
ALIVE & KICKING GLOBAL LIMITED

UNAUDITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

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ALIVE & KICKING GLOBAL LIMITED

COMPANY INFORMATION

Directors	Mickey Kalifa (resigned 13 May 2022) Moray MacLennan (appointed 28 April 2022)
Company secretary	Andrew Blackstone
Registered number	11250736
Registered office	36 Golden Square London W1F 9EE

ALIVE & KICKING GLOBAL LIMITED

CONTENTS

	Page
Directors' report	1
Directors' responsibilities statement	2
Profit and loss account	3
Balance sheet	4 - 5
Notes to the financial statements	6 - 7

ALIVE & KICKING GLOBAL LIMITED

**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021**

The directors present their report and the financial statements for the year ended 31 December 2021.

Results and dividends

The loss for the year, after taxation, amounted to £109,000 (2020 - profit £Nil).

The Company ceased to trade during the year.

Director

The director who served during the year was:

Mickey Kalifa (resigned 13 May 2022)

Small companies note

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board on 28 June 2022 and signed on its behalf.



Moray MacLennan
Director

ALIVE & KICKING GLOBAL LIMITED

DIRECTORS' RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2021

The directors are responsible for preparing the Directors' 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 applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. 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;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- *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 to 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.

ALIVE & KICKING GLOBAL LIMITED

**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2021**

The Company has not traded during the year or the preceding financial year. During these periods, the Company received no income and incurred no expenditure other than exempted payments under the provisions of section 1169 (3)(b) of the Companies Act 2006.

The notes on pages 6 to 7 form part of these financial statements.

ALIVE & KICKING GLOBAL LIMITED
REGISTERED NUMBER: 11250736

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Note	2021 £000	2020 £000
Current assets			
Debtors: amounts falling due within one year	3	76	185
		<u>76</u>	<u>185</u>
Creditors: amounts falling due within one year	4	-	(1,180)
		<u>-</u>	<u>(1,180)</u>
Net current assets/(liabilities)		76	(995)
Total assets less current liabilities		76	(995)
Net assets/(liabilities)		76	(995)

ALIVE & KICKING GLOBAL LIMITED
REGISTERED NUMBER: 11250736

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2021

	Note	2021 £000	2020 £000
Capital and reserves			
Profit and loss account		76	(995)
		<u>76</u>	<u>(995)</u>

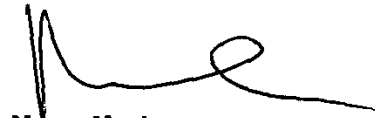
The members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The Company was entitled to exemption from audit under section 479A of the 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 delivered in accordance with the 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 on 28 June 2022.



Moray MacLennan
Director

The notes on pages 6 to 7 form part of these financial statements.

ALIVE & KICKING GLOBAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. General information

Alive & Kicking Global Limited is a private company limited by shares incorporated in England. The principal activity of the Company is digital advertising services.

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 Financial Reporting Standard 101 'Reduced Disclosure Framework' and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company's accounting policies.

2.2 FRS 101 reduced disclosure exemptions

As permitted by FRS 101, the Company has taken advantage of the disclosure exemptions available under that standard in relation to the presentation of a cash-flow statement, impairment of assets, related party transactions and the revenue disclosure exemptions. Where relevant, equivalent disclosures have been given in the group accounts of M&C Saatchi Plc. These Group accounts are available to the public and can be obtained as set out in note 6.

2.3 Going concern

The Company has not traded during this financial year and the Company will be closed down in the next year.

2.4 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.

2.5 Creditors

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers.

Creditors are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

3. Debtors

	2021 £000	2020 £000
Amounts owed by group undertakings	76	-

ALIVE & KICKING GLOBAL LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

3. Debtors (continued)

Other debtors	39	-
Tax recoverable	(39)	185
	<u>76</u>	<u>185</u>

4. Creditors: Amounts falling due within one year

	2021 £000	2020 £000
Amounts owed to group undertakings	-	1,180
	<u>-</u>	<u>1,180</u>

5. Bank guarantee

The Company acts as a guarantor to M&C Saatchi Plc's revolving credit facility. On 31 May 2021, the Company entered into a revolving multicurrency credit facility agreement with National Westminster Bank Plc and Barclays Bank PLC for up to £47.0m (the "Facility"). The Facility includes a £2.5m net overdraft and the ability to draw up to £3.0m as a bonding facility, as required. The Facility is provided on a three-year term (with two optional one-year extensions). The Facility replaced the Company's previous £33.0m credit facility and £5.0m overdraft which terminated on 30 June 2021.

6. Controlling party

The immediate parent company is M&C Saatchi Worldwide Limited, which is registered in England and Wales. The ultimate parent company is M&C Saatchi Plc, which is registered in England and Wales. M&C Saatchi Plc is the only group of which the Company is a member and for which group accounts are prepared. Copies of the accounts are available from M&C Saatchi Plc, 36 Golden Square, London W1F 9EE.