

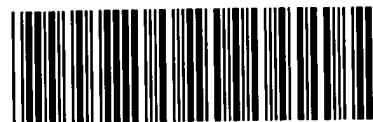
Company Registration No. 00565977

ST IVES DIRECT EDENBRIDGE LIMITED

Annual Report and Financial Statements

For the fifty two weeks ended 28 July 2017

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ST IVES DIRECT EDENBRIDGE LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS 2016

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OFFICERS

DIRECTORS

St Ives plc
D Fattal

SECRETARY

D Fattal

REGISTERED OFFICE

1 Tudor Street
London EC4Y 0AH

ST IVES DIRECT EDENBRIDGE LIMITED

DIRECTORS' REPORT

The Directors present their annual report and the financial statements for the fifty two weeks ended 28 July 2017 ("period" or "the financial period"). Comparative figures are for the fifty two weeks ended 29 July 2016.

BUSINESS REVIEW

St Ives Direct Edenbridge Limited ("the Company") is a wholly owned subsidiary of St Ives plc group ("the Group"). The Company did not trade during the current financial year and consequently made neither a profit nor a loss. The Directors do not plan to re-commence trading in the future and accordingly, as explained in note 1, the financial statements have been prepared on a basis other than that of a going concern.

The Directors have not recommended the payment of a dividend (2015 – £Nil).

The Directors have taken advantage of s414B of the Companies Act 2006 not to prepare a Strategic Report on the grounds that the company would have been classified as small but for it being a member of an ineligible group.

DIRECTORS

The Directors who served during the year and at the date of this report are shown on page 1.

DIRECTORS' INDEMNITIES

The ultimate parent company has made qualifying third party indemnity provisions for the benefit of certain of its directors which remain in force at the date of this Report.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The Directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with Financial Reporting Standard 102 (United Kingdom Accounting Standards and applicable law). Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the Company for that period.

In preparing those financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board of Directors and signed on its behalf by



D Fattal
Secretary
14 March 2018

BALANCE SHEET
As at 28 July 2017

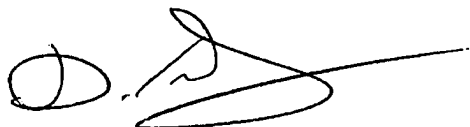
	Note	2017 £	2016 £
CREDITORS: amounts falling due within one year	3	(1,135)	(1,135)
NET CURRENT LIABILITIES, BEING NET LIABILITIES		(1,135)	(1,135)
CAPITAL AND RESERVES			
Called up share capital	4	2,000	2,000
Profit and loss account		(3,135)	(3,135)
SHAREHOLDERS' FUNDS		(1,135)	(1,135)

The accompanying notes are an integral part of this balance sheet.

The annual accounts have not been audited because the Company is entitled to the exemption provided by Section 480 of the Companies Act 2006 relating to dormant companies and its Member has not required the company to obtain an audit of these accounts in accordance with Section 476.

The Directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

These financial statements were approved by the Board of Directors and authorised for issue on 14 March 2018 and signed on its behalf by



D Fattal
Director

ST IVES DIRECT EDENBRIDGE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

For the fifty two weeks ended 28 July 2017

1. ACCOUNTING POLICIES

The financial statements are prepared in accordance with applicable United Kingdom law and accounting standards. The particular accounting policies, which have been adopted and applied consistently throughout the accounting period and the preceding period, are described below.

(a) Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with Financial Reporting Standard 102 (FRS 102) issued by the Financial Reporting Council.

The Company has elected to retain its accounting policies for reported assets, liabilities and equity at the date of transition to this FRS, as there have been no changes to those balances and the company has not undertaken any new transactions.

Going concern

As explained in the Directors' Report the Company is no longer trading and it is the Directors' intention that the company will remain dormant. The Directors have prepared the financial statements on the basis that the company is no longer a going concern. No material adjustments arose as a result of ceasing to apply the going concern basis.

(b) Accounting period

The financial statements are prepared for the fifty two weeks ended 28 July 2017. Comparative figures are for the fifty two weeks ended 29 July 2016.

(c) Cashflow

A statement of cash flows has not been prepared as, in accordance with Financial Reporting Standard 102, cash flow information has been shown in the financial statements of the ultimate parent company.

2. INFORMATION REGARDING DIRECTORS AND EMPLOYEES

During the period and the prior period, all Directors were remunerated by other group companies for their services to the Group as a whole and it is not practicable to apportion their remuneration between the companies of which they are a Director. Consequently no Directors' remuneration is shown. The Company had no employees in either year, as it is managed by employees of St Ives plc.

3. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Amounts owed to group undertakings	1,135	1,135

4. CALLED UP SHARE CAPITAL

	Number of shares	2016 £	2015 £
Called up, allotted and fully paid:			
Ordinary shares of £1 each	2,000	2,000	2,000

ST IVES DIRECT EDENBRIDGE LIMITED

NOTES TO THE FINANCIAL STATEMENTS **For the fifty two weeks ended 28 July 2017**

5. RELATED PARTY TRANSACTIONS

The company has taken advantage of the exemption granted by Financial Reporting Standard 102 not to disclose transactions with other wholly owned St Ives plc group companies.

6. ULTIMATE PARENT COMPANY AND CONTROLLING PARTY

The Company's immediate parent company and controlling party is St Ives Holdings Limited, a company incorporated and registered in England and Wales. The ultimate parent company and controlling party is St Ives plc, a company also incorporated and registered in England and Wales. Copies of the financial statements of St Ives plc and St Ives Holdings Limited can be obtained from the Company Secretary at the registered office at 1 Tudor Street, London EC4Y 0AH.

The largest and smallest group in which the results of the company are consolidated is that headed by St Ives plc.