

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 DECEMBER 2025

MEDIA SMART UK LIMITED
(A Company Limited by
Guarantee)

MEDIA SMART UK LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER:04387708

BALANCE SHEET
AS AT 31 DECEMBER 2025

	Note	2025 £	2024 £
Fixed assets			
Intangible assets	4	5,419	-
Tangible assets	5	945	179
		6,364	179
Current assets			
Debtors: amounts falling due within one year	6	65,402	42,551
Cash at bank and in hand		98,513	161,435
		163,915	203,986
Creditors: amounts falling due within one year	7	(153,130)	(166,699)
Net current assets		10,785	37,287
Total assets less current liabilities		17,149	37,466
Net assets		17,149	37,466
Capital and reserves			
Profit and loss account		17,149	37,466
		17,149	37,466

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and 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 directors acknowledge their 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 prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with 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 by:

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S W J Woodford
Director
Date: 14 July 2026

The notes on pages 2 to 5 form part of these financial statements.

MEDIA SMART UK LIMITED

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

1. General information

The directors have pleasure in presenting their report and financial statements for the year ended 31 December 2025.

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 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006. The disclosure requirements of Section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The following principal accounting policies have been applied:

2.2 Going concern

Media Smart has successfully transitioned as a subsidiary within the Advertising Association group, benefiting from enhanced commercial support for member recruitment and operational development. The company achieved a £20k deficit in 2025 despite being budgeted to breakeven. However, the organisation maintains flexibility to manage costs effectively as required, supported by its integration within the AA group structure. The company continues to attract new members and benefits from established educational partnerships, providing a stable operational foundation. Current financial planning indicates sufficient resources and support mechanisms to sustain operations for the next 12 months, with no material concerns regarding Media Smart's capacity to continue as a going concern.

2.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Turnover represents funding for the period receivable from members. Funding is invoiced on renewal and credited to the income and expenditure account in the financial year to which it relates and adjusted for accrued and deferred income.

2.4 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

2.5 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

2.

Accounting policies (continued)

2.5

Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	- 3 years
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The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

2.6

Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

3.

Employees

The average monthly number of employees, including directors, during the year was 5 (2024 -5).

4.

Intangible assets

	Trademarks
	£
Cost	
Additions	5,820
At 31 December 2025	5,820
Amortisation	
Charge for the year on owned assets	401
At 31 December 2025	401
Net book value	
At 31 December 2025	5,419
At 31 December 2024	-

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

5. Tangible fixed assets

	Office equipment £
Cost or valuation	
At 1 January 2025	1,540
Additions	1,338
At 31 December 2025	2,878
Depreciation	
At 1 January 2025	1,361
Charge for the year on owned assets	572
At 31 December 2025	1,933
Net book value	
At 31 December 2025	945
At 31 December 2024	179

6. Debtors

	2025 £	2024 £
Trade debtors	56,100	31,612
Prepayments and accrued income	9,302	10,939
	65,402	42,551

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

7. Creditors: Amounts falling due within one year

	2025	2024
	£	£
Trade creditors	18,074	73,871
Amounts owed to group undertakings	46,025	-
Corporation tax	65	65
Other taxation and social security	10,415	22,888
Accruals and deferred income	78,551	69,875
	<u>153,130</u>	<u>166,699</u>

8. Company status

The company is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation.

9. Ultimate controlling party

The company is deemed to be under the joint control of its members. The members consider there to be no ultimate controlling party.

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.