

---

**PERSEPHONE PICTURE COMPANY LIMITED**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**Company Registered Number: 8713732**

**31 DECEMBER 2016**



**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

<b>CONTENTS</b>	<b>PAGES</b>
<b>Officers and professional advisers</b>	<b>1</b>
<b>Directors' Report</b>	<b>2</b>
<b>Statement of directors responsibilities in respect of the annual report</b>	<b>3</b>
<b>Profit and Loss Account</b>	<b>4</b>
<b>Balance Sheet</b>	<b>5</b>
<b>Notes</b>	<b>6 – 10</b>

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**OFFICERS AND PROFESSIONAL ADVISERS**

The board of directors	O. Fayed C. Feilding Mellen
Company Secretary	R. Sarayrekh
Business Address	Suite 36 60 Park Lane London W1K 1QE
Registered Office	Suite 8 55 Park Lane London W1K 1NA

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**DIRECTORS' REPORT**

The Directors present the annual report and unaudited financial statements of the Company for the year ended 31 December 2016. Comparative figures are for the year ended 31 December 2015.

**Principal Activity**

The Company was formed on 1 October 2013. Its principal activity is to develop film production projects for execution by its subsidiary companies, of which there is only one at the present time, Osmotica Films Ltd.

**Proposed Dividend**

The directors do not recommend the payment of a dividend (2015: nil).

**Directors**

The Directors who held office during the year were as follows:

O. Fayed

C. Feilding Mellen

**Political Contributions**

The Company made no political donations nor incurred any political expenditure during the year.

**Review of Business**

The initial period since formation has been concerned with monitoring progress by the subsidiary company in the development of a feature length documentary film, and exploring opportunities for other film projects.

In preparing this report the directors have taken advantage of the small company exemptions in Part 15 of the Companies Act 2006.

By order of the Board.



O. Fayed  
**Director**

30th August 2017

Suite 8  
55 Park Lane  
London  
W1K 1NA

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**Statement of Director's Responsibilities in respect of the Directors' report and the financial statements**

The directors are responsible for preparing the directors' report 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 applicable law and Section 1A of FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (UK Generally Accepted Accounting Practice applicable to Smaller Entities).

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 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.

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**Profit and Loss Account**  
**For the Year Ended 31 December 2016**

		<b>2016</b>	<b>2015</b>
	Note	£	£
<b>Turnover</b>	3	-	5,000
Cost of Sales		-	(343)
<b>Gross Profit</b>		-	4,657
Administrative expenses		(49,582)	(47,612)
<b>Loss on ordinary activities before taxation</b>	4	(49,582)	(42,995)
Tax on loss on ordinary activities	7	-	-
<b>Loss for the financial year</b>	12	(49,582)	(42,955)

The results stated above are all derived from continuing operations.

The notes on pages 6 to 10 are integral to these financial statements.

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**Balance Sheet**  
**At 31 December 2016**

	Note	31/12/16 £	31/12/15 £
<b>Fixed Assets</b>			
Investments	8	<u>2</u>	<u>2</u>
<b>Current Assets</b>			
Debtors	9	-	5,000
Cash at bank and in hand		<u>2,492</u>	<u>3,977</u>
		2,492	8,977
<b>Creditors: Amounts falling due within one year</b>	10	<u>(99,221)</u>	<u>(56,124)</u>
<b>Net Current liabilities</b>		<u>(96,729)</u>	<u>(47,147)</u>
<b>Total assets less current liabilities</b>		<u>(96,727)</u>	<u>(47,145)</u>
<b>Capital and Reserves</b>			
Called up share capital	11	2	2
Profit and loss reserves	12	(96,729)	(47,147)
<b>Shareholders' Funds</b>	13	<u>(96,727)</u>	<u>(47,145)</u>

For the year in question the company was entitled to the exemption under section 477 of the Companies Act 2006. The members have not required the company to obtain an audit of its financial statements for the financial period in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibilities for ensuring that the company keeps accounting records as required by the legislation and complying with the requirements of the Act for the preparation of accounts.

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to companies subject to the small companies regime and with FRS 102, "The Financial Reporting Standard Applicable in the UK and Republic of Ireland".

The financial statements were approved by the board of directors on 30<sup>th</sup> August 2017 and were signed on its behalf by:

O. Fayed  
Director



Company Registered Number: 8713732

The notes on pages 6 to 10 are integral to these financial statements.

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**NOTES TO THE FINANCIAL STATEMENTS**

**1. Accounting Policies**

**Basis of preparation**

Persephone Picture Company Limited is a company limited by shares and incorporated and domiciled in the UK. The financial statements have been prepared under the historical cost convention in accordance with Financial Reporting Standard 102.

In the transition to Section 1A of FRS 102 from UK Accounting Standards (UK Generally Accepted Accounting Practice), the Company has made measurement and recognition adjustments. An explanation of how the transition to FRS 102 has affected the financial position and financial performance of the Company is provided in note 2.

In these financial statements, the company is considered to be a qualifying entity (for the purposes of FRS 102) and has applied the exemptions available in respect of the following disclosures:

- Reconciliation of the number of shares outstanding from the beginning to end of the year; and
- Cash Flow Statement and related notes; and
- Key management personnel compensation.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements. All the amounts in the financial statements have been rounded to the nearest £.

**Going concern**

The financial statements have been prepared on the going concern basis, notwithstanding the company's loss for the year of £49,582, (2015: £42,955) and net current liabilities of £96,729 (2015: £47,147), which the directors believe to be appropriate for the following reason. The Company is reliant for its working capital on funds provided to it by the Company's ultimate parent undertaking, which has provided the company with an undertaking that it will, for at least 12 months from the date of approval of these financial statements, continue to make available such funds as are needed by the company and in particular will not seek repayment of the amounts currently made available.



**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**NOTES TO THE FINANCIAL STATEMENTS**

This should enable the company to continue in operational existence for the foreseeable future by meeting its liabilities as they fall due for payment. As with any company placing reliance on other group entities for financial support, the directors acknowledge that there can be no certainty that this support will continue although, at the date of approval of these financial statements, they have no reason to believe that it will not do so.

**Intangible fixed assets**

Investments in subsidiary companies are shown at original cost less any write-down emerging from an annual review for potential impairment.

**Turnover**

Sales of one-off services are recognised when the goods or services supplied have been completed. Amounts due under annually-renewable contracts for a package of services are recognised in equal monthly instalments.

**Taxation**

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the profit and loss account.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is provided on timing differences which arise from the inclusion of income and expenses in tax assessments in period different from those in which they are recognised in the financial statements. The following timing differences are not provided for: differences between accumulated depreciation and tax allowances for the cost of a fixed asset if and when all conditions for retaining the tax allowances have been met. Deferred tax is not recognised on permanent differences arising because certain types of income or expense are non-taxable or are disallowable for tax or because certain tax charges or allowances are greater or smaller than the corresponding income or expense.

Deferred tax is measured at the tax rate that is expected to apply to the reversal of the related difference, using tax rates enacted or substantively enacted at the balance sheet date. Deferred tax balances are not discounted.

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.

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**31 DECEMBER 2016**

**NOTES TO THE FINANCIAL STATEMENTS**

**2. Explanation of transition to FRS 102 from UK Accounting Standards**

As stated in note 1, these are the Company's first financial statements prepared in accordance with FRS 102.

The accounting policies set out in note 1 have been applied in preparing the financial statements for the year ended 31 December 2016, and the comparative information presented in these financial statements for the year ended 31 December 2015. In preparing its FRS 102 balance sheet the Company has no transition adjustments which impact the balance sheet or profit and loss account.

**3. Turnover**

Turnover derives from one class of activity, production fees for films made in the U.K.

Production Fees are invoiced upon the completion of film projects which have been initiated by the Company and which are available for distribution.

**4. OPERATING LOSS**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Included in Loss are the following:		
Staff Costs	<u>15,916</u>	<u>20,650</u>

**5. Staff Numbers and Costs**

	<b>2016</b>	<b>2015</b>
	<b>Number of</b>	<b>Number of</b>
	<b>Employees</b>	<b>Employees</b>
Management, sales and administration	<u>1</u>	<u>1</u>

The aggregate payroll costs were as follows:

Wages and salaries	14,560	18,720
Social Security costs	<u>1,356</u>	<u>1,930</u>
	<u>15,916</u>	<u>20,650</u>

**6. Directors' remuneration**

One director received emoluments of £14,560 during the year (2015: £18,720).

**7. Taxation**

No taxation charge has been provided in the accounts, based on the results of the year. The company has estimated losses of £95,529 to carry forward against future trading profits (2015: £45,947).

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**NOTES TO THE FINANCIAL STATEMENTS**

<b>8. Investments</b>	<b>£</b>		
Cost at 31.12.14 and 31.12.15		<u>2</u>	
The Company has one subsidiary undertaking, Osmotica Films Ltd, which is 100% owned. Its activity is the production and distribution of documentary films			
<b>9. Debtors</b>	<b>31/12/16</b>		<b>31/12/15</b>
	<b>£</b>		<b>£</b>
Trade Debtors	-		5,000
	<u>-</u>		<u>5,000</u>
<b>10 Creditors Amounts falling due within one year</b>	<b>31/12/16</b>		<b>31/12/15</b>
	<b>£</b>		<b>£</b>
O. Fayed Loan Account	93,125		19,200
Trade Creditors	4,096		2,461
Loan from associated company	-		33,463
Accruals	2,000		1,000
	<u>99,221</u>		<u>56,124</u>
<b>11 Share capital</b>	<b>31/12/16</b>		<b>31/12/15</b>
Allotted, called up and fully paid:			
	<b>No.</b>	<b>£</b>	<b>No.</b>
Ordinary shares of £1 each	<u>2</u>	<u>2</u>	<u>2</u>
<b>12 Profit and loss reserves</b>	<b>31/12/16</b>		<b>31/12/15</b>
	<b>£</b>		<b>£</b>
At start of the year	(47,147)		(4,192)
Transfer from profit and loss account for the year	(49,582)		(42,955)
At end of the year	<u>(96,729)</u>		<u>(47,147)</u>
<b>13 Reconciliation of Shareholders' Funds</b>	<b>31/12/16</b>		<b>31/12/15</b>
	<b>£</b>		<b>£</b>
At the start of the year	(47,145)		(4,190)
Loss for the year	(48,582)		(42,955)
Shares issued in the year	-		-
At the end of the year	<u>(96,727)</u>		<u>(47,145)</u>

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**NOTES TO THE FINANCIAL STATEMENTS**

**14. Ultimate Parent Undertaking**

There are two equal shareholders in the company, but by virtue of being the sole provider of finance, Omar Fayed is the ultimate controlling party.

**PERSEPHONE PICTURE COMPANY LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**31 DECEMBER 2016**

**PROFIT AND LOSS ACCOUNT**

	<b>Year Ended 31/12/16 £</b>	<b>Year Ended 31/12/15 £</b>
Sales	-	5,000
Cost of Sales	-	(343)
Gross Profit	<u>-</u>	<u>4,657</u>
Expenses:		
Computer Costs	1,081	685
Incorporation Cost	-	-
Legal Fees – Trade Marks	6,999	-
Professional Fees – Tax Compliance	2,968	1,488
Travel and Accommodation	1,759	2,285
Consultancy Costs	13,920	20,496
Salaries	14,560	18,720
National Insurance	1,356	1,930
Bank Fees	87	16
Exchange Loss	77	-
Insurance Costs	454	-
Gross Interest	2	-
Management Fees	6,300	-
Miscellaneous Expenses	-	26
Marketing	-	1,940
Professional Fees - Other	19	26
	<u>(49,582)</u>	<u>(47,612)</u>
Loss before and after taxation	<u>(49,582)</u>	<u>(42,955)</u>