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**MTM CHOICE LTD**

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**UNAUDITED**

**FINANCIAL STATEMENTS**

**INFORMATION FOR FILING WITH THE REGISTRAR**

**FOR THE YEAR ENDED 31 OCTOBER 2019**

**MTM CHOICE LTD**  
**REGISTERED NUMBER: 11076428**

**BALANCE SHEET**  
**AS AT 31 OCTOBER 2019**

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Investments	4	5,151,753	5,151,753
		<u>5,151,753</u>	<u>5,151,753</u>
Creditors: amounts falling due within one year	5	-	(401,748)
		<u>-</u>	<u>(401,748)</u>
<b>Net current (liabilities)</b>		-	(401,748)
<b>Total assets less current liabilities</b>		5,151,753	4,750,005
		<u>5,151,753</u>	<u>4,750,005</u>
<b>Net assets</b>		<u>5,151,753</u>	<u>4,750,005</u>
<b>Capital and reserves</b>			
Called up share capital		4,750,005	4,750,005
Profit and loss account		401,748	-
		<u>5,151,753</u>	<u>4,750,005</u>

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**MTM CHOICE LTD**  
**REGISTERED NUMBER: 11076428**

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 OCTOBER 2019**

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The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of 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 financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with 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 by:

.....  
**A Orlov**

Director

Date: 28 October 2020

The notes on pages 3 to 4 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2019**

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**1. General information**

MTM Choice Ltd is a private company limited by shares and is registered in England and Wales. Its current registered office is Pitt House, 120 Baker Street, London, W1U 6TU.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The Company is a small company as defined by the Companies Act 2006 and has taken advantage of the exemption from the requirement to prepare consolidated Financial Statements.

The following principal accounting policies have been applied:

**2.2 Taxation**

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

**2.3 Valuation of investments**

Investments in subsidiaries are measured at cost less accumulated impairment.

Investments in unlisted Company shares, whose market value can be reliably determined, are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in the Statement of Comprehensive Income for the period. Where market value cannot be reliably determined, such investments are stated at historic cost less impairment.

Investments in listed company shares are remeasured to market value at each Balance Sheet date. Gains and losses on remeasurement are recognised in profit or loss for the period.

**2.4 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**2.5 Financial instruments**

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2019

2. Accounting policies (continued)

2.5 Financial instruments (continued)

the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 2 (2018 - 2).

4. Fixed asset investments

	Investment in subsidiary company £
<b>Cost or valuation</b>	
At 1 November 2018	5,151,753
At 31 October 2019	<u>5,151,753</u>

On 12 July 2018 the company acquired the whole of the issued share capital of Camron Public Relations Limited.

5. Creditors: Amounts falling due within one year

	2019 £	2018 £
Other creditors	-	401,748
	<u>-</u>	<u>401,748</u>

6. Controlling party

The Company is a wholly owned subsidiary of MTM Choice LLC, a Company incorporated in the United States of America.



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.