

Company registration number 08039617 (England and Wales)

**ACTIVATE SOLUTIONS GROUP LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 28 FEBRUARY 2023**  
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**ACTIVATE SOLUTIONS GROUP LIMITED**

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# ACTIVATE SOLUTIONS GROUP LIMITED

## BALANCE SHEET

AS AT 28 FEBRUARY 2023

		28 February 2023		31 December 2021	
	Notes	£	£	£	£
<b>Fixed assets</b>					
Investments	3		936,332		936,332
<b>Current assets</b>					
Debtors	5	1,414,021		-	
Cash at bank and in hand		-		5	
		1,414,021		5	
<b>Creditors: amounts falling due within one year</b>	6	(2,214,873)		(850,853)	
<b>Net current liabilities</b>			(800,852)		(850,848)
<b>Net assets</b>			135,480		85,484
<b>Capital and reserves</b>					
Called up share capital	8		15,873		15,873
Share premium account			59,263		59,263
Capital redemption reserve			1,030		1,030
Profit and loss reserves			59,314		9,318
<b>Total equity</b>			135,480		85,484

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

For the financial period ended 28 February 2023 the company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

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 members have not required the company to obtain an audit of its financial statements for the period 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 by the board of directors and authorised for issue on 25 September 2023 and are signed on its behalf by:

  
Mr P Spicer  
Director

Company Registration No. 08039617

# ACTIVATE SOLUTIONS GROUP LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE PERIOD ENDED 28 FEBRUARY 2023

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#### 1 Accounting policies

##### Company information

Activate Solutions Group Limited is a private company limited by shares incorporated in England and Wales. The registered office is 2-4 Packhorse Road, Gerrards Cross, Buckinghamshire, SL9 7QE.

##### 1.1 Reporting period

The reporting period has been extended to fourteen months to be coterminous with the group reporting date of 28 February 2023. As a result, the comparatives are not entirely comparable.

##### 1.2 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.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 7 'Statement of Cash Flows': Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues: Interest income/expense and net gains/losses for financial instruments not measured at fair value; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;

The financial statements of the company are consolidated in the financial statements of Impact Field Marketing Group Limited. These consolidated financial statements are available from Companies House.

##### 1.3 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

##### 1.4 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.

# ACTIVATE SOLUTIONS GROUP LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 28 FEBRUARY 2023

### 1 Accounting policies

(Continued)

#### 1.5 Share-based payments

Equity-settled share-based payments that arose in 2021 are measured at fair value at the date of grant by reference to the fair value of the equity instruments granted using the probability-weighted expected return method. Management incentive plan shares were awarded and vested on the same date. The fair value determined at the grant date is expensed to profit and loss at the date of grant as the shares have been issued and there is no vesting period. A corresponding adjustment is made to equity.

### 2 Employees

The average monthly number of persons (including directors) employed by the company during the period was:

	2023 Number	2021 Number
Head office	3	3

### 3 Fixed asset investments

	Notes	2023 £	2021 £
Investments in subsidiaries	4	936,332	936,332

### 4 Subsidiaries

Details of the company's subsidiaries at 28 February 2023 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held Direct
Field Sales Solutions Limited	2-4 Packhorse Road, Gerrards Cross, SL9 7QE	Field Marketing	Ordinary	100.00
Field Sales Solutions Tactical Limited	2-4 Packhorse Road, Gerrards Cross, SL9 7QE	Field Marketing	Ordinary	100.00
Fieldology Limited	2-4 Packhorse Road, Gerrards Cross, SL9 7QE	Group IT Development	Ordinary	100.00
Box Marketing Limited	2-4 Packhorse Road, Gerrards Cross, SL9 7QE	Direct Marketing	Ordinary	100.00

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

Name of undertaking	Capital and Reserves £	Profit/(Loss) £
Field Sales Solutions Limited	2,127,183	2,515,102
Field Sales Solutions Tactical Limited	44,061	57,533
Fieldology Limited	32,091	53,456
Box Marketing Limited	52,166	47,054

# ACTIVATE SOLUTIONS GROUP LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 28 FEBRUARY 2023

### 5 Debtors

	2023	2021
	£	£
Amounts falling due within one year:		
Amounts owed by group undertakings	1,414,021	-

### 6 Creditors: amounts falling due within one year

	Notes	2023	2021
		£	£
Bank loans and overdrafts	7	3	-
Amounts owed to group undertakings		2,214,870	850,853
		2,214,873	850,853

### 7 Loans and overdrafts

	2023	2021
	£	£
Bank overdrafts	3	-
Payable within one year	3	-

### 8 Share capital

	2023	2021	2023	2021
	Number	Number	£	£
Ordinary share capital				
Issued and fully paid				
A Ordinary of 1p each	1,269,822	1,269,822	12,698	12,698
B Ordinary of 1p each	253,962	253,962	2,540	2,540
C Ordinary of 1p each	63,492	63,492	635	635
	1,587,276	1,587,276	15,873	15,873

# ACTIVATE SOLUTIONS GROUP LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE PERIOD ENDED 28 FEBRUARY 2023

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#### 8 Share capital

(Continued)

As determined in the company's Articles of Association, available from Companies House, the share rights of the different classes are as follows:

A and B ordinary shares have the right to receive notice, attend and vote at any general meeting of the company. C ordinary shares have no right to receive notice, attend or vote at any general meeting of the company. All shares are not redeemable.

On a distribution of assets on a liquidation or a return of capital (other than a conversion, redemption or purchase of shares) the surplus assets of the company after the payment of its liabilities shall be applied as follows:

1. 80% of such surplus assets shall be paid to the holders of A ordinary shares pro rata to their respective holdings of A ordinary shares.
2. The remaining 20% of such surplus assets shall be paid to the holders of B ordinary shares and C ordinary shares pro rata to their holding of B ordinary shares and C ordinary shares (as if the B ordinary shares and C ordinary shares constituted one and the same class).

Subject to articles 30 and 31, upon the board determining to distribute any amount of profits from the overall profits the board so determines are available for distribution to shareholders, the shareholders shall be entitled to such distribution as follows:

1. The holders of A ordinary shares as a class shall be entitled to 80% of the distribution pro rata to the relevant holder's holding of A ordinary shares.
2. The holders of B ordinary shares and C ordinary shares shall be entitled to the remaining 20% of the distribution (as if the B ordinary shares and C ordinary shares constituted one and the same class) pro rata to the relevant holder's holding of such B ordinary shares and/or C ordinary shares.

#### 9 Financial commitments, guarantees and contingent liabilities

The company has given guarantees and charges over its assets in favour of other group companies in support of certain borrowings of those companies. At the balance sheet date the amount outstanding under these borrowings was £nil.

#### 10 Ultimate controlling party

The ultimate parent undertaking is Impact Holding, a company incorporated in France with its legal office in Levallois-Perret, 102-116 Rue Victor Hugo. This is the largest group of undertakings for which consolidated financial statements are prepared and of which the company is a member.

The immediate parent company and the smallest group of undertakings for which consolidated financial statements are prepared and of which the company is a member is Impact Field Marketing Group Limited which has the same registered office as the company. Copies of the group financial statements are available from Companies House.