

# APP Group UK Limited

Annual Report and Financial Statements  
for the Period from 14 June 2019 to 31 December 2019

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**APP Group UK Limited**  
**(Registration number: 12051452)**  
**Balance Sheet as at 31 December 2019**

	Note	2019 £
<b>Fixed assets</b>		
Tangible assets	<u>6</u>	170,829
<b>Current assets</b>		
Stock	7	462,490
Debtors	<u>8</u>	31,709
Cash at bank and in hand		<u>272,158</u>
		766,357
<b>Creditors:</b> Amounts falling due within one year	<u>9</u>	<u>(1,092,597)</u>
<b>Net current liabilities</b>		<u>(326,240)</u>
<b>Net liabilities</b>		<u>(155,411)</u>
<b>Capital and reserves</b>		
Called up share capital	<u>10</u>	1
Profit and loss account		<u>(155,412)</u>
Shareholders' deficit		<u>(155,411)</u>

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.

Approved and authorised by the Board on 24 March 2021 and signed on its behalf by:

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P Elfassy  
Director

# **APP Group UK Limited**

## **Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019**

### **1 General information**

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

#### **Principal activity**

The principal activity of the company is retail sale of clothing in specialised stores.

The address of its registered office is:

Aylesbury House  
17-18 Aylesbury Street  
London  
EC1R 0DB  
United Kingdom

### **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.

#### **Going concern**

The company made a loss in the year and has net current liabilities. The company is dependent on the support from the shareholders to continue as a going concern.

The financial statements have been prepared on a going concern basis that assumes further funding will be obtained.

#### **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. All differences are reported in the Profit and Loss account.

# APP Group UK Limited

## Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019

### Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

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.

Deferred income tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the Company. Deferred income tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

### Tangible assets

Tangible assets are stated in the statement of financial position 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
Leasehold improvements	Over the term of the lease
Office equipment	20% Straight line

### Stock

Stock 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 inventories to their present location and condition. At each reporting date, stock are assessed for impairment. If stock 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.

## **APP Group UK Limited**

### **Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019**

#### **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.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in profit or loss.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **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.

#### **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.

#### **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.

#### **Leases**

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.

# **APP Group UK Limited**

## **Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019**

### **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 cost of issuing the equity instruments. If payment is deferred and time value of money is material, the initial measurement is on a present value basis.

### **Defined contribution pension obligation**

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the Company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

### **3 Significant judgements and estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for revenues and expenses during the year. However, the nature of estimation means that actual outcomes could differ from those estimates. In the Director's opinion there are no significant judgements or key sources of estimation uncertainty.

## APP Group UK Limited

### Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019

#### 4 Audit report

The Independent Auditor's Report was unqualified. The name of the Senior Statutory Auditor who signed the audit report on 29 March 2021 was Russell Joseph, who signed for and on behalf of Bournier Bullock.

#### 5 Staff numbers

The average number of persons employed by the company (including directors) during the period, was 11.

#### 6 Tangible assets

	<b>Leasehold improvements £</b>	<b>Furniture, fittings and equipment £</b>	<b>Total £</b>
<b>Cost or valuation</b>			
Additions	221,249	13,802	235,051
At 31 December 2019	221,249	13,802	235,051
<b>Depreciation</b>			
Charge for the period	63,445	777	64,222
At 31 December 2019	63,445	777	64,222
<b>Carrying amount</b>			
At 31 December 2019	157,804	13,025	170,829

## APP Group UK Limited

### Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019

#### 7 Stock

	2019 £
Finished goods	462,490

#### 8 Debtors

	2019 £
Prepayments	6,308
Other debtors	25,401
	31,709

#### 9 Creditors

##### Creditors: amounts falling due within one year

	2019 £
<b>Due within one year</b>	
Trade creditors	26,827
Amounts owed to group undertakings and undertakings in which the company has a participating interest	1,009,362
Taxation and social security	28,488
Other creditors	27,920
Total trade and other creditors	1,092,597



## APP Group UK Limited

### Notes to the Financial Statements for the Period from 14 June 2019 to 31 December 2019

#### 10 Share capital

##### Allotted, called up and fully paid shares

	2019	
	No.	£
Ordinary shares of £1 each	1	1

#### 11 Dividends

There were no dividends paid or proposed in the current period.

Page 8

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