


Company Registration No. 09040151

Amstar Media Limited

Report and Unaudited Financial Statements

30 September 2014

SATURDAY



A4AY3HO2

A09	04/07/2015	#175
COMPANIES HOUSE		

MK

A18	08/06/2015	#59
COMPANIES HOUSE		

Amstar Media Limited

Report and unaudited financial statements 2014

Contents	Page
Officers and professional advisers	1
Directors' report	2
Directors' responsibilities statement	4
Profit and loss account	5
Balance sheet	6
Notes to the financial statements	7

Amstar Media Limited

Report and unaudited financial statements 2014

Officers and professional advisers

Directors

Lord Alan M Sugar (appointed 14 May 2014)

Daniel P Sugar (appointed 19 May 2014)

Simon Sugar (appointed 19 May 2014)

Roger G Adams (appointed 14 May 2014)

Michael E Ray (appointed 14 May 2014)

Secretary

Michael E Ray (appointed 14 May 2014)

Registered office

Amshold House

Goldings Hill

Loughton

Essex

IG10 2RW

Bankers

Lloyds Bank plc

City Office

11-15 Monument Street

London

EC3V 9JA

Solicitors

Herbert Smith Freehills LLP

Exchange House

Primrose Street

London

EC2A 2EG

Amstar Media Limited

Directors' report

The directors present their annual report and the unaudited financial statements for the period ended 30 September 2014

This directors' report has been prepared in accordance with the special provisions relating to small companies under S415A of the Companies Act 2006

Incorporation of Company

The Company was incorporated on 14 May 2014

Principal activities

The principal activity of the Company is maximising the royalties and appearance fees earned by Lord Sugar from the media industry. There are no planned changes to the Company's activities.

Business review

The result for the period to 30 September 2014 since incorporation on 14 May 2014 was a loss of £121. The profit and loss account for the period is set out on page 5.

Going concern

The directors have reviewed the current and projected financial position of the Company, making reasonable assumptions about future trading and have concluded that the current profitability of the Company will improve in the immediate future.

On the basis of this review, and after making due enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the report and financial statements.

Financial risks

The directors considered the risks attached to the Company's financial instruments which principally comprise operating debtors and operating creditors and loans to and from other group companies. The directors have taken a prudent approach in their consideration of the various risks attached to the financial instruments of the Company. The Company's exposure to price risk, credit risk, liquidity risk and cash flow risk is not material for the assessment of assets, liabilities and the financial statements.

The directors' policy on hedging is to hedge all financial risks where it is feasible and cost effective to do so. The Company had no hedged transactions during the period.

Dividends

The directors do not propose the payment of a dividend.

Amstar Media Limited

Directors' report (continued)

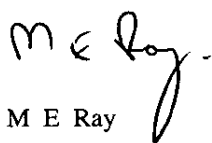
Directors

The directors who held office during the period are listed on page 1

Directors' indemnities

The directors and officers of the Company use the indemnity insurance policy taken out by Amshold Group Limited, the ultimate parent company

Approved by the Board and signed on its behalf by



M E Ray

Director

11 May 2015

Amstar Media Limited

Directors' responsibilities statement

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 United Kingdom Generally Accepted Accounting Practice (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 these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and accounting estimates that are reasonable and prudent, 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.

Amstar Media Limited

Profit and loss account For the period ended 30 September 2014

	Notes	14 May 2014 to 30 Sept 2014 £
Administrative expenses		(111)
Operating loss		(111)
Interest payable and similar charges	2	(10)
Loss on ordinary activities before taxation		(121)
Tax charge on profit on ordinary activities	3	-
Loss for the financial year		(121)

All activities derive from continuing operations

There is no difference between the reported result on ordinary activities after taxation and the equivalent historical cost amount

Amstar Media Limited


Balance sheet 30 September 2014

	Notes	2014 £
Current assets		
Debtors	4	16
Cash at bank and in hand	5	874
		<hr/> 890
Creditors: amounts falling due within one year	6	<hr/> (1,010)
Net current liabilities		(120)
Total net liability		<hr/> (120) <hr/>
Capital and reserves		
Called up share capital	7	1
Profit and loss account		<hr/> (121)
Shareholder's deficit	8	<hr/> (120) <hr/>

For the period ending 30 September 2014 the Company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies Directors' responsibilities

- the members have not required the Company to obtain an audit of its accounts for the period in question in accordance with section 476,
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

The financial statements of Amstar Media Limited, registered number 09040151, were approved by the board of directors and authorised for issue on 11 May 2015 They were signed on its behalf by


M E Ray
Director

Amstar Media Limited

Notes to the financial statements For the year ended 30 September 2014

1. Accounting policies

The financial statements are prepared in accordance with United Kingdom law and applicable accounting standards

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Going concern

The financial statements are prepared on a historical cost convention basis and prepared on the going concern basis as discussed in the directors' report on page 2

Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the group's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements

Cash flows

As the Company is a wholly-owned subsidiary, the cash flows of the Company are included in the consolidated accounts of Amshold Trading Limited which are publicly available (note 9). Consequently the Company is exempt under the provisions of Financial Reporting Standard 1 (Revised) – "Cash Flow Statements", from publishing a separate cash flow statement

2. Interest payable and similar charges

	14 May 2014 to 30 Sept 2014 £
Interest payable to other group companies	10
	<u>10</u>

Amstar Media Limited

Notes to the financial statements For the year ended 30 September 2014

3. Tax charge on profit on ordinary activities

Factors affecting the tax charge for the current year

The standard rate of tax for the year, based on the UK standard rate of corporation tax is 21.0%. The actual tax charge for the current year is the same as the standard rate for the reasons set out in the following reconciliation

	14 May 2014 to 30 Sept 2014 £
Loss on ordinary activities before tax	(121)
Tax charge at 21.0%	(25)
Factors affecting charge	
Expenses not deductible for tax purposes	23
Utilisation of tax losses	2
Total current tax charge for year	-

4. Debtors

	2014 £
Other taxation	16
	16

5. Cash at bank and in hand

	2014 £
Company cash at bank and in hand	874
	874

Amstar Media Limited

Notes to the financial statements For the year ended 30 September 2014

6. Creditors: amounts falling due within one year

	2014 £
Amounts owed to other group companies	1,010
	<u>1,010</u>

Interest is payable on the amount owed to other group companies at variable rates based on Bank of England base rates

7. Called up share capital

	2014 £
Called up, allotted and fully paid:	
1 ordinary share of £1 each	1
	<u>1</u>

8. Reconciliation of movements in shareholder's funds

	2014 £
Share capital issued on incorporation	1
Loss for the financial year	(121)
	<u>(120)</u>
Closing shareholder's funds	<u>(120)</u>

9. Ultimate parent company and controlling party

At 30 September 2014, the Company was indirectly wholly-owned by Lord Sugar

The ultimate parent company is Amshold Trading Limited, a company incorporated in the United Kingdom and is the parent undertaking of the smallest and largest group which includes the Company and for which group financial statements are prepared. Copies of the group financial statements of Amshold Group Limited are available from Companies House, Crown Way, Maindy, Cardiff CF14 3UZ

10. Related party transactions

The Company has taken advantage of the exemption from related party disclosure in accordance with Paragraph 3(c) of Financial Reporting Standard No. 8