

Strategic Report, Report of the Directors and
Financial Statements for the Year Ended 31 March 2021
for
Prime Post (Europe) Limited



Prime Post (Europe) Limited

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for the Year Ended 31 March 2021

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Prime Post (Europe) Limited

Company Information
for the Year Ended 31 March 2021

DIRECTORS:

R Sankaranarayanan

SECRETARY:

Derringtons Limited
Hyde Park House,
5 Manfred Road,
London
United Kingdom
SW15 2RS

REGISTERED OFFICE:

First Floor Kidd House
Whitehall Road, Leeds,
United Kingdom,
LS12 1AP

REGISTERED NUMBER:

05593194 (England and Wales)

AUDITORS:

PBG Associates Limited
Chartered Accountants and Statutory Auditors
65 Delamere Road
Hayes, Middx
UB4 0NN

Prime Post (Europe) Limited

Strategic Report
for the Year Ended 31 March 2021

The directors present their strategic report for the year ended 31 March 2021.

REVIEW OF BUSINESS

The company made a net loss of £22,792 for the year ended 31 March 2021 and Loss of £ 123,413 for the year ended 31 March 2020. The principal activity of the company during the year was the provision of post-production facilities for the media and entertainment industry.

RISK REVIEW

The Company has established a risk management framework for ensuring that the major risks facing the Company are identified, evaluated and actively managed. Risks are reviewed continuously. It is not possible to mitigate fully all risks to which the Company is exposed but the ability to manage such risks is a key consideration of the Company.

FOREIGN EXCHANGE

The Company is not exposed to any significant foreign exchange rate fluctuation risk.

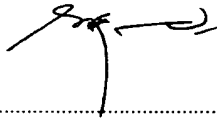
QUALITY AND REPUTATION

The business depends on maintaining and strengthening the reputation for providing services that meet and exceed customer expectations in the markets. Fail to maintain quality of the services or fail to promote the brand and reputation successfully the business could be adversely affected.

GOING CONCERN

The directors having reviewed the company's forecast, and the support assured by the intermediate parent Company, Prime Focus technologies Limited, company incorporated and registered in India, are confident that the company has adequate financial resources to continue in operational existence for the foreseeable future. The directors have therefore continued to adopt the going concern basis in preparing these financial statements.

ON BEHALF OF THE BOARD:



.....
Director

Date: 26th March 2022

Prime Post (Europe) Limited

Report of the Directors
for the Year Ended 31 March 2021

The directors present their report with the financial statements of the company for the year ended 31 March 2021.

PRINCIPAL ACTIVITY

The principal activity of the company during the year was providing post-production facilities for the media and entertainment industry.

The company made a net loss of £22,792 for the year ended 31 March 2021 and Loss of 2020 was - £123,413

DIVIDENDS

No dividends will be distributed for the year ended 31 March 2021.

DIRECTORS

The director who served during the year was:

R Sankaranarayanan

COVID-19

The outbreak of Coronavirus (COVID-19) pandemic globally and in India is causing significant disturbance and slowdown of economic activity. The Company has considered internal and external information up to the date of approval of these financial statements in assessing the recoverability of receivables including unbilled receivables, investments, loans and other assets. Based on the current indicators of future economic conditions, the Company expects to recover the carrying amount of these assets.

The impact of COVID-19 remains uncertain and may be different from what the Company has estimated as of the date of approval of these financial statements

DIRECTORS' RESPONSIBILITIES STATEMENT

The director is responsible for preparing the Strategic Report, the Report of the Director 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 United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. 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 judgements and accounting estimates that are reasonable and prudent;
- state whether applicable 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 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Prime Post (Europe) Limited

Report of the Directors
for the Year Ended 31 March 2021

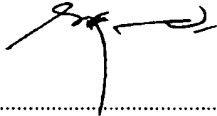
STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

The auditors, PBG Associates Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:



.....
R Sankaranarayanan - Director

Date: 26th March 2022

Report of the Independent Auditors to the Members of
Prime Post (Europe) Limited

Opinion

We have audited the financial statements of Prime Post (Europe) Limited (the 'company') for the year ended 31 March 2021 which comprise the Income Statement, Other Comprehensive Income, Balance Sheet, Statement of Changes in Equity and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2021 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material uncertainty related to going concern

We draw attention to note 1 in the financial statements, which indicates that the Company has incurred net losses of GBP 22,792 during the year ended 31 March 2021 and, as of that date, the Company has a negative net worth of GBP 85,036. The company's current liabilities exceeded its current assets by GBP 177,888. As stated in note 1, these events or conditions, along with the other matters as set forth in note 1, indicate that a material uncertainty exists that may cast significant doubt on the company's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Report of the Independent Auditors to the Members of
Prime Post (Europe) Limited (continued...)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below. However, the primary responsibility for the prevention and detection of fraud rests with those charged with governance of the Company. Our approach was as follows:

We obtained a general understanding of the legal and regulatory frameworks that are applicable to the Company and determined that the most significant are direct laws and regulations those have effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006 and taxation legislation. We obtained a general understanding of how the Company is complying with those frameworks by making enquiries of management and those responsible for legal and compliance matters of the Company.

For both direct and other laws and regulations, our procedures involved: making enquiry of the directors of the Company for their awareness of any noncompliance of laws or regulations, inquiring about the policies that have been established to prevent non-compliance with laws and regulations by officers and employees.

Our audit procedures included:

- examining the supporting documents for all material balances, transactions and disclosures
- enquiry of management and review and inspection of relevant correspondence
- evaluation of the selection and application of accounting policies
- analytical procedures to identify any unusual or unexpected relationship
- review of accounting estimates for biases

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Report of the Independent Auditors to the Members of
Prime Post (Europe) Limited (continued...)

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Satya Brata Ghosh (Senior Statutory Auditor)
for and on behalf of PBG Associates Limited
Chartered Accountants and Statutory Auditors
65 Delamere Road
Hayes, Middx
UB4 0NN

Date: 26th March 2022

Prime Post (Europe) Limited

Income Statement for the Year Ended 31 March 2021

	Notes	31.3.21 £	31.3.20 £
REVENUE	2	-	225,000
Cost of sales		<u>-</u>	<u>96,616</u>
GROSS PROFIT		-	128,384
Administrative expenses		<u>22,792</u>	<u>251,797</u>
OPERATING LOSS and LOSS BEFORE TAXATION		(22,792)	(123,413)
Tax on loss	5	<u>-</u>	<u>-</u>
LOSS FOR THE FINANCIAL YEAR		<u>(22,792)</u>	<u>(123,413)</u>

All amount relate to continuing operations.

Prime Post (Europe) Limited

Other Comprehensive Income for the Year Ended 31 March 2021

	Notes	31.3.21 £	31.3.20 £
LOSS FOR THE YEAR		(22,792)	(123,413)
OTHER COMPREHENSIVE INCOME		—	—
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		<u>(22,792)</u>	<u>(123,413)</u>

Prime Post (Europe) Limited (Registered number: 05593194)

Balance Sheet 31 March 2021

	Notes	31.3.21 £	31.3.20 £
FIXED ASSETS			
Tangible assets	6	92,852	107,650
CURRENT ASSETS			
Debtors	7	1,695,753	2,396,283
Cash in hand		<u>126</u>	<u>255,702</u>
		1,695,879	2,651,985
CREDITORS			
Amounts falling due within one year	8	<u>1,873,767</u>	<u>2,821,879</u>
NET CURRENT LIABILITIES		<u>(177,888)</u>	<u>(169,894)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(85,036)</u>	<u>(62,244)</u>
CAPITAL AND RESERVES			
Called up share capital	9	100	100
Retained earnings	10	<u>(85,136)</u>	<u>(62,344)</u>
SHAREHOLDERS' FUNDS		<u>(85,036)</u>	<u>(62,244)</u>

The financial statements were approved by the Board of Directors and authorised for issue on 26th March 2022 and were signed on its behalf by:



.....
R Sankaranarayanan - Director

Prime Post (Europe) Limited

Statement of Changes in Equity for the Year Ended 31 March 2021

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 April 2019	100	61,069	61,169
Changes in equity			
Total comprehensive income	<u>-</u>	<u>(123,413)</u>	<u>(123,413)</u>
Balance at 31 March 2020	<u>100</u>	<u>(62,344)</u>	<u>(62,244)</u>
Changes in equity			
Total comprehensive income	<u>-</u>	<u>(22,792)</u>	<u>(22,792)</u>
Balance at 31 March 2021	<u>100</u>	<u>(85,136)</u>	<u>(85,036)</u>

Prime Post (Europe) Limited

Notes to the Financial Statements
for the Year Ended 31 March 2021

1. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. The reporting currency is sterling.

Cash flow

The company, being a member of the group wherein the parent prepares consolidated financial statements which are publicly available, is exempt from the requirement to draw up a cash flow statement in accordance with Financial Reporting Standard 102.

Related party exemption

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

Turnover

Turnover relates to amounts derived from ordinary activities, excluding value added tax.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Leasehold improvements	- 10.00% reducing balance per annum
Equipment	- 13.91% reducing balance per annum

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Leasing and hire purchase

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired by hire purchase are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Prime Post (Europe) Limited

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

1. ACCOUNTING POLICIES - continued

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

Going concern

The Company has incurred net losses of GBP 22,792 during the year ended 31 March 2021 and, as of that date, the Company has a negative net worth of GBP 85,036. The company's current liabilities exceeded its current assets by GBP 177,888.

The financial statements have been prepared on the going concern basis, which assumes that the company will continue to be able to meet its liabilities as they fall due for the foreseeable future. The director considers that the company is a going concern as intermediate parent company, Prime Focus Technologies Limited, has supplied an undertaking to continue to provide financial support to the company.

2. REVENUE

An analysis of revenue by geographical market for the year ended 31 March 2021 is given below:

	£
United Kingdom	-
Rest of Europe	-
	<u>-</u>

3. EMPLOYEES AND DIRECTORS

	31.3.21	31.3.20
	£	£
Wages and salaries	-	21,831
Social security costs	-	540
Other pension costs	-	<u>582</u>
	-	22,953

The average number of employees during the year was 1 (2021:NIL)

	31.3.21	31.3.20
	£	£
Directors' remuneration	<u>-</u>	<u>-</u>

4. OPERATING LOSS

The operating profit is stated after charging:

	31.3.21	31.3.20
	£	£
Depreciation	14,798	17,166
Provision for Doubtful Debt	-	210,129
Sundry Balances written off	-	13,162
Foreign Exchange loss/(gain)	(16)	(16)
Auditor's Remuneration	5,000	5,000

Prime Post (Europe) Limited

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

5. TAXATION

Analysis of the tax charge

The tax charge on the profit/(loss) for the year was as follows:

	31.3.21 £	31.3.20 £
Current tax:	-	-
UK corporation tax based on the profit/ (loss) for the year at 19%	-	-
Total current tax	-	-
Deferred taxation	-	-
Tax on profit	-	-

Factors affecting tax charge: The tax assessed for the year is lower than the standard rate of tax corporation tax in the UK. The difference is explained below:

	31.3.21 £	31.3.20 £
Profit/(loss) before tax	(22,792)	(123,413)
UK corporation tax based on the loss for the year at 19%	(4,330)	(23,448)
Effects of:		
Non-deductible expenses	-	39,925
Capital allowance in excess of depreciation	2,812	3,262
Unrelieved tax losses	-	-
Group Relief	1,518	(19,739)
Current tax charge	-	-

6. TANGIBLE FIXED ASSETS

	Improvements to property £	Plant and machinery £	Totals £
COST			
At 1 April 2020			
and 31 March 2021	<u>7,800</u>	<u>227,432</u>	<u>235,232</u>
DEPRECIATION			
At 1 April 2020	3,289	124,293	127,582
Charge for year	<u>-</u>	<u>14,798</u>	<u>14,798</u>
At 31 March 2021	<u>3,289</u>	<u>139,091</u>	<u>142,380</u>
NET BOOK VALUE			
At 31 March 2021	<u>4,511</u>	<u>88,341</u>	<u>92,852</u>
At 31 March 2020	<u>4,511</u>	<u>103,139</u>	<u>107,650</u>

Prime Post (Europe) Limited

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.21	31.3.20
	£	£
Trade debtors	594,580	1,682,575
Amounts owed by group undertakings	445,383	-
Other debtors	654,328	713,708
Social security and other tax	<u>1,462</u>	<u>-</u>
	<u>1,695,753</u>	<u>2,396,283</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.21	31.3.20
	£	£
Trade creditors	58,140	39,283
Amounts owed to group undertakings	-	1,018,281
Accruals and deferred income	<u>1,815,627</u>	<u>1,764,315</u>
	<u>1,873,767</u>	<u>2,821,879</u>

There is a charge created on 25 July 2018 on all assets of Prime Post(Europe) Limited by the Yes Bank Limited, India as part of the financing facility availed by fellow US subsidiary, Prime Focus Technologies, Inc.

9. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			31.3.21	31.3.20
Number:	Class:	Nominal value:	£	£
100	Allotted, called up and fully paid:	£ 1	<u>100</u>	<u>100</u>

10. RESERVES

	Retained earnings £
At 1 April 2020	(62,344)
Deficit for the year	<u>(22,792)</u>
At 31 March 2021	<u>(85,136)</u>

Prime Post (Europe) Limited

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

11. ULTIMATE PARENT COMPANY

Prime Post (Europe) Limited is 100% subsidiary of Prime Focus Technologies UK Limited, a company incorporated in Great Britain and registered in England and Wales.

The ultimate parent company and controlling entity as at 31st March 2021 was Prime Focus Limited. Consequently, the parent undertaking of the group that includes the Company and for which group financial statements are prepared is Prime Focus Limited. Prime Focus Limited is incorporated and registered in India. Consolidated group financial statements of Prime Focus Limited for the year ended 31st March 2021 are available from the company's registered address at Linking Road, Khar (West), Mumbai - 400 052 Maharashtra, India.

12. PREVIOUS YEAR FIGURES

Previous year figures have been rearranged/regrouped/reclassified wherever considered necessary to facilitate comparison with the current year figures.

13. SUBSEQUENT EVENT

The outbreak of Coronavirus (COVID-19) pandemic globally and in United Kingdom is causing significant disturbance and slowdown of economic activity. The Company has considered internal and external information up to the date of approval of these financial statements in assessing the recoverability of receivables including unbilled receivables, loans and other assets. Based on the current indicators of future economic conditions, the Company expects to recover the carrying amount of these assets. Due to COVID-19 pandemic the company does not have revenue from operations during the year. However the company's operating performance is expected to improve in future.

The impact of COVID-19 remains uncertain and may be different from what the Company has estimated as of the date of approval of these financial statements.