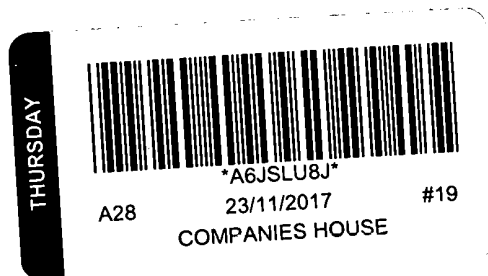


Company Registration No. 4204611 (England and Wales)

ACTIVATOR PRODUCTS LIMITED
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2017



ACTIVATOR PRODUCTS LIMITED

COMPANY INFORMATION

Directors	R I L Stockton A A Adegoke	(Appointed 14 October 2016) (Appointed 14 October 2016)
Secretary	C J Olsen	
Company number	4204611	
Registered office	Unit A Brook Park East Shirebrook NG20 8RY	
Business address	Unit A Brook Park East Shirebrook NG20 8RY	

ACTIVATOR PRODUCTS LIMITED

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ACTIVATOR PRODUCTS LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 30 APRIL 2017

The directors present their report and unaudited financial statements for the year ended 30 April 2017.

Principal activities

The principal activity of the company was the distribution of sports drinks and foods. The company has not traded during the year and will remain dormant for the foreseeable future.

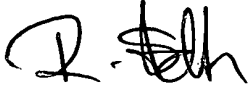
Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

D M Forsey	(Resigned 14 October 2016)
M J W Ashley	(Resigned 14 October 2016)
R I L Stockton	(Appointed 14 October 2016)
A A Adegoke	(Appointed 14 October 2016)

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



R I L Stockton

Director

Date: 22/11/17

ACTIVATOR PRODUCTS LIMITED

BALANCE SHEET

AS AT 30 APRIL 2017

	Notes	2017 £	£	2016 £	£
Creditors: amounts falling due within one year	2	(1,748,850)		(1,748,850)	
Net current liabilities			(1,748,850)		(1,748,850)
Capital and reserves					
Called up share capital	3		100		100
Profit and loss reserves			(1,748,950)		(1,748,950)
Total equity			(1,748,850)		(1,748,850)

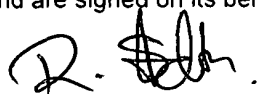
For the financial year ended 30 April 2017 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The directors acknowledge their 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 in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 22/11/17 and are signed on its behalf by:



R I L Stockton
Director

Company Registration No. 4204611

ACTIVATOR PRODUCTS LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2017

1 Accounting policies

Company information

Activator Products Limited is a private company limited by shares incorporated in England and Wales. The registered office is Unit A, Brook Park East, Shirebrook, NG20 8RY.

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.

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 £.

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

As permitted by FRS 102, the company has taken advantage of the disclosure exemptions available under that standard in relation to presentation of a cash flow statement, financial instrument disclosures, disclosure of related party transactions with group members and disclosing key management compensation.

Where required, equivalent disclosures are given in the group accounts of Sports Direct International plc. The group accounts of Sports Direct International plc are available to the public and can be obtained as set out in note 4.

1.2 Profit and loss account

The company has not traded during the year or the preceding financial period. During this time the company received no income and incurred no expenditure and therefore no Profit and loss account is presented in these financial statements.

2 Creditors: amounts falling due within one year

	2017 £	2016 £
Amounts due to group undertakings	1,748,850	1,748,850

3 Share capital

	2017 £	2016 £
Ordinary share capital		
Issued and fully paid		
100 Ordinary shares of £1 each	100	100
	100	100

ACTIVATOR PRODUCTS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2017

4 Controlling party

The ultimate controlling party is M J W Ashley by virtue of his 100% ownership of MASH Holdings Limited, the ultimate parent company. MASH Holdings Limited holds the majority of the shares in Sports Direct International plc. Both MASH Holdings Limited and Sports Direct International plc are companies registered in England & Wales.

The company's immediate parent undertaking is Brands Holdings Limited, a company registered and incorporated in England & Wales, with a registered office at Unit A, Brook Park East, Shirebrook, NG20 8RY.