

Strategy Insights Holdings Limited

Unaudited Financial Statements

For Filing with Registrar

For the year ended 30 June 2020

Company Registration No. 07162512 (England and Wales)

Strategy Insights Holdings Limited

Company Information

| | |
|--------------------------|--|
| Director | M Donnelly |
| Secretary | P C Beattie |
| Company number | 07162512 |
| Registered office | 4 Victoria Square St Albans Hertfordshire AL1 3TF |
| Accountants | Moore Kingston Smith LLP 4 Victoria Square St Albans Hertfordshire AL1 3TF |

Strategy Insights Holdings Limited

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Strategy Insights Holdings Limited

Balance Sheet

As at 30 June 2020

| | Notes | 2020 £ | £ | 2019 £ | £ |
|--|-------|-----------|------------|-----------|------------|
| Fixed assets | | | | | |
| Investments | 3 | | 200 | | 200 |
| Current assets | | | | | |
| Cash at bank and in hand | | 2 | | 2 | |
| Net current assets | | | 2 | | 2 |
| | | | <u>2</u> | | <u>2</u> |
| Total assets less current liabilities | | | 202 | | 202 |
| | | | <u>202</u> | | <u>202</u> |
| Capital and reserves | | | | | |
| Called up share capital | 5 | | 202 | | 202 |
| | | | <u>202</u> | | <u>202</u> |

The director of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 30 June 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and signed by the director and authorised for issue on 28 June 2021

M Donnelly
Director

Company Registration No. 07162512

Strategy Insights Holdings Limited

Notes to the Financial Statements

For the year ended 30 June 2020

1 Accounting policies

Company information

Strategy Insights Holdings Limited is a private company limited by shares incorporated in England and Wales. The registered office is 4 Victoria Square, St Albans, Hertfordshire, AL1 3TF.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Fixed asset investments

Interests in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

A subsidiary is an entity controlled by the company. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.3 Cash at bank and in hand

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.4 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally 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.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Strategy Insights Holdings Limited

Notes to the Financial Statements (Continued)

For the year ended 30 June 2020

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.5 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 0 (2019 - 0).

3 Fixed asset investments

| | 2020 | 2019 |
|-------------|------------|------------|
| | £ | £ |
| Investments | 200 | 200 |
| | <u>200</u> | <u>200</u> |

Movements in fixed asset investments

| | Shares in group undertakings |
|-------------------------------|---------------------------------|
| | £ |
| Cost or valuation | |
| At 1 July 2019 & 30 June 2020 | 200 |
| | <u>200</u> |
| Carrying amount | |
| At 30 June 2020 | 200 |
| | <u>200</u> |
| At 30 June 2019 | 200 |
| | <u>200</u> |

Strategy Insights Holdings Limited

Notes to the Financial Statements (Continued)

For the year ended 30 June 2020

4 Subsidiaries

Details of the company's subsidiaries at 30 June 2020 are as follows:

| Name of undertaking | Registered office | Nature of business | Class of shares held | % Held | |
|---|-------------------|-----------------------------------|----------------------|--------|----------|
| | | | | Direct | Indirect |
| I.B.D.G. Limited | England & Wales | Provision of promotional services | Ordinary | 100.00 | 0 |
| Strategy Insights International Limited | England & Wales | Provision of promotional services | Ordinary | 100.00 | 0 |

The aggregate capital and reserves and the result for the year of the subsidiaries noted above was as follows:

| Name of undertaking | Profit/(Loss) | Capital and Reserves |
|---|---------------|----------------------|
| | £ | £ |
| I.B.D.G. Limited | 1,572 | 66,779 |
| Strategy Insights International Limited | 63,388 | 208,147 |

5 Called up share capital

| | 2020 | 2019 |
|---|------------|------------|
| | £ | £ |
| Ordinary share capital Issued and fully paid | | |
| 202 ordinary shares of £1 each | 202 | 202 |
| | <u>202</u> | <u>202</u> |
| | <u>202</u> | <u>202</u> |

6 Controlling party

The ultimate controlling party is M Donnelly by virtue of his shareholding.

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.