
EVENT MERCHANDISING HOLDINGS LIMITED

UNAUDITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 30 JUNE 2019

EVENT MERCHANDISING HOLDINGS LIMITED
REGISTERED NUMBER: 10732416

BALANCE SHEET
AS AT 30 JUNE 2019

	Note	2019 £	2018 £
Fixed assets			
Investments	4	21,862	21,862
		<u>21,862</u>	<u>21,862</u>
Current assets			
Cash at bank and in hand	5	601,652	166
		<u>601,652</u>	<u>166</u>
Creditors: amounts falling due within one year	6	(623,278)	(22,462)
		<u>(21,626)</u>	<u>(22,296)</u>
Net current liabilities		(21,626)	(22,296)
Total assets less current liabilities		236	(434)
		<u>236</u>	<u>(434)</u>
Net assets/(liabilities)		236	(434)
Capital and reserves			
Called up share capital	8	166	166
Profit and loss account		70	(600)
		<u>236</u>	<u>(434)</u>

EVENT MERCHANDISING HOLDINGS LIMITED
REGISTERED NUMBER: 10732416

BALANCE SHEET (CONTINUED)
AS AT 30 JUNE 2019

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

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J M Goldsmith
Director

Date: 26 March 2020

The notes on pages 3 to 6 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

1. General information

Event Merchandising Holdings Limited is a private company limited by shares. The company is incorporated in England and Wales and the address of its registered office is Aston House, Cornwall Avenue, London N3 1LF. The registered number is 10732416.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Interest income

Interest income is recognised in the Statement of income and retained earnings using the effective interest method.

2.3 Taxation

Tax is recognised in the Statement of income and retained earnings, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

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

2.4 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.5 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.6 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.7 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

EVENT MERCHANDISING HOLDINGS LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019

2. Accounting policies (continued)

2.8 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

3. Employees

The average monthly number of employees, including directors, during the year was 2 (2018 - 2).

4. Fixed asset investments

	Investments in subsidiary companies £
Cost or valuation	
At 1 July 2018	21,862
At 30 June 2019	21,862

Subsidiary undertakings

The following were subsidiary undertakings of the Company:

Name	Registered office	Principal activity	Class of shares	Holding
Event Merchandising Limited	UK	Events merchandising	Ordinary	100 %
EM Event Merchandising Germany GmbH, Berlin	Germany	Events merchandising	Ordinary	100 %

The aggregate of the share capital and reserves as at 30 June 2019 and the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

Name	Aggregate of share capital and reserves £	Profit/(Loss) £
Event Merchandising Limited	1,720,412	175,651
EM Event Merchandising Germany GmbH, Berlin	24,221	-

EVENT MERCHANDISING HOLDINGS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

5. Cash and cash equivalents

	2019 £	2018 £
Cash at bank and in hand	601,652	166
	<u>601,652</u>	<u>166</u>

6. Creditors: Amounts falling due within one year

	2019 £	2018 £
Amounts owed to group undertakings	600,000	-
Corporation tax	16	-
Other creditors	21,862	21,862
Accruals and deferred income	1,400	600
	<u>623,278</u>	<u>22,462</u>

7. Financial instruments

	2019 £	2018 £
Financial assets		
Financial assets measured at fair value through profit or loss	<u>601,652</u>	<u>166</u>

Financial assets measured at fair value through profit or loss comprise of cash as in hand.

8. Share capital

	2019 £	2018 £
Allotted, called up and fully paid		
166 (2018 - 166) Ordinary shares shares of £1.00 each	<u>166</u>	<u>166</u>

9. Related party transactions

At the balance sheet date the company owed £600,000 to its subsidiary company Event Merchandising Limited. This amount is unsecured, interest free and repayable on demand.

EVENT MERCHANDISING HOLDINGS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2019**

10. Controlling party

The company is controlled by the directors by virtue of their majority shareholdings.

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.