creation (UK) Limited**

**Contents of the Financial Statements**  
**for the Year Ended 31 December 2021**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Strategic Report</b>	<b>2</b>
<b>Report of the Directors</b>	<b>3</b>
<b>Report of the Independent Auditors</b>	<b>4</b>
<b>Income Statement</b>	<b>7</b>
<b>Other Comprehensive Income</b>	<b>8</b>
<b>Balance Sheet</b>	<b>9</b>
<b>Statement of Changes in Equity</b>	<b>10</b>
<b>Notes to the Financial Statements</b>	<b>11</b>

**AS Creation (UK) Limited**  
**Company Information**  
**for the Year Ended 31 December 2021**

**DIRECTORS:**

S D Wilson  
M H Kramer

**REGISTERED OFFICE:**

Burlington House  
Crosby Road North  
Waterloo  
Liverpool  
Merseyside  
L22 0PJ

**REGISTERED NUMBER:**

03339492 (England and Wales)

**AUDITORS:**

Alexander Myerson & Co Limited  
Statutory Auditors  
Chartered Accountants  
Alexander House  
61 Rodney Street  
Liverpool  
L1 9ER

**AS Creation (UK) Limited**  
**Strategic Report**  
**for the Year Ended 31 December 2021**

The directors present their strategic report for the year ended 31 December 2021.

**REVIEW OF BUSINESS**

The principal activity of the company during the year continued to be of the import and wholesale distribution of wallcoverings.

The key financial and other performance indicators during the year were as follows:

	2021	2020	Change
	£	£	%
Turnover	4,902,638	5,722,893	(14.3)
Operating profit	296,478	524,160	(43.4)
Profit after tax	242,223	424,354	(42.9)
Equity shareholders' funds	523,058	730,835	(28.4)
Current assets as a % of current liabilities ('quick ratio')	1.76	2.06	(14.4)
Average number of employees	8	8	-

As noted in last year's report, 2020 results were positively impacted by the worldwide coronavirus pandemic, when a general upturn in the wallcoverings market drove record turnover and profits. The initial impact of the pandemic subsided in 2021, with the UK suffering less time in "lockdown" and consumer spending moving back to more "normal" patterns. Consequently spend in the home improvement sector dropped when comparing to 2020. However, our underlying turnover grew over 17% when compared with the pre-pandemic 2019 level, and profit after tax exceeded 2019 by 48%.

The directors are delighted with the result for the year and the financial position of the company at the year-end as disclosed in the financial statements.

The company's net assets at 31 December 2021 were £523,058 (2020 - £730,835) which means that we continue to be in a strong financial position with good liquidity, enabling the company to meet any working capital requirements for the foreseeable future.

**PRINCIPAL RISKS AND UNCERTAINTIES**

The risk factor evaluation shows that we are not substantially exposed to any significant business risks as we have a large span of customers all involved in different market segments.

The main risks associated with the company's financial assets and liabilities are set out below.

**Environmental risk**

As noted above, the worldwide coronavirus pandemic resulted in an upturn in the wallcoverings market. This upturn was welcomed following declines in the UK market in recent years.

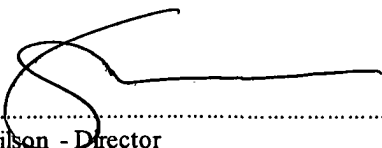
**Credit risk**

The company monitors the exposure to credit risk on an ongoing basis and credit evaluations are performed on customers requiring credit over a certain amount. Credit risks are also minimised by limiting the company's business partners with high credit worthiness.

**Cash flow risk**

Cash flow risk is the risk of exposure to variability in cash flows that is attributable to a particular risk associated with a recognised asset or liability.

**ON BEHALF OF THE BOARD:**

  
.....  
S D Wilson - Director

Date: 9/6/22

**AS Creation (UK) Limited**  
**Report of the Directors**  
**for the Year Ended 31 December 2021**

The directors present their report with the financial statements of the company for the year ended 31 December 2021.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 January 2021 to the date of this report.

S D Wilson  
M H Kramer

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

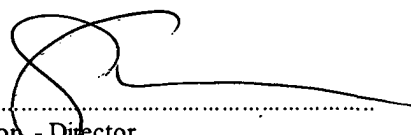
The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

**ON BEHALF OF THE BOARD:**

  
.....  
S D Wilson - Director

Date: 9/6/22  
.....

**Report of the Independent Auditors to the Members of**  
**AS Creation (UK) Limited**

**Opinion**

We have audited the financial statements of AS Creation (UK) Limited (the 'company') for the year ended 31 December 2021 which comprise the Income Statement, Other Comprehensive Income, Balance Sheet, Statement of Changes in Equity and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2021 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

**Other information**

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

**Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

**Report of the Independent Auditors to the Members of**  
**AS Creation (UK) Limited**

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

**Responsibilities of directors**

As explained more fully in the Statement of Directors' Responsibilities set out on page three, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

**Auditors' responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

As part of designing our audit, we determined materiality and assessed the risks of material misstatement in the financial statements, including how fraud may occur by enquiring of management of its own consideration of fraud. In particular, we looked at where management made subjective judgements, for example in respect of significant accounting estimates that involved making assumptions and considering future events that are inherently uncertain. We also considered potential financial or other pressures, opportunity and motivations for fraud. As part of this discussion we identified the internal controls established to mitigate risks related to fraud or noncompliance with laws and regulations and how management monitor these processes. Appropriate procedures included the review and testing of journals and key estimates and judgements made by management.

We gained an understanding of the legal and regulatory framework applicable to the company and the industry in which it operates and considered the risk of acts by the company that were in breach of these laws and regulations, including fraud.

We made enquiries of management with regards to compliance with the above laws and regulations to ensure that there were no breaches.

As part of our audit we performed sample testing, agreeing the financial statements disclosures to underlying supporting documentation and enquiries with management.

We did not identify any key audit matters relating to irregularities, including fraud.

We addressed the risk of management override of internal controls including testing journals and evaluation whether there was evidence of bias by the directors that represented a risk of material misstatement due to fraud.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Auditors.

**Report of the Independent Auditors to the Members of**  
**AS Creation (UK) Limited**

**Use of our report**

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Paul Burns BSc BFP FCA (Senior Statutory Auditor)  
for and on behalf of Alexander Myerson & Co Limited  
Statutory Auditors  
Chartered Accountants  
Alexander House  
61 Rodney Street  
Liverpool  
L1 9ER



Date: .....10/6/22.....



**AS Creation (UK) Limited**

**Income Statement**  
**for the Year Ended 31 December 2021**

	Notes	31.12.21 £	£	31.12.20 £	£
<b>TURNOVER</b>			4,902,638		5,722,893
Cost of sales			<u>4,067,755</u>		<u>4,709,824</u>
<b>GROSS PROFIT</b>			834,883		1,013,069
Distribution costs		40,833		17,654	
Administrative expenses		<u>516,843</u>		<u>511,092</u>	
			<u>557,676</u>		<u>528,746</u>
			277,207		484,323
Other operating income			<u>19,271</u>		<u>39,837</u>
<b>OPERATING PROFIT and PROFIT BEFORE TAXATION</b>			296,478		524,160
Tax on profit	5		<u>54,255</u>		<u>99,806</u>
<b>PROFIT FOR THE FINANCIAL YEAR</b>			<u><u>242,223</u></u>		<u><u>424,354</u></u>

The notes form part of these financial statements

**AS Creation (UK) Limited**

**Other Comprehensive Income**  
**for the Year Ended 31 December 2021**

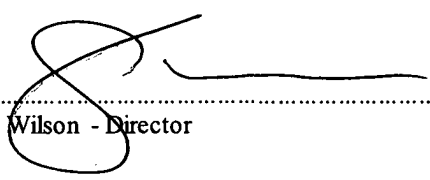
	31.12.21 £	31.12.20 £
Notes		
<b>PROFIT FOR THE YEAR</b>	242,223	424,354
<b>OTHER COMPREHENSIVE INCOME</b>	<u>-</u>	<u>-</u>
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<u>242,223</u>	<u>424,354</u>

The notes form part of these financial statements

**Balance Sheet**  
**31 December 2021**

	Notes	31.12.21 £	£	31.12.20 £	£
<b>FIXED ASSETS</b>					
Tangible assets	7		37,054		39,870
<b>CURRENT ASSETS</b>					
Debtors	8	964,344		849,303	
Cash at bank		<u>158,449</u>		<u>489,936</u>	
		1,122,793		1,339,239	
<b>CREDITORS</b>					
Amounts falling due within one year	9	<u>636,789</u>		<u>648,274</u>	
<b>NET CURRENT ASSETS</b>			<u>486,004</u>		<u>690,965</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>523,058</u>		<u>730,835</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	11		100,000		100,000
Retained earnings	12		<u>423,058</u>		<u>630,835</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>523,058</u>		<u>730,835</u>

The financial statements were approved by the Board of Directors and authorised for issue on 21/6/22 and were signed on its behalf by:

  
.....  
S D Wilson - Director

**AS Creation (UK) Limited**

**Statement of Changes in Equity**  
**for the Year Ended 31 December 2021**

	Called up share capital £	Retained earnings £	Total equity £
<b>Balance at 1 January 2020</b>	100,000	356,481	456,481
<b>Changes in equity</b>			
Dividends	-	(150,000)	(150,000)
Total comprehensive income	-	424,354	424,354
<b>Balance at 31 December 2020</b>	<u>100,000</u>	<u>630,835</u>	<u>730,835</u>
<b>Changes in equity</b>			
Dividends	-	(450,000)	(450,000)
Total comprehensive income	-	242,223	242,223
<b>Balance at 31 December 2021</b>	<u>100,000</u>	<u>423,058</u>	<u>523,058</u>

The notes form part of these financial statements

## **AS Creation (UK) Limited**

### **Notes to the Financial Statements** **for the Year Ended 31 December 2021**

#### **1. STATUTORY INFORMATION**

AS Creation (UK) Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

#### **2. ACCOUNTING POLICIES**

##### **Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Financial Reporting Standard 102 - reduced disclosure exemptions**

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirement of paragraph 33.7.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 50% on cost
Motor vehicles	- 33% on cost and 25% on cost
Computerequipment	- 50% on cost

##### **Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

##### **Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

##### **Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**AS Creation (UK) Limited**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2021**

**2. ACCOUNTING POLICIES - continued**

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit or loss in the period to which they relate.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit and loss on a straight line basis over the period of the lease.

**3. EMPLOYEES AND DIRECTORS**

	31.12.21	31.12.20
	£	£
Wages and salaries	342,419	371,514
Social security costs	<u>33,938</u>	<u>40,175</u>
	<u><u>376,357</u></u>	<u><u>411,689</u></u>

The average number of employees during the year was as follows:

	31.12.21	31.12.20
Administrative	4	4
Sales	<u>4</u>	<u>4</u>
	<u><u>8</u></u>	<u><u>8</u></u>

	31.12.21	31.12.20
	£	£
Directors' remuneration	<u><u>78,144</u></u>	<u><u>110,922</u></u>

**4. OPERATING PROFIT**

The operating profit is stated after charging/(crediting):

	31.12.21	31.12.20
	£	£
Depreciation - owned assets	16,331	16,287
Profit on disposal of fixed assets	(4,906)	-
Auditors' remuneration	4,750	4,650
Other services relating to taxation	1,997	1,444
Foreign exchange differences	<u><u>23,611</u></u>	<u><u>(10,026)</u></u>

**5. TAXATION**

**Analysis of the tax charge**

The tax charge on the profit for the year was as follows:

	31.12.21	31.12.20
	£	£
Current tax:		
UK corporation tax	55,962	100,461
Deferred tax	<u><u>(1,707)</u></u>	<u><u>(655)</u></u>
Tax on profit	<u><u>54,255</u></u>	<u><u>99,806</u></u>

**AS Creation (UK) Limited**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2021**

**5. TAXATION - continued**

**Reconciliation of total tax charge included in profit and loss**

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	31.12.21 £	31.12.20 £
Profit before tax	<u>296,478</u>	<u>524,160</u>
Profit multiplied by the standard rate of corporation tax in the UK of 19% (2020 - 19%)	56,331	99,590
Effects of:		
Expenses and adjustments for tax purposes	<u>(2,076)</u>	<u>216</u>
Total tax charge	<u>54,255</u>	<u>99,806</u>

**6. DIVIDENDS**

	31.12.21 £	31.12.20 £
Interim	<u>450,000</u>	<u>150,000</u>

**7. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>				
At 1 January 2021	2,715	115,158	8,784	126,657
Additions	-	11,798	1,717	13,515
Disposals	<u>-</u>	<u>(18,543)</u>	<u>(4,895)</u>	<u>(23,438)</u>
At 31 December 2021	<u>2,715</u>	<u>108,413</u>	<u>5,606</u>	<u>116,734</u>
<b>DEPRECIATION</b>				
At 1 January 2021	2,715	75,438	8,634	86,787
Charge for year	-	15,734	597	16,331
Eliminated on disposal	<u>-</u>	<u>(18,543)</u>	<u>(4,895)</u>	<u>(23,438)</u>
At 31 December 2021	<u>2,715</u>	<u>72,629</u>	<u>4,336</u>	<u>79,680</u>
<b>NET BOOK VALUE</b>				
At 31 December 2021	<u>-</u>	<u>35,784</u>	<u>1,270</u>	<u>37,054</u>
At 31 December 2020	<u>-</u>	<u>39,720</u>	<u>150</u>	<u>39,870</u>

**AS Creation (UK) Limited**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2021**

**8. DEBTORS**

	31.12.21	31.12.20
	£	£
Amounts falling due within one year:		
Trade debtors	914,119	834,141
Other debtors	33,382	-
Prepayments and accrued income	<u>7,889</u>	<u>7,915</u>
	<u>955,390</u>	<u>842,056</u>
Amounts falling due after more than one year:		
Tax	<u>8,954</u>	<u>7,247</u>
Aggregate amounts	<u>964,344</u>	<u>849,303</u>

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.21	31.12.20
	£	£
Trade creditors	36,083	25,102
Amounts owed to group undertakings	332,133	179,065
Tax	18,462	55,271
Social security and other taxes	12,739	11,527
VAT	162,001	257,799
Other creditors	-	1,568
Accruals and deferred income	<u>75,371</u>	<u>117,942</u>
	<u>636,789</u>	<u>648,274</u>

**10. LEASING AGREEMENTS**

At the 31st December 2021, the company had previously entered into a lease agreement ending on 23rd September 2022. Total payments due up to this end date amounts to £12,511.

**11. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.21	31.12.20
			£	£
100,000	Ordinary	£1	<u>100,000</u>	<u>100,000</u>

**12. RESERVES**

	Retained earnings
	£
At 1 January 2021	630,835
Profit for the year	242,223
Dividends	<u>(450,000)</u>
At 31 December 2021	<u>423,058</u>



**AS Creation (UK) Limited**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2021**

**13. OFF-BALANCE SHEET ARRANGEMENTS**

The company enters into operating lease arrangements for the hire of land and buildings as these arrangements are a cost effective way of obtaining the short-term benefits of the assets. The minimum future company commitments under these arrangements are disclosed in Note 10. There are no other material off-balance sheet arrangements.

**14. ULTIMATE CONTROLLING PARTY**

The Company is a subsidiary undertaking of A.S. Creation Tapeten AG which is the ultimate parent undertaking incorporated in Germany.

The largest and smallest group in which the results of the company are consolidated is that headed by A.S. Creation Tapeten AG, incorporated in Germany. No other group financial statements include the results of the company. The group financial statements of this group are available to the public and may be obtained from: Suedstrasse 47, D-51645 Gummersbach-Derschlag.