

IDEA - Image Design E-Commerce Advertising Limited

**Abridged Financial Statements
(As modified by Sections 352 and 353 of the Companies Act 2014)**

**for the year ended
31st March 2025**

Company Registration Number: 303032

Table of Contents

DIRECTORS AND OTHER INFORMATION	2
STATEMENT OF DIRECTORS' RESPONSIBILITIES AND DECLARATION ON UNAUDITED FINANCIAL STATEMENTS	3
BALANCE SHEET	4-5
ABRIDGED NOTES TO THE FINANCIAL STATEMENTS	6-9

Directors and Other Information

DIRECTORS:

Ciaran Flanagan
Hilary Flanagan

SECRETARY AND REGISTERED OFFICE:

Ciaran Flanagan: 5 Clarendon Mews, Lad Lane, Dublin 2

ACCOUNTANTS:

Garvey Accountants & Business Advisors Ltd.: 4 Fitzwilliam Terrace, Strand Road, Bray, Co. Wicklow

COMPANY REGISTERED NUMBER:

303032

Statement of Directors' Responsibilities and Declaration on Unaudited Financial Statements

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Irish Generally Accepted Accounting Practice (Irish GAAP) giving a true and fair view of the state of affairs of the company and the profit or loss of the company for each financial year. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are 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.

Directors' Declaration on Unaudited Financial Statements

In relation to the financial statements as set out on pages 4 to 9:

- The directors approve these financial statements and confirm that they are responsible for them, including selecting the appropriate accounting policies, applying them consistently and making, on a reasonable and prudent basis, the judgments underlying them. They have been prepared on the going concern basis on the grounds that the company will continue in business.
- The directors confirm that they have made available to Garvey Accountants & Business Advisors Ltd., the company's accounting records and provided all the information necessary for the compilation of the financial statements.
- The directors confirm that to the best of their knowledge and belief, the accounting records reflect all the transactions of the company for the year ended 31st March 2025.

Signed on Behalf of the Board of Directors:

Ciaran Flanagan

Hilary Flanagan

Date: 29/01/2026

Balance Sheet**31 March**

	2025 €	2024 €
FIXED ASSETS		
Tangible assets	32,385	41,578
Investments	45,220	45,220
CURRENT ASSETS		
Debtors	522,288	392,106
Cash at bank and in hand	21,033	3,492
	543,320	395,598
Creditors (amounts falling due within one year)	(426,315)	(460,425)
NET CURRENT ASSETS/(LIABILITIES)	117,005	(64,827)
Creditors (amounts falling due after more than one year)	-	(343)
NET ASSETS	<u>194,610</u>	<u>21,627</u>
EQUITY		
Called up share capital presented as equity	190	190
Retained earnings reserve	194,420	21,437
TOTAL EQUITY	<u>194,610</u>	<u>21,627</u>

Signed on Behalf of the Board of Directors:

Ciaran Flanagan

Hilary Flanagan

Date: 29/01/2026

Balance Sheet - Statement

We as Directors of IDEA - Image Design E-Commerce Advertising Limited, state that:

- a) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014,
- b) the company is availing itself of the exemption on the grounds that the conditions specified in s.358 are satisfied,
- c) the shareholders of the company have not served a notice on the company under s.334(1) in accordance with s.334(2),
- d) we acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare Financial Statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a year and to otherwise comply with the provisions of Companies Act 2014 relating to Financial Statements so far as they are applicable to the company.
- e) the company has relied on the specified exemption contained in s.352 Companies Act 2014; has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the abridged Financial Statements have been properly prepared in accordance with s.353 Companies Act 2014.

Signed on Behalf of the Board of Directors:

Ciaran Flanagan

Hilary Flanagan

Date: 29/01/2026

Abridged Notes to the Financial Statements

1. ACCOUNTING POLICIES

The significant accounting policies adopted by the Company and applied consistently are as follows:

[A] Basis of Preparation

The Financial Statements are prepared on the going concern basis, under the historical cost convention and comply with the financial reporting standards of the Financial Reporting Council including 'The Financial Reporting Standard applicable in the UK and Republic of Ireland – 'FRS 102', and the Companies Act 2014.

[B] Currency

Functional Currency

The financial statements are presented in euro, which is the company's functional and presentation currency and is denoted by the symbol "€".

Transactions and Balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions or the contract rate.

[C] Cash Flow Statement

The company meets the size criteria for a small company set by Section 350 of the Companies Act, 2014 and therefore, in accordance with FRS 1: Cash Flow Statements, it has not prepared a cash flow statement.

[D] Turnover

Turnover represents net sales to customers and excludes Value Added Tax.

[E] Taxation

The charge for taxation is based on the profit for the year and is calculated with reference to the tax rates applying at the balance sheet date.

[F] Tangible Fixed Assets including investment property

Cost

Tangible fixed assets including investment properties are recorded at historical cost, less accumulated depreciation and impairment losses. Cost includes prime cost and overheads incurred in financing the construction of tangible fixed assets. In accordance with Section 20 of FRS 102 interest costs are not capitalised.

Depreciation

Depreciation is calculated in order to write off the cost of tangible fixed assets over their estimated useful lives as follows:

Machinery and equipment	15% straight line on cost
Motor vehicles	20% straight line on cost
Office equipment	15% straight line on cost
Buildings	2% straight line on cost

Abridged Notes to the Financial Statements

The company's policy is to review the remaining useful economic lives and residual values of Tangible fixed assets on an on-going basis and to adjust the depreciation charge to reflect the remaining estimated useful economic life and residual value.

Fully depreciated property, plant & equipment are retained in the cost of property, plant & equipment and related accumulated depreciation until they are removed from service. In the case of disposals, assets and related depreciation are removed from the financial statements and the net amount, less proceeds from disposal, is charged or credited to the profit and loss account.

[G] Leased Assets and Hire Purchase Commitments

Tangible fixed assets acquired under finance leases are included in the balance sheet at their equivalent capital value and are depreciated over the shorter of the lease term and their useful lives. The corresponding liabilities are recorded as a creditor and the interest element of the finance lease rentals is charged to the profit and loss account on an annuity basis. Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.

[H] Stocks

The company's policy is to review the remaining useful economic lives and residual values of Tangible fixed assets on an on-going basis and to adjust the depreciation charge to reflect the remaining estimated useful economic life and residual value.

Fully depreciated property, plant & equipment are retained in the cost of property, plant & equipment and related accumulated depreciation until they are removed from service. In the case of disposals, assets and related depreciation are removed from the financial statements and the net amount, less proceeds from disposal, is charged or credited to the profit and loss account.

[I] Trade and other debtors

Trade and other debtors including amounts owed from group companies are recognised initially at transaction price (including transaction costs). For trade debtors where the payment is beyond normal credit terms it is held at the present value of all future payments using the imputed rate of interest or the cash price for the goods or services where material. Where loans are advanced it is carried at the transaction price (including transaction costs where material) regardless of whether a financing arrangement exists. Subsequently all trade and other debtors are measured at transaction price plus transaction costs not yet recognised, plus any unwinding of the discount on transactions initially recognised at present value/cash value, less repayments, plus advances and less any provision for impairment. Transaction costs including any amounts deferred on sales where receipt is deferred beyond normal credit terms are released to the profit and loss on a straight line basis over the length of the contract. A provision for impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of receivables. The amount of the provision is the difference between the asset's carrying amount and the estimated future cash flows. All movements in the level of the provision required are recognised in the profit and loss.

[J] Other financial assets

Other financial assets include investments in subsidiaries, associates, joint ventures, listed, ordinary or preference shares. These investments are carried at cost less impairment.

[K] Cash at bank and on hand

Cash and at bank and on hand include cash on hand, demand deposits and other term highly liquid investments regardless of maturity. Bank overdrafts are shown within borrowings in current liabilities on the balance sheet.

[L] Creditors and Accruals

Creditors and accruals are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities.

Creditors and accruals including amounts owed to group companies are recognised initially at transaction price (including transaction costs). For trade creditors where the payment is beyond normal credit terms it is held at the present value of all future payments using the imputed rate of interest or the cash price for the goods or

Abridged Notes to the Financial Statements

services where material. Where loans are advanced it is carried at the transaction price (including transactions cost where material) regardless of whether a financing arrangement exists. Subsequently these are measured at transaction price less transaction costs not yet recognised, plus any unwinding of the discount on transactions initially recognised at present value/cash value, less repayments, plus advances. Transaction costs including any amounts deferred on purchases where payment is deferred beyond normal credit terms are released to the profit and loss on a straight line basis over the length of the contract.

[M] Borrowings

Borrowings are recognised initially at the transaction price (including transaction costs). Interest is recognised as per the contract on an accruals basis. Transaction costs are written off to the profit and loss over the life of the loan on straight line basis where material

Borrowings are classified as current liabilities unless the Company has a right to defer settlement of the liability for at least 12 months after the reporting date.

[N] Provisions for Liabilities

Provisions for the expected legal costs are charged against profits when an action against the company commences. The effect of the time value of money is not material, therefore the provisions are not discounted.

[O] Capital instruments

Shares are included in shareholders' funds. Other instruments are classified as liabilities if not included in shareholders' funds and if they contain an obligation to transfer economic benefits. The finance cost recognised in the profit and loss account in respect of capital instruments other than equity shares is allocated to periods over the term of the instrument at a constant rate on the carrying amount.

2. STAFF NUMBERS AND COSTS

The average number of employees was as follows:

	<u>2025</u>	<u>2024</u>
Administration & Management	20	20

3. DIRECTORS REMUNERATION AND TRANSACTIONS

	<u>2025</u>	<u>2024</u>
Salaries and pension	127,649	207,621

4. TANGIBLE FIXED ASSETS

Costs	<u>2025</u>
At the beginning of the year	219,046
Additions in the year	4,641
Disposals in the year	
At the end of the year	<u>223,688</u>
Depreciation	<u>2025</u>
At the beginning of the year	177,469
Additions in the year	
Disposals in the year	
At the end of the year	<u>191,303</u>
Net Book Value	
At 31 March 2025	32,385
At 31 March 2024	41,578

Abridged Notes to the Financial Statements

5. STOCKS

	<u>2025</u>	<u>2024</u>
Stock	-	-

6. DEBTORS (Amounts falling due within one year)

	<u>2025</u>	<u>2024</u>
Trade Debtors	439,520	379,692
Prepayments		
Other	82,768	12,414
	<u>522,288</u>	<u>392,106</u>

7. CREDITORS (Amounts falling due within one year)

	<u>2025</u>	<u>2024</u>
Creditors	426,315	460,425
	<u>426,315</u>	<u>460,425</u>

8. MOVEMENT ON PROFIT AND LOSS RESERVES

	<u>2025</u>	<u>2024</u>
At the start of the period	21,437	111,898
Retained loss for the financial period	172,982	(90,461)
At the end of the period	<u>194,420</u>	<u>21,437</u>