

The Sports Edit Limited
Annual Report and Unaudited Financial Statements
Year Ended 31 December 2018

Registration number: 09331295

The Sports Edit Limited

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The Sports Edit Limited

Balance Sheet

31 December 2018

	Note	2018 £	2017 £
Fixed assets			
Intangible assets	<u>4</u>	20,856	4,178
Tangible assets	<u>5</u>	380,186	161,959
		<u>401,042</u>	<u>166,137</u>
Current assets			
Stocks	<u>6</u>	432,774	222,416
Debtors	<u>7</u>	120,365	54,883
Cash at bank and in hand		89,664	8,574
		<u>642,803</u>	<u>285,873</u>
Creditors: Amounts falling due within one year	<u>8</u>	<u>(460,967)</u>	<u>(559,243)</u>
Net current assets/(liabilities)		<u>181,836</u>	<u>(273,370)</u>
Total assets less current liabilities		582,878	(107,233)
Creditors: Amounts falling due after more than one year	<u>8</u>	<u>(165,000)</u>	<u>(165,000)</u>
Net assets/(liabilities)		<u>417,878</u>	<u>(272,233)</u>
Capital and reserves			
Called up share capital		68,190	36,002
Share premium reserve		2,287,890	1,019,997
Profit and loss account		<u>(1,938,202)</u>	<u>(1,328,232)</u>
Total equity		<u>417,878</u>	<u>(272,233)</u>

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

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Balance Sheet

31 December 2018

For the financial year ending 31 December 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared and delivered in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 30 September 2019 and signed on its behalf by:

.....

N J B Paulson-Ellis

Director

Company Registration Number: 09331295

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

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Notes to the Financial Statements

Year Ended 31 December 2018

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

172 Fulham Road
Chelsea
London
Greater London
SW10 9PR

The principal place of business is:

Unit 29
Tileyard Studios
Tileyard Road
London
N7 9AH

These financial statements were authorised for issue by the Board on 30 September 2019.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of value added tax, returns, rebates and discounts and after eliminating sales within the company.

The company recognises revenue when:

The amount of revenue can be reliably measured;
it is probable that future economic benefits will flow to the entity;
and specific criteria have been met for each of the company's activities.

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Notes to the Financial Statements

Year Ended 31 December 2018

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rates prevailing on the initial transaction dates. Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Land and Buildings	10 years straight line
Furniture and fittings	3 years straight line
Computer equipment	2 years straight line

Intangible assets

Separately acquired trademarks and licences are shown at historical cost.

Trademarks, licences (including software) and customer-related intangible assets acquired in a business combination are recognised at fair value at the acquisition date.

Trademarks, licences and customer-related intangible assets have a finite useful life and are carried at cost less accumulated amortisation and any accumulated impairment losses.

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Brand development	5 years straight line
Website development	2 years straight line

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

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Notes to the Financial Statements

Year Ended 31 December 2018

Financial instruments

Classification

The company holds the following financial instruments:

- Short term trade and other debtors and creditors;
- Cash and bank balances.

All financial instruments are classified as basic.

Recognition and measurement

The company has chosen to apply the recognition and measurement principles in FRS102.

Financial instruments are recognised when the company becomes party to the contractual provisions of the instrument and derecognised when in the case of assets, the contractual rights to cash flows from the assets expire or substantially all the risks and rewards of ownership are transferred to another party, or in the case of liabilities, when the company's obligations are discharged, expire or are cancelled.

Except for bank loans, such instruments are initially measured at transaction price, including transaction costs, and are subsequently carried at the undiscounted amount of the cash or other consideration expected to be paid or received, after taking account of impairment adjustments.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 18 (2017 - 9).

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Notes to the Financial Statements

Year Ended 31 December 2018

4 Intangible assets

	Website development £	Brand development £	Total £
Cost or valuation			
At 1 January 2018	13,180	3,120	16,300
Additions acquired separately	24,000	1,906	25,906
At 31 December 2018	37,180	5,026	42,206
Amortisation			
At 1 January 2018	10,614	1,508	12,122
Amortisation charge	8,240	988	9,228
At 31 December 2018	18,854	2,496	21,350
Carrying amount			
At 31 December 2018	18,326	2,530	20,856
At 31 December 2017	2,566	1,612	4,178

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Notes to the Financial Statements

Year Ended 31 December 2018

5 Tangible assets

	Land and buildings £	Furniture, fittings and equipment £	Total £
Cost or valuation			
At 1 January 2018	207,383	22,643	230,026
Additions	235,944	9,408	245,352
At 31 December 2018	443,327	32,051	475,378
Depreciation			
At 1 January 2018	47,039	21,028	68,067
Charge for the year	24,670	2,455	27,125
At 31 December 2018	71,709	23,483	95,192
Carrying amount			
At 31 December 2018	371,618	8,568	380,186
At 31 December 2017	160,344	1,615	161,959

Included within the net book value of land and buildings above is £371,618 (2017 - £160,344) in respect of freehold land and buildings.

6 Stocks

	2018 £	2017 £
Other inventories	432,774	222,416

7 Debtors

	2018 £	2017 £
Trade debtors	8,986	22,101
Other debtors	83,021	14,339
Prepayments	28,358	18,443
	120,365	54,883

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Notes to the Financial Statements

Year Ended 31 December 2018

8 Creditors

Creditors: amounts falling due within one year

	2018 £	2017 £
Due within one year		
Trade creditors	363,321	109,053
Social security and other taxes	6,261	6,914
Outstanding defined contribution pension costs	1,215	813
Other creditors	61,392	414,004
Accrued expenses	28,778	28,459
	<u>460,967</u>	<u>559,243</u>

Creditors: amounts falling due after more than one year

	Note	2018 £	2017 £
Due after one year			
Loans and borrowings		<u>165,000</u>	<u>165,000</u>

9 Share capital

Allotted, called up and fully paid shares

	No.	2018 £	No.	2017 £
Ordinary shares of £0.01 each	6,818,950	68,189.50	3,600,130	36,001.30

During the year the company issued 3,218,820 shares of £0.01 each for a total nominal value of £32,188.20.

10 Financial commitments, guarantees and contingencies

Amounts not provided for in the balance sheet

The total amount of financial commitments not included in the balance sheet is £321,334 (2017 - £48,000). The commitment relates to the rent of the business premises.

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.