

Registered number
07064716

HALALBOOKING LTD

Filleted Accounts

31 December 2020

HALALBOOKING LTD

Management's Key Performance Indicators Report for the year ended 31 December 2020

The management of HALALBOOKING LTD present their Key performance indicators report.

Principal activity

The principal activity of the company is a online travel agency at the internet address HalalBooking.com.

Fair review of the business

The company operates an online travel agency at the internet address HalalBooking.com. The website is a marketplace properties (hotels, resorts, villas, etc) to list their halal-friendly features and prices, and for customers (holiday makers) to and book these properties. Once a customer books a property - the website generates a service contract between the customer and the property, called "Booking". The company's revenue is a percentage cut from the booking's value and is called "OTA Commission". It varies from 15% to 20% as per an annual agreement with each property/supplier. For example, if the customer books the hotel at \$1,500 booking value, and the company's OTA Commission for that hotel is 17%, the company's revenue is \$255.

At the end of 2019 the company has conducted a Series-A funding round from a group of passive angel investors. The round investment amount at the end of 2019 was \$2,100,000 (accounted for in the 2019 annual accounts of the UK company as an increase in share capital of £1,612,227), with further optional \$400,000 was to be decided by the same investors during 2020. During 2020 the further \$400,000 was indeed added, making the round total of \$2,500,000. \$250,000 are accounted for in the annual accounts of the UK company as an increase in share capital of £200,327. \$150,000 will be accounted for in 2021. The purpose of accepting the Series A investment was to accelerate an already existing exponential growth and reach the company's \$1billion valuation target by 2024.

The 2020 season started well with the company's YoY growth accelerating to >2.0x (i.e. 100% YoY growth). But the Covid-19 pandemic arrived in Europe by Q2, and in Q2 the company experienced around -\$5,000,000 of sales, meaning zero new bookings and \$5,000,000 of cancellations of the bookings made in Q1 but not travelled yet. The company has successfully refunded customers requesting a refund. Out of \$5,000,000 the company managed to agree with the customer to only refund ~\$3 million in real cash and the rest in HB Loyalty Club's points. The company did not make any of its ~50 personnel redundant during Q2 of 2020 the company secured a £2,400,000 (~\$3,200,000) loan from HSBC UK Bank via the UK Government backed interest-free Coronavirus Business Interruption Loan Scheme (CBILS). The sales have recovered in Q3 of 2020. By August 2020 the sales were above August-2019 level.

Management stats for 2020 are as below. Due to global and multi-currency operations of the company - its management stats are done in USD:

	2020	2019
Gross bookings value (initial value)	\$14,822,392	\$33,828,095
Cancellations & modifications	-\$6,304,388	-\$2,213,053
Gross bookings value (final value)	\$8,518,004	\$31,615,042
OTA Commission level	18.87%	17.88%
Revenue (Bookings)	\$1,607,075	\$5,654,163
Pax-nights booked	272,677	522,191
HBLC loyalty club members active during the year	106,430	104,842
E-mailing list subscribers active last 3 months of the year	374,001	196,350
Number of properties at year end	51,654	1,870
Number of properties with full halal-friendliness data at year end	10,235	1,870

The company's global revenue for 2020 was \$1,607,075 (2019 was \$5,654,163).

The company has bookings from customers from 100+ countries globally. Since 2018 bookings from all countries, except Turkey, are paid into the UK company “HalalBooking Ltd”. Bookings from Turkey are paid into the company’s wholly-owned subsidiary in Turkey called “HalalBooking Turizm A.S.”. This is done due to specific requirements of the Turkish market. the company did not receive any dividends from its Turkey subsidiary. The company’s global revenue of \$1,607,075 is split between UK company and Turkey subsidiary as follows:

Global revenue	All bookings, except from Turkey	Turkey bookings
	<i>paid into UK company “HalalBooking Ltd”</i>	<i>paid into Turkey company “HalalBooking Turizm A.S.”</i>
\$1,607,075	\$1,365,337	\$241,738

These annual accounts are to report on the UK company’s 2020 revenue of \$1,365,337 = £1,050,267

HALALBOOKING LTD**Registered number:** 07064716**Balance Sheet****as at 31 December 2020**

	Notes	2020 £	2019 £
Fixed assets			
Intangible assets	3	3,293,432	3,718,857
Tangible assets	4	143,411	149,622
		<u>3,436,843</u>	<u>3,868,479</u>
Current assets			
Debtors	5	267,341	1,405,898
Cash at bank and in hand		1,021,794	291,964
		<u>1,289,135</u>	<u>1,697,862</u>
Creditors: amounts falling due within one year	6	(993,879)	(1,544,437)
Net current assets		<u>295,256</u>	<u>153,425</u>
Total assets less current liabilities		<u>3,732,099</u>	<u>4,021,904</u>
Creditors: amounts falling due after more than one year	7	(2,400,000)	(398,471)
Net assets		<u>1,332,099</u>	<u>3,623,433</u>
Capital and reserves			
Called up share capital		2,351,113	2,150,786
Profit and loss account		(1,019,014)	1,472,647
Shareholders' funds		<u>1,332,099</u>	<u>3,623,433</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Elnur Seyidli

Director

Approved by the board on 28 September 2021

HALALBOOKING LTD

Notes to the Accounts

for the year ended 31 December 2020

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is a percentage cut from the booking's value, called "OTA Commission" and varies 15% to 20% as per annual agreement with each hotel. For example, if a customer books a hotel at \$1,000 booking value, and the company's OTA Commission with that hotel is 15%, the company's turnover is \$150.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	20% straight line
---------------------	-------------------

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Pensions

Contributions to defined contribution plans are expensed in the period to which they relate.

	Number	Number
Average number of persons employed by the company	32	31
3 Intangible fixed assets		£
Goodwill:		
Cost		
At 1 January 2020		4,566,299
Additions		364,011
At 31 December 2020		4,930,310
Amortisation		
At 1 January 2020		847,442
Provided during the year		789,436
At 31 December 2020		1,636,878
Net book value		
At 31 December 2020		3,293,432
At 31 December 2019		3,718,857
4 Tangible fixed assets		Plant and machinery etc
		£
Cost		
At 1 January 2020		237,164
Additions		47,162
At 31 December 2020		284,326
Depreciation		
At 1 January 2020		87,542
Charge for the year		53,373
At 31 December 2020		140,915
Net book value		
At 31 December 2020		143,411
At 31 December 2019		149,622
5 Debtors	2020	2019
	£	£
Trade debtors	127,944	318,534
Other debtors	139,397	1,087,364
	267,341	1,405,898

6 Creditors: amounts falling due within one year	2020	2019
	£	£
Trade creditors	864,310	958,133
Taxation and social security costs	(9,939)	(20,155)
Other creditors	139,508	606,459
	<u>993,879</u>	<u>1,544,437</u>

7 Creditors: amounts falling due after one year	2020	2019
	£	£
Bank loans	2,400,000	-
Other creditors	-	398,471
	<u>2,400,000</u>	<u>398,471</u>

8 Other information

HALALBOOKING LTD is a private company limited by shares and incorporated in England. Its registered office is:

152 City Road,
Kemp House,
London,
England,
EC1V 2NX.

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.