

Registered number:
11250736

ALIVE & KICKING GLOBAL LIMITED

UNAUDITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

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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

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**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022**

The directors present their report together with the unaudited financial statements for the year ended 31 December 2022.

Directors

The directors who served during the year were:

Mickey Kalifa (resigned 13 May 2022)

Moray MacLennan (appointed 28 April 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 Company's board of directors on 22 June 2023 and signed on its behalf.



Moray MacLennan
Director

ALIVE & KICKING GLOBAL LIMITED

**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2022**

The Company has not traded during the year. During this period, the Company received no income and incurred no expenditure and therefore made neither profit or loss.

The notes on pages 5 to 6 form part of these financial statements.

ALIVE & KICKING GLOBAL LIMITED
REGISTERED NUMBER: 11250736

BALANCE SHEET
AS AT 31 DECEMBER 2022

	Note	2022 £000	2021 £000
Fixed assets			
Current assets			
Debtors: amounts falling due within one year	3	115	115
		<u>115</u>	<u>115</u>
Creditors: amounts falling due within one year	4	(39)	(39)
		<u></u>	<u></u>
Net current assets		76	76
Total assets less current liabilities		76	76
		<u></u>	<u></u>
Net assets excluding pension asset		76	76
		<u></u>	<u></u>
Net assets		76	76

ALIVE & KICKING GLOBAL LIMITED
REGISTERED NUMBER: 11250736

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2022

	2022 £000	2021 £000
Note		
Capital and reserves		
Profit and loss account	76	76
	<u>76</u>	<u>76</u>

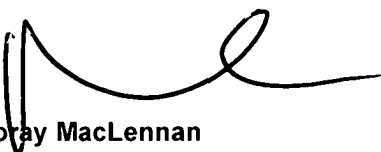
The members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The Company is entitled to, and has opted to take, the exemption from the requirement relating to the audit of its accounts under section 480 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 Company's financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Company' board of directors and were signed on its behalf on 22 June 2023.


Moray MacLennan
Director

The notes on pages 5 to 6 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

1. General information

Alive & Kicking Global Limited is a private company limited by shares incorporated in England. The registered office is 36 Golden Square, London, W1F 9EE. 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 5.

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 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.6 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.

ALIVE & KICKING GLOBAL LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

3. Debtors

	2022 £000	2021 £000
Amounts owed by group undertakings	76	76
Tax recoverable	39	39
	<u>115</u>	<u>115</u>

4. Creditors: Amounts falling due within one year

	2022 £000	2021 £000
Corporation tax --	39	39
	<u>39</u>	<u>39</u>

5. 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. The Group is the only group of which the Company is a member and for which group accounts are prepared. Copies of the Plc Annual Report are available from M&C Saatchi plc, 36 Golden Square, London W1F 9EE.