

**REGISTERED NUMBER: 02642319 (England and Wales)**

**Unaudited Financial Statements**  
**for the Year Ended 31 May 2017**  
**for**  
**Strategy Partners Limited**

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for the Year Ended 31 May 2017**

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**Strategy Partners Limited**  
**Company Information**  
**for the Year Ended 31 May 2017**

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**DIRECTORS:** Mr S R P Crane  
Mrs P J Crane

**SECRETARY:** Mrs P J Crane

**REGISTERED OFFICE:** The Willow Pool  
Send Marsh Green  
Ripley  
Surrey  
GU23 6JS

**REGISTERED NUMBER:** 02642319 (England and Wales)

**ACCOUNTANTS:** Acuity Professional Ltd  
Fifth Floor  
11 Leadenhall Street  
London  
EC3V 1LP

Statement of Financial Position  
31 May 2017

	Notes	2017 £	£	2016 £	£
<b>FIXED ASSETS</b>					
Investments	3		682,595		840,943
<b>CURRENT ASSETS</b>					
Debtors	4	77,464		23,500	
Cash at bank		<u>449,937</u>		<u>655,707</u>	
		527,401		679,207	
<b>CREDITORS</b>					
Amounts falling due within one year	5	<u>1,483,872</u>		<u>1,489,850</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(956,471)</u>		<u>(810,643)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(273,876)</u>		<u>30,300</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	6		100		100
Retained earnings	7		<u>(273,976)</u>		<u>30,200</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(273,876)</u>		<u>30,300</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2017 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were authorised and approved by the Board of Directors on 30 September 2017 and were signed on its behalf by:

Mr S R P Crane - Director

**Notes to the Financial Statements  
for the Year Ended 31 May 2017**

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**1. STATUTORY INFORMATION**

Strategy Partners Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of 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 financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**Accounting convention**

The financial statements are prepared under the historical cost convention.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017

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2. **ACCOUNTING POLICIES - continued**

**Financial instruments**

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

**Classification of financial liabilities**

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 company after deducting all of its liabilities.

**Basic financial liabilities**

Basic financial liabilities, including creditors, bank loans and loans from fellow group companies that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payment discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Accounts payable are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Accounts payable greater than one year are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**Exemption from preparing a cash flow statement**

The financial statements do not include a Cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective January 2015).

**Going concern**

The company's balance sheet shows a net deficit shareholders fund position. However, the director has received the confirmation from the shareholders of their continued financial support for the foreseeable future and for at least twelve months from the date of signature of these accounts.

Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017

3. **FIXED ASSET INVESTMENTS**

	2017	2016
	£	£
Other investments not loans	652,595	749,544
Other loans	30,000	91,399
	<u>682,595</u>	<u>840,943</u>

Additional information is as follows:

	Listed investments £	Unlisted investments £	Totals £
<b>Cost</b>			
At 1 June 2016	58,532	691,012	749,544
Additions	24,805	140,866	165,671
Share of profit/(loss)	19,534	(282,154)	(262,620)
At 31 May 2017	<u>102,871</u>	<u>549,724</u>	<u>652,595</u>
<b>Net book value</b>			
At 31 May 2017	<u>102,871</u>	<u>549,724</u>	<u>652,595</u>
At 31 May 2016	<u>58,532</u>	<u>691,012</u>	<u>749,544</u>
			<b>Other loans £</b>
At 1 June 2016			91,399
New in year			36,894
Other movement			(98,293)
At 31 May 2017			<u>30,000</u>

Listed investments are disclosed on the basis of the Market value as per broker's statement.

Unlisted investments are disclosed on the basis of the Market value provided by the directors.

**Other loans:**

During the year, Strategy Partners Limited granted a loan of £36,894 to UK Reality Agents Ltd . During the year, the loan given to UK Reality Agents Ltd for £98,293 has been written off as not recoverable. At the balance sheet date, Strategy Partners Limited was owed £Nil (2016 - £61,399) from UK Reality Agents Ltd.

During the year 67 Pall Mall Ltd paid an interest of £2,400 on loan. At the balance sheet date, Strategy Partners Limited was owed £29,999 (2016 - £29,999) from 67 Pall Mall Ltd.

Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017

4. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2017	2016
	£	£
Amounts owed by group undertakings	24,940	23,500
Deferred tax asset	52,524	-
	<u>77,464</u>	<u>23,500</u>

5. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2017	2016
	£	£
Amounts owed to group undertakings	1,483,872	1,482,330
Tax	-	7,520
	<u>1,483,872</u>	<u>1,489,850</u>

6. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2017	2016
			£	£
100	Ordinary	£1	<u>100</u>	<u>100</u>

7. **RESERVES**

	Retained earnings £
At 1 June 2016	30,200
Deficit for the year	(304,176)
At 31 May 2017	<u>(273,976)</u>

8. **RELATED PARTY DISCLOSURES**

Included within creditors is an amount of £1,088,597 (2016: £1,088,597) owed to Trader One Holdings Limited, which is Strategy Partners Limited's ultimate parent company. All transactions with this company are related to interest free general funding.

Included within creditors is an amount of £395,275 (2016: £393,732) owed to Crane Investment Analysis Limited, a fellow subsidiary of Trader One Holdings Ltd. All transactions with this company are related to interest free general funding.

Included within debtors is an intercompany loan of £24,940 (2016: £23,500) owed from The Seven Pyramids of Power Limited, a company controlled by Mr S R P Crane. All transactions with this company are related to interest free general funding.



Notes to the Financial Statements - continued  
for the Year Ended 31 May 2017

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9. **ULTIMATE PARENT COMPANY AND CONTROLLING PARTY**

The immediate and ultimate parent undertaking is Trader One Holdings Limited, a company registered in England and Wales.

The ultimate controlling party is Mr S R P Crane.

10. **FIRST YEAR ADOPTION**

This was the first period that the company has presented its results under FRS 102 section 1A. The last financial statements under FRSSE 2015 were for the period ended 31 May 2016. The date of transition to FRS 102 section 1A was 1 June 2016.

There is no impact on either the Profit and Loss account or the net assets of the company upon the transition to FRS 102 section 1A.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.