

Company Number: 126341

Magazine Mailing Services Limited
Abridged Unaudited Financial Statements
for the financial year ended 31 March 2025

Magazine Mailing Services Limited
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Magazine Mailing Services Limited
DIRECTORS AND OTHER INFORMATION

| | |
|---|---|
| Directors | Anthony Lynch Mary Lynch Bill Lynch Ciaran Kiely |
| Company Secretary | Anthony Lynch |
| Company Number | 126341 |
| Registered Office and Business Address | Portside Business Centre East Wall Road Dublin 3 |
| Accountants | Xeinadin Building 1 Swift Square Northwood Park Northwood Dublin 9 |
| Bankers | Bank of Ireland 19 Main Street Townparks Swords Co. Dublin |

Magazine Mailing Services Limited

DIRECTORS' RESPONSIBILITIES STATEMENT

for the financial year ended 31 March 2025

The directors made the following statement in respect of the unaudited financial statements:

"General responsibilities

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

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard, issued by the Financial Reporting Council. 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 for the company financial statements and then apply them consistently;
- make judgements 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. 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

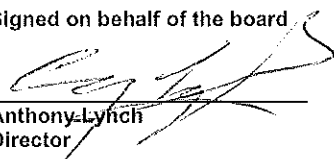
In relation to the financial statements which comprise the Balance Sheet and the related notes:

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 judgements underlying them. They have been prepared on the going concern basis on the grounds that the company will continue in business.

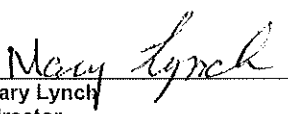
The directors confirm that they have made available to Xeinadin, all the company's accounting records and provided all the information, books and documents necessary for the compilation of the financial statements.

The directors confirm that to the best of their knowledge and belief, the accounting records reflect all the transactions of the company for the financial year ended 31 March 2025."

Signed on behalf of the board


Anthony Lynch
Director

3 December 2025


Mary Lynch
Director

3 December 2025

Magazine Mailing Services Limited
BALANCE SHEET

as at 31 March 2025

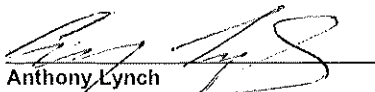
| | Notes | 2025 € | 2024 € |
|---|-------|------------------|------------------|
| Fixed Assets | | | |
| Tangible assets | 7 | 76,854 | 87,571 |
| Current Assets | | | |
| Stocks | 8 | 12,950 | 12,950 |
| Debtors | 9 | 414,448 | 590,398 |
| Cash at bank and in hand | | 875,953 | 521,720 |
| | | <u>1,303,351</u> | <u>1,125,068</u> |
| Creditors: amounts falling due within one year | 10 | <u>(177,705)</u> | <u>(170,138)</u> |
| Net Current Assets | | <u>1,125,646</u> | <u>954,930</u> |
| Total Assets less Current Liabilities | | <u>1,202,500</u> | <u>1,042,501</u> |
| Creditors: amounts falling due after more than one year | 11 | <u>(1,755)</u> | <u>(8,432)</u> |
| Net Assets | | <u>1,200,745</u> | <u>1,034,069</u> |
| Capital and Reserves | | | |
| Called up share capital presented as equity | | 4 | 4 |
| Share premium account | 12 | 99,999 | 99,999 |
| Retained earnings | | 1,100,742 | 934,066 |
| Shareholders' Funds | | <u>1,200,745</u> | <u>1,034,069</u> |

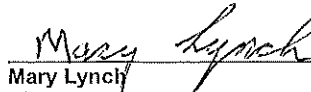
The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

We as Directors of Magazine Mailing Services 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 section 358 are satisfied,
- (c) the shareholders of the company have not served a notice on the company under section 334(1) in accordance with section 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 financial year and to otherwise comply with the provisions of the 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 section 352 Companies Act 2014. The company 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 section 353 Companies Act 2014 and the small companies' regime.

Approved by the board on 3 December 2025 and signed on its behalf by:


 Anthony Lynch
 Director


 Mary Lynch
 Director

Magazine Mailing Services Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

1. General Information

Magazine Mailing Services Limited is a company limited by shares incorporated and registered in Ireland. The registered number of the company is 126341. The registered office of the company is Portside Business Centre, East Wall Road, Dublin 3 which is also the principal place of business of the company. The principal activity of the company is the packaging and mailing of magazines from its premises at Portside Business Centre, East Wall Road, Dublin 3. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Statement of compliance

The financial statements of the company for the financial year ended 31 March 2025 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

Turnover

Turnover is recognised to the extent that the company obtains the right to consideration in exchange for its performance. Turnover comprises the invoice value of goods supplied by the company, exclusive of trade discounts and value added tax.

Where the consideration receivable in cash and cash equivalents is deferred, and arrangement constitutes a financing transaction, the fair value of the consideration is measured as the present value of all future receipts using the imputed rate of interest.

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Turnover from the provision of services is recognised in the accounting period in which the services are rendered and the outcome of the contract can be estimated reliably. The company uses the percentage of completion method based on the actual service performed as a percentage of the total services to be provided.

Cash flow statement exemption

The company has availed of the exemption contained in Section 1A of FRS102 and as a result have elected not to prepare a cash flow statement.

Tangible assets and depreciation

Tangible assets are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible assets, less their estimated residual value, over their expected useful lives as follows:

| | | |
|---------------------|---|----------------------|
| Leased assets | - | Life of Lease |
| Equipment | - | 12.50% Straight line |
| Fixtures & fittings | - | 12.50% Straight line |
| Mailing Lists | - | 3 Years |

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Magazine Mailing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 31 March 2025

Leasing and hire purchases

Tangible assets held under leasing and Hire Purchases arrangements which transfer substantially all the risks and rewards of ownership to the company are capitalised and included in the Balance Sheet at their cost or valuation, less depreciation. The corresponding commitments are recorded as liabilities. Payments in respect of these obligations are treated as consisting of capital and interest elements, with interest charged to the Profit and Loss Account.

Stocks

Stocks are valued at the lower of cost and net realisable value. Stocks are determined on a first-in first-out basis. Cost comprises expenditure incurred in the normal course of business in bringing stocks to their present location and condition. Full provision is made for obsolete and slow moving items. Net realisable value comprises actual or estimated selling price (net of trade discounts) less all further costs to completion or to be incurred in marketing and selling.

Trade and other debtors

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method less impairment losses for bad and doubtful debts except where the effect of discounting would be immaterial. In such cases the receivables are stated at cost less impairment losses for bad and doubtful debts.

Cash at bank and in hand

Cash at bank and in hand comprise cash at bank and in hand, demand deposits with banks and other short-term highly liquid investments regardless of maturity. In the Balance Sheet bank overdrafts are shown within Creditors.

Borrowing costs

Borrowing costs relating to the acquisition of assets are capitalised at the appropriate rate by adding them to the cost of assets being acquired. Investment income earned on the temporary investment of specific borrowings pending their expenditure on the assets is deducted from the borrowing costs eligible for capitalisation. All other borrowing costs are recognised in profit or loss in the period in which they are incurred.

Trade and other creditors

Trade and other creditors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest rate method, unless the effect of discounting would be immaterial, in which case they are stated at cost.

Employee benefits

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The company also operates a defined benefit pension scheme for its employees providing benefits based on final pensionable pay. The assets of this scheme are also held separately from those of the company, being invested with pension fund managers.

Taxation and deferred taxation

Current tax represents the amount expected to be paid or recovered in respect of taxable profits for the financial year and is calculated using the tax rates and laws that have been enacted or substantially enacted at the Balance Sheet date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable profits and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the Balance Sheet date.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the Balance Sheet date. Non-monetary items that are measured in terms of historical cost in a foreign currency are translated at the rates of exchange ruling at the date of the transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. The resulting exchange differences are dealt with in the Profit and Loss Account.

Magazine Mailing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 31 March 2025

Ordinary share capital

The ordinary share capital of the company is presented as equity.

3. Critical Accounting Judgements and Estimates

The preparation of these financial statements requires management to make judgements, estimates and assumptions that effect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements

The Judgements that have had the most significant affect on the amounts recognised in the financial statements are discussed below.

Establishing useful economic lives for depreciation purposes of tangible assets.

Long-lived assets, consisting primarily of tangible fixed assets, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated useful economic lives of each type of asset and estimates of residual values. The directors regularly review these asset useful economic lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset useful lives can have a significant impact on depreciation and amortisation charges for the period. Details of the useful economic lives is included in the accounting policies.

Bad debt provisioning

The company makes an estimate on the recoverable value of trade and other debtors. The company uses estimates based on historical experiences in determining the level of debts, which the company believes, will not collected. These estimates include such factors as the current credit rating of the debtor, the ageing profile of debtors and historical experience. Any significant reduction in the level of customers that default on payments or other significant improvements that resulted in a reduction in the level of bad debt provision would have a positive impact on the opening results. The level of provision required is reviewed on an on-going basis.

| | | |
|---|-------------------|-------------------|
| 4. Operating profit | 2025 | 2024 |
| | € | € |
| Operating profit is stated after charging: | | |
| Depreciation of tangible assets | 21,962 | 21,525 |
| | <u> </u> | <u> </u> |
| 5. Interest payable and similar expenses | 2025 | 2024 |
| | € | € |
| Interest | 834 | 1,237 |
| | <u> </u> | <u> </u> |
| 6. Employees | | |

The average monthly number of employees, including directors, during the financial year was 7, (2024 - 7).

| | | |
|----------|-------------------|-------------------|
| | 2025 | 2024 |
| | Number | Number |
| Director | 3 | 3 |
| Employee | 4 | 4 |
| | <u> </u> | <u> </u> |
| | <u> </u> | <u> </u> |

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Magazine Mailing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 31 March 2025

| 7. Tangible assets | Leased assets | Equipment | Fixtures & Mailing Lists fittings | Total |
|--|------------------|----------------|--------------------------------------|----------------|
| | € | € | € | € |
| Cost | | | | |
| At 1 April 2024 | 141,111 | 137,635 | 13,826 | 334,371 |
| Additions | - | 11,245 | - | 11,245 |
| At 31 March 2025 | <u>141,111</u> | <u>148,880</u> | <u>13,826</u> | <u>345,616</u> |
| Depreciation | | | | |
| At 1 April 2024 | 128,795 | 67,005 | 9,201 | 246,800 |
| Charge for the financial year | 6,158 | 15,143 | 661 | 21,962 |
| At 31 March 2025 | <u>134,953</u> | <u>82,148</u> | <u>9,862</u> | <u>268,762</u> |
| Net book value | | | | |
| At 31 March 2025 | <u>6,158</u> | <u>66,732</u> | <u>3,964</u> | <u>76,854</u> |
| At 31 March 2024 | <u>12,316</u> | <u>70,630</u> | <u>4,625</u> | <u>87,571</u> |
| 8. Stocks | | | 2025 | 2024 |
| | | | € | € |
| Stock of Consumables | | | <u>12,950</u> | <u>12,950</u> |
| The replacement cost of stock did not differ significantly from the figures shown. | | | | |
| 9. Debtors | | | 2025 | 2024 |
| | | | € | € |
| Trade debtors | | | 386,770 | 567,313 |
| Directors' current accounts (Note 14) | | | 10,047 | 9,887 |
| Taxation | | | 5,740 | - |
| Prepayments | | | 11,891 | 13,198 |
| | | | <u>414,448</u> | <u>590,398</u> |
| 10. Creditors | | | 2025 | 2024 |
| Amounts falling due within one year | | | € | € |
| Amounts owed to credit institutions | | | 15 | - |
| Net obligations under finance leases and hire purchase contracts | | | 6,608 | 6,117 |
| Trade creditors | | | 152,615 | 139,056 |
| Taxation | | | 9,635 | 11,406 |
| Directors' current accounts (Note 14) | | | 109 | 109 |
| Accruals | | | 8,723 | 13,450 |
| | | | <u>177,705</u> | <u>170,138</u> |

continued

Magazine Mailing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 31 March 2025

| | | |
|---|--------------|----------------|
| 11. Creditors | 2025 | 2024 |
| Amounts falling due after more than one year | € | € |
| Finance leases and hire purchase contracts | <u>1,755</u> | <u>8,432</u> |
| Net obligations under finance leases and hire purchase contracts | | |
| Repayable within one year | 6,608 | 6,117 |
| Repayable after five years | <u>2,187</u> | <u>9,698</u> |
| | 8,795 | 15,815 |
| Finance charges and interest allocated to future accounting periods | <u>(432)</u> | <u>(1,266)</u> |
| | <u>8,363</u> | <u>14,549</u> |

| | | | |
|-------------------------------|-----------------------|-------------------------|------------------|
| 12. Reserves | Share premium account | Profit and loss account | Total |
| | € | € | € |
| At 1 April 2024 | 99,999 | 934,066 | 1,034,065 |
| Profit for the financial year | - | 166,676 | 166,676 |
| At 31 March 2025 | <u>99,999</u> | <u>1,100,742</u> | <u>1,200,741</u> |

Share Premium Reserve

The amount carried forward is the premium that arose from the issue of shares in 2010.

13. **Capital commitments**

The company had no material capital commitments at the financial year-ended 31 March 2025.

| | | |
|--|----------------|----------------|
| 14. Directors' remuneration and transactions | 2025 | 2024 |
| | € | € |
| Directors' remuneration | | |
| Remuneration | 246,020 | 224,650 |
| Pension contributions | <u>18,000</u> | <u>18,000</u> |
| | <u>264,020</u> | <u>242,650</u> |

The following amounts are repayable to the directors:

| | | |
|--------------|------------|------------|
| | 2025 | 2024 |
| | € | € |
| Ciaran Kiely | <u>109</u> | <u>109</u> |

continued

Magazine Mailing Services Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 31 March 2025

Net balances due (to) the directors:

| | 2025 | 2024 |
|---------------|--------------|--------------|
| | € | € |
| Anthony Lynch | 1,060 | 900 |
| Bill Lynch | 8,987 | 8,987 |
| Claran Kiely | (109) | (109) |
| | <u>9,938</u> | <u>9,778</u> |

Loans to or from Directors are provided interest free, and are unsecured and repayable on demand)

15. Post-Balance Sheet Events

There have been no significant events affecting the company since the financial year-end.

16. Approval of financial statements

The financial statements were approved and authorised for issue by the board of directors on 3 December 2025.