

Sports Media & Entertainment LLP

Annual Report and Unaudited Financial Statements

for the Year Ended 31 January 2017



Sports Media & Entertainment LLP

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Sports Media & Entertainment LLP

Limited liability partnership information

Designated members	Luna Etoile Ltd Audacia Media Limited Mrs Bhavini Patel Mr Hemant Patel
Registered office	Berkeley Square House Berkeley Square London W1J 6BD
Bankers	HSBC Bank Plc 127 High Street Hounslow TW3 1QP
Accountants	SRN Sonico 60 Wensleydale Road Hampton Middlesex TW12 2LX

Sports Media & Entertainment LLP

Members' Report for the Year Ended 31 January 2017

The members present their report and the unaudited financial statements for the year ended 31 January 2017.

Firm structure

The LLP is a limited liability partnership registered in . A list of designated members' names is available for inspection at the LLP's registered office.

Principal activity

The principal activity of the limited liability partnership is that of searching new sports talents and assisting in placing them.

Designated members

The members who held office during the year were as follows:

Luna Etoile Ltd - Designated member

Audacia Media Limited - Designated member

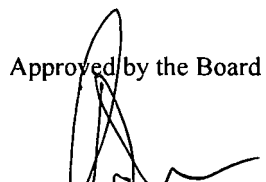
Mrs Bhavini Patel - Designated member (appointed 1 February 2016)

Mr Hemant Patel - Designated member (appointed 1 February 2016)

Members' drawings and the subscription and repayment of members' capital

Members are permitted to make drawing in anticipation of profits to be allocated to them. The amount of such drawings is set at the beginning of each financial year, taking into account the anticipated cash needs of the LLP.

Approved by the Board on 3 May 2018 and signed on its behalf by:



.....
Luna Etoile Ltd
Designated member



.....
Audacia Media Limited
Designated member

**Chartered Accountants' Report to the members on the Preparation of the Unaudited
Statutory Accounts of
Sports Media & Entertainment LLP
for the Year Ended 31 January 2017**

In order to assist you to fulfil your duties under the Companies Act 2006, as applied to limited liability partnerships, we have prepared for your approval the accounts of Sports Media & Entertainment LLP for the year ended 31 January 2017 set out on pages 4 to 13 from the limited liability partnerships accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the members of Sports Media & Entertainment LLP, as a body, in accordance with the terms of our engagement letter dated 2 October 2014. Our work has been undertaken solely to prepare for your approval the accounts of Sports Media & Entertainment LLP and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Sports Media & Entertainment LLP and its members as a body for our work or for this report.

It is your duty to ensure that Sports Media & Entertainment LLP has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Sports Media & Entertainment LLP. You consider that Sports Media & Entertainment LLP is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Sports Media & Entertainment LLP. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



SRN Sonico
60 Wensleydale Road
Hampton
Middlesex
TW12 2LX

3 May 2018

Sports Media & Entertainment LLP

Profit and Loss Account for the Year Ended 31 January 2017

	Note	2017 £	2016 £
Turnover	2	72,624	54,424
Administrative expenses		<u>(111,088)</u>	<u>(112,763)</u>
Operating loss	3	<u>(38,464)</u>	<u>(58,339)</u>
Loss for the year before members' remuneration charged as an expense		(38,464)	(58,339)
Members' remuneration charged as an expense		<u>38,464</u>	<u>58,339</u>
Profit/(loss) for the year available for discretionary division among members		<u><u>-</u></u>	<u><u>-</u></u>

Turnover and operating profit derive wholly from continuing operations.

The limited liability partnership has no recognised gains or losses for the year other than the results above.

Sports Media & Entertainment LLP

(Registration number: OC381898)
Balance Sheet as at 31 January 2017

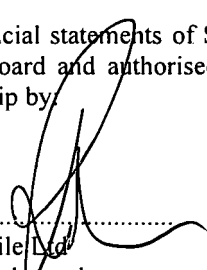
	Note	2017 £	2016 £
Fixed assets			
Tangible assets	5	2,646	2,646
Current assets			
Cash and short-term deposits		68,556	74,115
Creditors: Amounts falling due within one year	6	<u>(134,481)</u>	<u>(246,327)</u>
Net current liabilities		<u>(65,925)</u>	<u>(172,212)</u>
Net liabilities attributable to members		<u>(63,279)</u>	<u>(169,566)</u>
Represented by:			
Loans and other debts due to members			
Members' capital classified as a liability		<u>(63,279)</u>	<u>(169,566)</u>
		<u>(63,279)</u>	<u>(169,566)</u>
Total members' interests			
Loans and other debts due to members		<u>(63,279)</u>	<u>(169,566)</u>
		<u>(63,279)</u>	<u>(169,566)</u>

For the year ending 31 January 2017 the limited liability partnership was entitled to exemption from audit under section 477 of the Companies Act 2006, as applied to limited liability partnerships relating to small entities.

The members have not required the limited liability partnership to obtain an audit in accordance with section 476 of the Companies Act 2006, as applied to limited liability partnerships.

The members acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

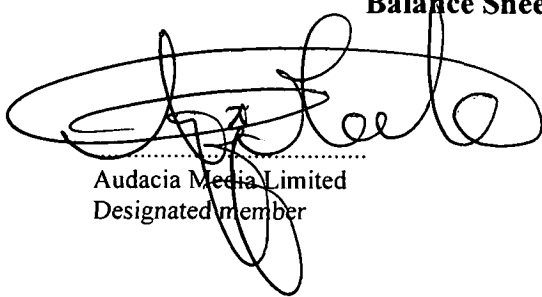
The financial statements of Sports Media & Entertainment LLP (registered number OC381898) were approved by the Board and authorised for issue on 3 May 2018. They were signed on behalf of the limited liability partnership by:


Luna Etoile Ltd
Designated member

Sports Media & Entertainment LLP

(Registration number: OC381898)

Balance Sheet as at 31 January 2017 (continued)



Audacia Media Limited
Designated member

Sports Media & Entertainment LLP

Statement of Changes in Members' Interests At 31 January 2017

	Loans and other debts due to/(from) members		
	Members' capital classified as a liability £	Members' other amounts £	Total 2017 £
Members' interest at 1 February 2016 as restated	(169,566)	-	(169,566)
Members' remuneration charged as an expense	-	(38,464)	(38,464)
At 31 January 2017	(169,566)	(38,464)	(208,030)

	Loans and other debts due to/(from) members	
	Members' other amounts £	Total 2017 £
Members' remuneration charged as an expense	(58,339)	(58,339)
At 31 January 2016	(58,339)	(58,339)

Sports Media & Entertainment LLP

Notes to the Financial Statements

1 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

General information and basis of accounting

The limited liability partnership is incorporated in the United Kingdom under the Limited Liability Partnership Act 2000. The address of the registered office is given on the limited liability partnership information page. The nature of the limited liability partnership's operations and its principal activities are given in the members' report.

The financial statements have been prepared under the historical cost convention, modified to include certain items at fair value, and in accordance with Financial Reporting Standard 102 (FRS 102) issued by the Financial Reporting Council and the requirements of the Statement of Recommended Practice Accounting by Limited Liability Partnerships (issued July 2014).

The functional currency of Sports Media & Entertainment LLP is considered to be pounds sterling because that is the currency of the primary economic environment in which the limited liability partnership operates. Foreign operations are included in accordance with the policies set out below.

Revenue recognition

Revenue is recognised to the extent that the limited liability partnership obtains the right to consideration in exchange for its performance. Revenue is measured at the fair value of the consideration received, excluding discounts, rebates, VAT and other sales tax or duty.

Members' remuneration and division of profits

The SORP recognises that the basis of calculating profits for allocation may differ from the profits reflected through the financial statements prepared in compliance with recommended practice, given the established need to seek to focus profit allocation on ensuring equity between different generations and populations of members.

Consolidation of the results of certain subsidiary undertakings, the provision for annuities to current and former members, pension scheme charges, the spreading of acquisition integration costs and the treatment of long leasehold interests are all items which may generate differences between profits calculated for the purpose of allocation and those reported within the financial statements. Where such differences arise, they have been included within other amounts in the balance sheet.

Members' fixed shares of profits (excluding discretionary fixed share bonuses) and interest earned on members' balances are automatically allocated and, are treated as members' remuneration charged as an expense to the profit and loss account in arriving at profit available for discretionary division among members.

The remainder of profit shares, which have not been allocated until after the balance sheet date, are treated in these financial statements as unallocated at the balance sheet date and included within other reserves.

Taxation

The taxation payable on the partnership's profits is the personal liability of the members, although payment of such liabilities is administered by the partnership on behalf of its members. Consequently, neither partnership taxation or related deferred taxation are accounted for in these financial statements. Sums set aside in respect of members' tax obligations are included in the balance sheet within loans and other debts due to members, or are set against amounts due from members as appropriate.

Sports Media & Entertainment LLP

Notes to the Financial Statements (continued)

1 Accounting policies (continued)

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation, net of depreciation and any provision for impairment.

Members' interests

Members' capital is repayable on retirement of the member and is therefore classified as a liability. Because members may retire with less than one year's notice and typically have their capital repaid within one year of serving notice, members' capital is shown as being due within one year. Amounts due to members after more than one year comprise provisions for annuities to current members and certain loans from members which are not repayable within twelve months of the balance sheet date.

Financial instruments

Classification

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a finance transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the balance sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the limited liability partnership intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Sports Media & Entertainment LLP

Notes to the Financial Statements (continued)

1 Accounting policies (continued)

Recognition and Measurement

Debt instruments which meet the following conditions are subsequently measured at amortised cost using the effective interest method:

- (a) The contractual return to the holder is (i) a fixed amount; (ii) a positive fixed rate or a positive variable rate; or (iii) a combination of a positive or a negative fixed rate and a positive variable rate.
- (b) The contract may provide for repayments of the principal or the return to the holder (but not both) to be linked to a single relevant observable index of general price inflation of the currency in which the debt instrument is denominated, provided such links are not leveraged.
- (c) The contract may provide for a determinable variation of the return to the holder during the life of the instrument, provided that (i) the new rate satisfies condition (a) and the variation is not contingent on future events other than (1) a change of a contractual variable rate; (2) to protect the holder against credit deterioration of the issuer; (3) changes in levies applied by a central bank or arising from changes in relevant taxation or law; or (ii) the new rate is a market rate of interest and satisfies condition (a).
- (d) There is no contractual provision that could, by its terms, result in the holder losing the principal amount or any interest attributable to the current period or prior periods.
- (e) Contractual provisions that permit the issuer to prepay a debt instrument or permit the holder to put it back to the issuer before maturity are not contingent on future events, other than to protect the holder against the credit deterioration of the issuer or a change in control of the issuer, or to protect the holder or issuer against changes in levies applied by a central bank or arising from changes in relevant taxation or law.
- (f) Contractual provisions may permit the extension of the term of the debt instrument, provided that the return to the holder and any other contractual provisions applicable during the extended term satisfy the conditions of paragraphs (a) to (c).

Debt instruments that are classified as payable or receivable within one year on initial recognition and which meet the above conditions are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

With the exception of some hedging instruments, other debt instruments not meeting these conditions are measured at fair value through profit or loss.

Commitments to make and receive loans which meet the conditions mentioned above are measured at cost (which may be nil) less impairment.

Impairment of financial assets

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the limited liability partnership transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the limited liability partnership, despite having retained some significant risks and rewards of ownership, has transferred control of the asset to another party and the other party has the practical ability to sell the asset in its entirety to an unrelated third party and is able to exercise that ability unilaterally and without needing to impose additional restrictions on the transfer.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

Sports Media & Entertainment LLP

Notes to the Financial Statements (continued)

1 Accounting policies (continued)

Derivative financial instruments and hedging

Derivatives

The limited liability partnership uses derivative financial instruments to reduce exposure to foreign exchange risk and interest rate movements. The limited liability partnership does not hold or issue derivative financial instruments for speculative purposes.

Derivatives are initially recognised at fair value at the date a derivative contract is entered into and are subsequently remeasured to their fair value at each reporting date. The resulting gain or loss is recognised in profit or loss immediately unless the derivative is designated and effective as a hedging instrument, in which event the timing of the recognition in profit or loss depends on the nature of the hedge relationship.

Hedging

The limited liability partnership designates certain derivatives as hedging instruments in respect of variable interest rate risk of the cash flows associated with recognised debt instruments measured at amortised cost and in respect of foreign exchange risk in firm commitments and highly probable forecast transactions.

At the inception of the hedge relationship, the entity documents the relationship between the hedging instrument and the hedged item, along with the clear identification of the risk in the hedged item that is being hedged by the hedging instrument. Furthermore, at the inception of the hedge and on an ongoing basis, the limited liability partnership assesses whether the hedging instrument is highly effective in offsetting the designated hedged risk.

The effective portion of changes in the fair value of the designated hedging instrument is recognised in other comprehensive income. The gain or loss relating to the ineffective portion is recognised immediately in profit or loss. Amounts previously recognised in other comprehensive income and accumulated in equity are reclassified to profit or loss in the periods in which the hedged item affects profit or loss or when the hedging relationship ends.

Hedge accounting is discontinued when the limited liability partnership revokes the hedging relationship, the hedging instrument expires or is sold, terminated, or exercised, or no longer qualifies for hedge accounting. Any gain or loss accumulated in equity at that time is reclassified to profit or loss when the hedged item is recognised in profit or loss. When a forecast transaction is no longer expected to occur, any gain or loss that was recognised in other comprehensive income is reclassified immediately to profit or loss.

Current versus non-current classification

Investments in non-convertible preference shares and non-puttable ordinary or preference shares (where shares are publicly traded or their fair value is reliably measurable) are measured at fair value through profit or loss. Where fair value cannot be measured reliably, investments are measured at cost less impairment.

In the limited liability partnership balance sheet, investments in subsidiaries and associates are measured at cost less impairment.

Fair value measurement

The best evidence of fair value is a quoted price for an identical asset in an active market. When quoted prices are unavailable, the price of a recent transaction for an identical asset provides evidence of fair value as long as there has not been a significant change in economic circumstances or a significant lapse of time since the transaction took place. If the market is not active and recent transactions of an identical asset on their own are not a good estimate of fair value, the fair value is estimated by using a valuation technique.

2 Turnover

The analysis of the LLP's revenue for the year is as follows:

Sports Media & Entertainment LLP

Notes to the Financial Statements (continued)

2 Turnover (continued)

	2017 £	2016 £
Sale of goods	<u>72,624</u>	<u>54,424</u>

3 Operating loss

Operating loss is stated after charging:

	2017 £	2016 £
Operating leases - other assets	<u>4,711</u>	<u>20,992</u>

4 Particulars of employees

The average number of persons employed by the limited liability partnership (including members) during the year, analysed by category was as follows:

	2017 No.	2016 No.
Administration	1	1

The aggregate payroll costs were as follows:

Sports Media & Entertainment LLP

Notes to the Financial Statements (continued)

4 Particulars of employees (continued)

	2017 £	2016 £
Wages and salaries	<u>10,577</u>	<u>9,912</u>

5 Tangible fixed assets

	Office equipment £	Total £
Cost		
At 1 February 2016	<u>2,646</u>	<u>2,646</u>
At 31 January 2017	2,646	2,646
Depreciation		
At 31 January 2017	<u>-</u>	<u>-</u>
Net book value		
At 31 January 2017	<u>2,646</u>	<u>2,646</u>
At 31 January 2016	<u>2,646</u>	<u>2,646</u>

6 Creditors: Amounts falling due within one year

	2017 £	2016 £
Other loans	<u>134,481</u>	<u>246,327</u>

7 Control

The members are the controlling party by virtue of their controlling interest in the limited liability partnership. The ultimate controlling party is the same as the controlling party.