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**ALIVE & KICKING GLOBAL LIMITED**

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**UNAUDITED**

**DIRECTOR'S REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2020**

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**ALIVE & KICKING GLOBAL LIMITED**

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**COMPANY INFORMATION**

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<b>Director</b>	Mickey Kalifa
<b>Company secretary</b>	Andrew Blackstone
<b>Registered number</b>	11250736
<b>Registered office</b>	36 Golden Square London W1F 9EE

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## **ALIVE & KICKING GLOBAL LIMITED**

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**ALIVE & KICKING GLOBAL LIMITED**

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**DIRECTOR'S REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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The director presents his report and the financial statements for the year ended 31 December 2020.

**Results and dividends**

The loss for the year, after taxation, amounted to £82,000 (2019 - loss of £678,000).  
The Company ceased to trade during the year.

**Director**

The director who served during the year was:

Mickey Kalifa

**Small companies note**

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

This report was approved by the board on 21 December 2021 and signed on its behalf.



**Mickey Kalifa**  
Director

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## **ALIVE & KICKING GLOBAL LIMITED**

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### **DIRECTOR'S RESPONSIBILITIES STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2020**

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The director is responsible for preparing the Director's report and the financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has 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 director must not approve the financial statements unless he is 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 director is 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 director is 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 him to ensure that the financial statements comply with the Companies Act 2006. He is 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.

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**ALIVE & KICKING GLOBAL LIMITED**

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**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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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 nor loss.

The notes on pages 6 to 8 form part of these financial statements.

**ALIVE & KICKING GLOBAL LIMITED**  
**REGISTERED NUMBER: 11250736**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2020**

	Note	2020 £000	2019 £000
<b>Fixed assets</b>			
<b>Current assets</b>			
Debtors: amounts falling due within one year	3	103	185
		<u>103</u>	<u>185</u>
Creditors: amounts falling due within one year	4	(1,180)	(1,180)
		<u>(1,077)</u>	<u>(995)</u>
<b>Net current liabilities</b>		<b>(1,077)</b>	<b>(995)</b>
<b>Total assets less current liabilities</b>		<b>(1,077)</b>	<b>(995)</b>
<b>Net liabilities</b>		<b><u>(1,077)</u></b>	<b><u>(995)</u></b>

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**ALIVE & KICKING GLOBAL LIMITED**  
**REGISTERED NUMBER: 11250736**

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 DECEMBER 2020**

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	Note	2020 £000	2019 £000
<b>Capital and reserves</b>			
Profit and loss account		(1,077)	(995)
		<u>(1,077)</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 director acknowledges his 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 21 December 2021.



**Mickey Kalifa**  
Director

The notes on pages 6 to 8 form part of these financial statements.



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## ALIVE & KICKING GLOBAL LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 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 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 Foreign currency translation

###### Functional and presentation currency

The Company's functional and presentational currency is GBP.

###### Transactions and balances

Transactions in foreign currencies are translated at the exchange rate ruling at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies are retranslated at the exchange rates ruling at the balance sheet date, with the resulting exchange differences recognised in the income statement.

##### 2.5 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.

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## ALIVE & KICKING GLOBAL LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 2. Accounting policies (continued)

##### 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.

#### 3. Debtors

	2020 £000	2019 £000
Other debtors	-	82
Tax recoverable	103	103
	<u>103</u>	<u>185</u>

#### 4. Creditors: Amounts falling due within one year

	2020 £000	2019 £000
Amounts owed to group undertakings	1,180	1,180
	<u>1,180</u>	<u>1,180</u>

#### 5. Post balance sheet events

The Company acts as a guarantor to M&C Saatchi plc's revolving credit facility. On 31 May 2021, M&C Saatchi plc and the Company agreed a new 3 year joint banking arrangement with Barclays and NatWest. The new revolving credit facility for £47m (the "Facility"), includes two sub-limits for ancillary facilities, both provided by NatWest: a £2.5m overdraft and a £3m performance bond line. The Facility, between M&C Saatchi Plc and M&C Saatchi International Holdings BV, matures in May 2024 and is available for drawdowns in Sterling, US Dollar and Euro at an interest margin of 3.0% p.a. The Facility replaces the Group's existing £33m revolving credit facility and £5m overdraft which were due to terminate on 30 June 2021.

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**ALIVE & KICKING GLOBAL LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**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.