

Associated Euromedia International Limited

Annual Report and Unaudited Abridged Financial Statements
for the Year Ended 31 December 2021

Associated Euromedia International Limited

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Associated Euromedia International Limited

Company Information

Director	Mr F M Oflaz
Registered office	5th Floor 86 Jermyn Street London SW1Y 6AW
Accountants	Verfides 5th Floor 86 Jermyn Street London SW1Y 6AW

Associated Euromedia International Limited
(Registration number: 10703879)
Abridged Balance Sheet as at 31 December 2021

	Note	2021 \$	2020 \$
Fixed assets			
Intangible assets	<u>4</u>	4,752,915	5,803,862
Current assets			
Debtors		133,902	137,180
Cash at bank and in hand		<u>196,218</u>	<u>124,941</u>
		330,120	262,121
Creditors: Amounts falling due within one year		<u>(8,975,598)</u>	<u>(8,975,598)</u>
Net current liabilities		<u>(8,645,478)</u>	<u>(8,713,477)</u>
Total assets less current liabilities		(3,892,563)	(2,909,615)
Accruals and deferred income		<u>(5,277)</u>	<u>(5,720)</u>
Net liabilities		<u><u>(3,897,840)</u></u>	<u><u>(2,915,335)</u></u>
Capital and reserves			
Called up share capital		1,000	1,000
Retained earnings		<u>(3,898,840)</u>	<u>(2,916,335)</u>
Shareholders' deficit		<u><u>(3,897,840)</u></u>	<u><u>(2,915,335)</u></u>

For the financial year ending 31 December 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's 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 director acknowledges his 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 in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

All of the company's members have consented to the preparation of an Abridged Balance Sheet in accordance with Section 444(2A) of the Companies Act 2006.

Associated Euromedia International Limited
(Registration number: 10703879)
Abridged Balance Sheet as at 31 December 2021

Approved and authorised by the director on 23 August 2022

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Mr F M Oflaz

Director

Associated Euromedia International Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021

1 General information

The company is a private company limited by share capital, incorporated in United Kingdom.

The address of its registered office is:

5th Floor
86 Jermyn Street
London
SW1Y 6AW

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 abridged financial statements were 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 abridged 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.

These financial statements are prepared in US Dollars which is the functional currency of the company and are rounded to the nearest whole Dollar.

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 sales/value added tax, returns, rebates and discounts.

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.

Tax

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Associated Euromedia International Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021

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
Intangibles	10% Straight line

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Associated Euromedia International Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021

Financial instruments

Basic financial instruments are recognised at amortised cost, except for investments in non-convertible preference and non-puttable ordinary shares which are measured at fair value, with changes recognised in profit or loss. Derivative financial instruments are initially recorded at cost and thereafter at fair value with changes recognised in profit or loss.

3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 1 (2020 - 1).

4 Intangible assets

	Total \$
Cost or valuation	
At 1 January 2021	10,509,484
At 31 December 2021	10,509,484
Amortisation	
At 1 January 2021	4,705,621
Amortisation charge	1,050,948
At 31 December 2021	5,756,569
Carrying amount	
At 31 December 2021	4,752,915
At 31 December 2020	5,803,862

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.