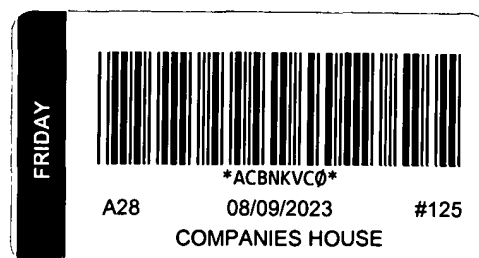


Company registration number: 02575108

**ISI-DENTSU OF EUROPE, LTD.**

**Filleted financial statements**

**31 December 2022**



**ISI-DENTSU OF EUROPE, LTD.**

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# ISI-DENTSU OF EUROPE, LTD.

## Statement of financial position 31 December 2022

	Note	2022 £	£	2021 £	£
<b>Fixed assets</b>					
Tangible assets	9	<u>253</u>		<u>534</u>	
			253		534
<b>Current assets</b>					
Debtors	10	287,797		373,986	
Cash at bank and in hand		<u>1,843,568</u>		<u>1,432,850</u>	
		2,131,365		1,806,836	
<b>Creditors: amounts falling due within one year</b>	11	<u>(318,467)</u>		<u>(305,770)</u>	
<b>Net current assets</b>			1,812,898		1,501,066
<b>Total assets less current liabilities</b>			<u>1,813,151</u>		<u>1,501,600</u>
<b>Net assets</b>			<u>1,813,151</u>		<u>1,501,600</u>
<b>Capital and reserves</b>					
Called up share capital	12	500,000		500,000	
Profit and loss account	13	<u>1,313,151</u>		<u>1,001,600</u>	
<b>Shareholders funds</b>			<u>1,813,151</u>		<u>1,501,600</u>

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

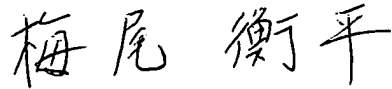
In accordance with section 444 of the Companies Act 2006, the statement of income and retained earnings has not been delivered.

The notes on pages 3 to 8 form part of these financial statements.

**ISI-DENTSU OF EUROPE, LTD.**

**Statement of financial position (continued)**  
**31 December 2022**

These financial statements were approved by the board of directors and authorised for issue on 22 August 2023, and are signed on behalf of the board by:

Handwritten signature in black ink, consisting of four characters: 梅 (Umeo), 尾 (Umeo), 衡 (Umeo), 平 (Umeo).

Mr. K Umeo  
Director

Company registration number: 02575108

**The notes on pages 3 to 8 form part of these financial statements.**

# **ISI-DENTSU OF EUROPE, LTD.**

## **Notes to the financial statements Year ended 31 December 2022**

### **1. General information**

The company is a private company limited by shares, registered in United Kingdom. The address of the registered office is City Point, 1 Ropemaker Street, London, EC2Y 9HT.

### **2. Statement of compliance**

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

### **3. Accounting policies**

#### **Basis of preparation**

The financial statements have been prepared on the historical cost basis.

The financial statements are prepared in sterling, which is the functional currency of the entity.

The following accounting policies have been applied:

#### **Going concern**

The directors have reviewed their company's forecast for at least 12 months and have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future.

#### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue recognised from the rendering of services is measured on a time incurred basis stipulated by contract or on completion of short term fixed contracts.

#### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

## ISI-DENTSU OF EUROPE, LTD.

### Notes to the financial statements (continued) Year ended 31 December 2022

#### **Tangible assets**

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

#### **Depreciation**

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

Fittings fixtures and equipment	- 3 to 5 years	straight line
---------------------------------	----------------	---------------

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

#### **Impairment**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

## ISI-DENTSU OF EUROPE, LTD.

### Notes to the financial statements (continued) Year ended 31 December 2022

#### Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

#### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised in finance costs in profit or loss in the period in which it arises.

#### 4. Turnover

The whole of the turnover is attributable to the principal activity of the company wholly undertaken in the United Kingdom.

#### 5. Auditors remuneration

	2022 £	2021 £
<b>Fees payable to Sidikies</b>		
Fees payable for the audit of the financial statements	7,000	7,000
Fees payable to the company's auditor and its associates for other services:		
Other non-audit services	2,500	2,500

**ISI-DENTSU OF EUROPE, LTD.**

**Notes to the financial statements (continued)**  
**Year ended 31 December 2022**

**6. Staff costs**

The average number of persons employed by the company during the year, including the directors, amounted to:

	<b>2022</b>	2021
Administrative staff	22	20
	<u>22</u>	<u>20</u>

The aggregate payroll costs incurred during the year were:

	<b>2022</b>	2021
	£	£
Wages and salaries	289,180	226,809
Social security costs	149,244	115,452
Other pension costs	27,941	25,726
	<u>466,365</u>	<u>367,987</u>

**7. Directors remuneration**

The directors aggregate remuneration in respect of qualifying services was:

	<b>2022</b>	2021
	£	£
Remuneration	<u>258,911</u>	<u>238,113</u>

**8. Other interest receivable and similar income**

	<b>2022</b>	2021
	£	£
Bank deposits	<u>-</u>	<u>944</u>



**ISI-DENTSU OF EUROPE, LTD.**

**Notes to the financial statements (continued)**  
**Year ended 31 December 2022**

**9. Tangible assets**

	Fixtures, fittings and equipment £	Total £
<b>Cost</b>		
At 1 January 2022	11,445	11,445
Additions	304	304
<b>At 31 December 2022</b>	<u>11,749</u>	<u>11,749</u>
<b>Depreciation</b>		
At 1 January 2022	10,911	10,911
Charge for the year	585	585
<b>At 31 December 2022</b>	<u>11,496</u>	<u>11,496</u>
<b>Carrying amount</b>		
<b>At 31 December 2022</b>	<u>253</u>	<u>253</u>
At 31 December 2021	<u>534</u>	<u>534</u>

**10. Debtors**

	2022 £	2021 £
Trade debtors	261,597	346,804
Deferred tax asset (note )	205	194
Prepayments and accrued income	11,457	11,945
Other debtors	14,538	15,043
	<u>287,797</u>	<u>373,986</u>

**11. Creditors: amounts falling due within one year**

	2022 £	2021 £
Trade creditors	33,069	27,674
Corporation tax	38,391	33,655
Social security and other taxes	236,435	234,952
Other creditors	10,572	9,489
	<u>318,467</u>	<u>305,770</u>

# ISI-DENTSU OF EUROPE, LTD.

## Notes to the financial statements (continued)

Year ended 31 December 2022

### 12. Called up share capital Issued and called up

	2022		2021	
	No	£	No	£
Ordinary shares shares of £ 1.00 each	500,000	500,000	500,000	500,000

### 13. Reserves

Called-up shares capital - represents the nominal value of the shares that have been issued.

Profit and loss account - includes all current and prior period retained profits and losses.

### 14. Operating leases

#### The company as lessee

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2022	2021
	£	£
Not later than 1 year	47,724	34,474
Later than 1 year and not later than 5 years	38,896	-
	<u>86,620</u>	<u>34,474</u>

### 15. Controlling party

The company is controlled by Information Services International - Dentsu, Limited, the parent undertaking, a company incorporated in Japan. The ultimate controlling party and ultimate parent company is Dentsu Inc., incorporated in Japan.

The largest group in which the results of the company are consolidated is that headed by Information Services International - Dentsu, Ltd. The consolidated accounts of this company may be obtained from Information Services International - Dentsu, Ltd. 2-17-1 Konan, Minato-Ku, Tokyo 108-0075.

### 16. Summary audit opinion

The auditor's report for the year dated 22 August 2023 was unqualified.

The senior statutory auditor was Amir Siddiqi FCCA FCA, for and on behalf of Sidikies.