

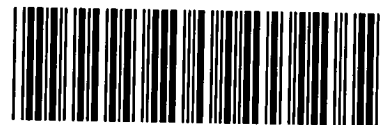
Registered number: 03247526

## **EFFECTENGAGE LIMITED**

### **DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2019**

WEDNESDAY



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# **EFFECTENGAGE LIMITED**

## **COMPANY INFORMATION**

|                  |   |
|------------------|---|
| <b>Directors</b> | N Benning-Prince<br>R C Dowley<br>E A Gretton<br>Dr C M Wendt |
|------------------|---|

|                          |            |
|--------------------------|------------|
| <b>Company secretary</b> | W F Rogers |
|--------------------------|------------|

|                          |          |
|--------------------------|----------|
| <b>Registered number</b> | 03247526 |
|--------------------------|----------|

|                          |   |
|--------------------------|---|
| <b>Registered office</b> | Hanson House<br>14 Castle Hill<br>Maidenhead<br>SL6 4JJ |
|--------------------------|---|

# **EFFECTENGAGE LIMITED**

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## **EFFECTENGAGE LIMITED**

### **DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2019**

The Directors present their report and the financial statements for the year ended 31 December 2019.

#### **Principal activity**

The Company is a group investment holding company. It did not trade during the current or prior year and, therefore, the financial statements comprise the balance sheet and related notes.

#### **Directors**

The Directors who served during the year were:

N Benning-Prince  
R C Dowley  
E A Gretton  
Dr C M Wendt

#### **Directors' indemnity**

A fellow group undertaking has indemnified, by means of directors' and officers' liability insurance, one or more Directors of the Company against liability in respect of proceedings brought by third parties, subject to the conditions set out in section 234 of the Companies Act. Such qualifying third party indemnity provision was in force during the year and is in force as at the date of approving the Directors' Report.

The articles of association also provide for the Directors to be indemnified by the Company subject to the provisions of the Companies Act.

This report was approved by the board on 12 March 2020 and signed on its behalf.



**W F Rogers**  
Secretary

**EFFECTENGAGE LIMITED**  
**REGISTERED NUMBER: 03247526**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2019**

|  | Note | 2019<br>£000   | 2018<br>£000   |
|--|------|----------------|----------------|
| <b>Fixed assets</b>                          |      |                |                |
| Investments                                  | 3    | 263,048        | 263,048        |
| <b>Current assets</b>                        |      |                |                |
| Debtors: amounts falling due within one year | 4    | 1,089          | 1,089          |
| <b>Net assets</b>                            |      | <u>264,137</u> | <u>264,137</u> |
| <b>Capital and reserves</b>                  |      |                |                |
| Called up share capital                      | 5    | 113            | 113            |
| Share premium account                        |      | 264,024        | 264,024        |
| <b>Shareholders' funds</b>                   |      | <u>264,137</u> | <u>264,137</u> |

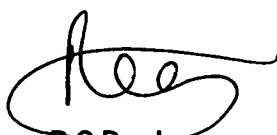
For the year ended 31 December 2019 the Company was entitled to exemption from audit under section 480 of the Companies Act 2006.

Members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the 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 Company's financial statements have been prepared in accordance with the 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 on 12 March 2020.



**R C Dowley**  
Director

The notes on pages 3 to 5 form part of these financial statements.

## EFFECTENGAGE LIMITED

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

#### 1. General information

Effectengage Limited ("the Company") is a limited company incorporated and domiciled in the United Kingdom. The address of its registered office and principal place of business is disclosed in the Company Information.

The Company's financial statements are presented in Sterling, which is also the Company's functional currency, and all values are rounded to the nearest thousand pounds (£'000).

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 (FRS102), the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland and the Companies Act 2006.

The Company is itself a subsidiary company and is exempt from the requirement to prepare group accounts by virtue of section 400 of the Companies Act 2006. These financial statements therefore present information about the Company as an individual undertaking and not about its group.

The Company is part of the HeidelbergCement AG group and is included in the consolidated financial statements of HeidelbergCement AG. The Company therefore qualifies for the reduced disclosures for subsidiaries under FRS 102 including the exemption to present a cash flow statement. The Company is also exempt under Section 33.1A of FRS 102 from disclosing related party transactions with wholly owned subsidiaries of the HeidelbergCement AG group.

##### 2.2 Investments

Investments held as fixed assets are shown at cost less provision for impairment.

#### 3. Fixed asset investments

|                                      | <b>Investments<br/>in<br/>associates<br/>£000</b> |
|--------------------------------------|---|
| <b>Cost or valuation</b>             |   |
| At January 2019 and 31 December 2019 | 264,043   |
|                                      | <hr/>   |
| <b>Impairment</b>                    |   |
| At January 2019 and 31 December 2019 | 995   |
|                                      | <hr/>   |
| <b>Net book value</b>                |   |
| At 31 December 2019                  | 263,048   |
|                                      | <hr/> <hr/>                                       |
| At 31 December 2018                  | 263,048   |
|                                      | <hr/> <hr/>                                       |

## EFFECTENGAGE LIMITED

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

#### Direct associated undertakings

The investment in which the Company directly held any class of share capital is as follows:

| Name                        | Country of incorporation | Class of shares | Holding | Principal activity         |
|-----------------------------|--------------------------|-----------------|---------|----------------------------|
| Hanson Holdings (2) Limited | England & Wales          | A' Ordinary     | 39%     | Investment holding company |

#### Indirect associated undertakings

The investments in which the Company indirectly held any class of share capital are as follows:

| Name                                | Country of incorporation | Class of shares | Holding | Principal activity         |
|-------------------------------------|--------------------------|-----------------|---------|----------------------------|
| CGF Pty Limited                     | Australia                | Ordinary        | 100%    | Group finance company      |
|                                     |                          | Preference      | 100%    |                            |
| Hanson America Holdings (1) Limited | England & Wales          | 'A' Ordinary    | 83%     | Group finance company      |
| Hanson America Holdings (3) Limited | England & Wales          | 'A' Ordinary    | 42%     | Investment holding company |
| Hanson FP Holdings B.V.             | The Netherlands          | Ordinary        | 100%    | Investment holding company |
| Beforeblend Limited                 | England & Wales          | 'A' Ordinary    | 100%    | Investment holding company |
| Visionfocus Limited                 | England & Wales          | Ordinary        | 100%    | Investment holding company |

The registered office of the investments incorporated in England & Wales is Hanson House, 14 Castle Hill, Maidenhead, SL6 4JJ.

The registered office of CGF Pty Limited is 35 Clarence Street, Level 10, Sydney, Australia.

The registered office of Hanson FP Holdings B.V. is Pettelaarpark 30, 's-Hertogenbosch, The Netherlands.

#### 4. Debtors

|                                    | 2019<br>£000 | 2018<br>£000 |
|------------------------------------|--------------|--------------|
| <b>Due within one year</b>         |              |              |
| Amounts owed by group undertakings | 1,089        | 1,089        |

Amounts owed by group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

## EFFECTENGAGE LIMITED

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

#### 5. Share capital

|   | 2019<br>£000 | 2018<br>£000 |
|---|--------------|--------------|
| <b>Allotted, called up and fully paid</b>             |              |              |
| 26,405 (2018 - 26,405) 'A' ordinary shares of £1 each | 26           | 26           |
| 86,772 (2018 - 86,772) 'B' ordinary shares of £1 each | 87           | 87           |
|   | <hr/>        | <hr/>        |
|   | 113          | 113          |
|   | <hr/>        | <hr/>        |

The 'A' and 'B' ordinary shares rank pari passu in all respects except for rights to dividend, voting and return on capital which are in the proportion of 10,000:1.

#### 6. Ultimate parent undertaking and controlling party

The Company's immediate parent undertaking is Sinclair General Corporation, a company registered in Panama. The Company's ultimate parent undertaking is HeidelbergCement AG, a company registered in Germany. The largest and smallest group in which the results of the Company are consolidated is that headed by HeidelbergCement AG. Copies of the consolidated financial statements of HeidelbergCement AG may be obtained from Berliner Strasse 6, D 69120 Heidelberg, Germany.