

Company registration number 523882 (Republic of Ireland)

**EFLOW MARKETING - QFLOW PROMOTIONS LIMITED**  
**ABRIDGED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2025**



# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## CONTENTS

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	<b>Page</b>
Directors' responsibilities statement	1
Balance sheet	2 - 3
Statement of changes in equity	4
Notes to the financial statements	5 - 11

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# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## DIRECTORS' RESPONSIBILITIES STATEMENT

**FOR THE YEAR ENDED 31 DECEMBER 2025**

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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* issued by the Financial Reporting Council (Generally accepted Accounting Practice in Ireland). 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 that 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 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.

On behalf of the board

Ian Redmond  
**Director**

Mark Redmond  
**Director**

6 March 2026

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2025

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		2025		2024	
	Notes	€	€	€	€
<b>Fixed assets</b>					
Intangible assets	5		195,407		217,907
<b>Current assets</b>					
Stocks	7	14,000		7,611	
Debtors	8	81,185		45,860	
Cash at bank and in hand		8,703		8,705	
		<u>103,888</u>		<u>62,176</u>	
<b>Creditors: amounts falling due within one year</b>	9	<u>(343,448)</u>		<u>(318,525)</u>	
<b>Net current liabilities</b>			<u>(239,560)</u>		<u>(256,349)</u>
<b>Total assets less current liabilities</b>			<u>(44,153)</u>		<u>(38,442)</u>
<b>Creditors: amounts falling due after more than one year</b>	10		-		<u>(3,181)</u>
<b>Net liabilities</b>			<u>(44,153)</u>		<u>(41,623)</u>
<b>Capital and reserves</b>					
Called up share capital presented as equity			202		202
Profit and loss reserves			<u>(44,355)</u>		<u>(41,825)</u>
<b>Total equity</b>			<u>(44,153)</u>		<u>(41,623)</u>

# **EFLOW MARKETING - QFLOW PROMOTIONS LIMITED**

## **BALANCE SHEET (CONTINUED)**

**AS AT 31 DECEMBER 2025**

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We, as directors of EFlow Marketing - QFlow Promotions Limited, state that:

(a) The company is availing itself of the exemption from audit 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) The directors acknowledge the obligations of the company, under the Companies Act 2014:

(i) 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

(ii) to otherwise comply with the provisions of this Act 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.

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

The financial statements were approved by the board of directors and authorised for issue on 6 March 2026 and are signed on its behalf by:

Ian Redmond  
**Director**

Mark Redmond  
**Director**

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 DECEMBER 2025

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	Share capital	Profit and loss reserves	Total
	€	€	€
<b>Balance at 1 January 2024</b>	202	(61,179)	(60,977)
<b>Year ended 31 December 2024:</b>			
Profit and total comprehensive income	-	19,354	19,354
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 December 2024</b>	202	(41,825)	(41,623)
<b>Year ended 31 December 2025:</b>			
Loss and total comprehensive income	-	(2,530)	(2,530)
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 December 2025</b>	<u>202</u>	<u>(44,355)</u>	<u>(44,153)</u>

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 31 DECEMBER 2025**

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### 1 Accounting policies

#### Company information

EFlow Marketing - QFlow Promotions Limited is a limited company domiciled and incorporated in the Republic of Ireland. The registered office is 106c Lagan Road, Dublin Industrial Estate, Glasnevin, Dublin 11, D11 P9RE and its company registration number is 523882.

#### 1.1 Basis of preparation

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), as adapted by Section 1A of FRS 102, and the requirements of the Companies Act 2014.

The financial statements are prepared in euros, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest €.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

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#### 1.3 Revenue

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

The company recognises revenue from the following major sources:

- design and procurement of personalised, tailored and specialised products.

Revenue 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 dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2025

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### 1 Accounting policies

(Continued)

#### 1.4 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of unincorporated businesses over the fair value of net assets acquired. It is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is considered to have a finite useful life and is amortised on a systematic basis over its expected life, which is 20 years.

For the purposes of impairment testing, goodwill is allocated to the cash-generating units expected to benefit from the acquisition. Cash-generating units to which goodwill has been allocated are tested for impairment at least annually, or more frequently when there is an indication that the unit may be impaired. If the recoverable amount of the cash-generating unit is less than the carrying amount of the unit, the impairment loss is allocated first to reduce the carrying amount of any goodwill allocated to the unit and then to the other assets of the unit pro-rata on the basis of the carrying amount of each asset in the unit.

#### 1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Plant and equipment	12.5% Straight Line
Fixtures and fittings	12.5% Straight Line
Computers	50% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

#### 1.6 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of cost and replacement cost, adjusted where applicable for any loss of service potential.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

#### 1.7 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2025

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### 1 Accounting policies

(Continued)

#### 1.8 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, loans from fellow group companies and preference shares 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 payments 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.

Trade creditors 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. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### 1.9 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

#### 1.10 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

##### **Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2025

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### 1 Accounting policies

(Continued)

#### **Deferred tax**

Deferred tax liabilities are generally recognised for all timing differences and 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. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

#### **1.11 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### **1.12 Leases**

##### **As lessee**

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

#### **1.13 Government grants**

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

### 2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2025

#### 3 Operating profit

	2025	2024
	€	€
Operating profit for the year is stated after charging:		
Depreciation of tangible fixed assets	-	462
Amortisation of intangible assets	22,500	22,500
	<u>22,500</u>	<u>22,500</u>

#### 4 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

	2025	2024
	Number	Number
Total	5	4
	<u>5</u>	<u>4</u>

#### 5 Intangible fixed assets

	Goodwill
	€
<b>Cost</b>	
At 1 January 2025 and 31 December 2025	450,000
<b>Amortisation and impairment</b>	
At 1 January 2025	232,093
Amortisation charged for the year	22,500
At 31 December 2025	254,593
<b>Carrying amount</b>	
At 31 December 2025	195,407
At 31 December 2024	217,907

#### 6 Tangible fixed assets

	Plant and equipment	Fixtures and fittings	Computers	Total
	€	€	€	€
<b>Cost</b>				
At 1 January 2025 and 31 December 2025	43,676	5,514	1,048	50,238
<b>Depreciation and impairment</b>				
At 1 January 2025 and 31 December 2025	43,676	5,514	1,048	50,238
<b>Carrying amount</b>				
At 31 December 2025	-	-	-	-
At 31 December 2024	-	-	-	-

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2025

7	<b>Stocks</b>	<b>2025</b>	<b>2024</b>
		€	€
	Work in progress	14,000	7,611
		<u>14,000</u>	<u>7,611</u>
8	<b>Debtors</b>	<b>2025</b>	<b>2024</b>
	<b>Amounts falling due within one year:</b>	€	€
	Trade debtors	75,454	44,958
	Corporation tax recoverable	3,191	-
	Prepayments	2,540	902
		<u>81,185</u>	<u>45,860</u>
		<u>81,185</u>	<u>45,860</u>
9	<b>Creditors: amounts falling due within one year</b>	<b>2025</b>	<b>2024</b>
		€	€
	Amounts owed to credit institutions	3,442	10,885
	Trade creditors	56,189	53,052
	Corporation tax	-	1,227
	VAT	27,199	32,188
	PAYE and social security	10,432	7,284
	Other creditors	243,871	211,684
	Accruals	2,315	2,205
		<u>343,448</u>	<u>318,525</u>
		<u>343,448</u>	<u>318,525</u>

Included in the other creditors is balance of €234,501 which relates to Redlock Ltd a related party.

10	<b>Creditors: amounts falling due after more than one year</b>	<b>2025</b>	<b>2024</b>
	<b>Notes</b>	€	€
	Amounts owed to credit institutions	-	3,181
		<u>-</u>	<u>3,181</u>
		<u>-</u>	<u>3,181</u>

At the period end there is an amount outstanding to a credit institution. This loan was created during the period. There is €3,442 due within 12 months. There are 4 repayments due in total at the period end.

# EFLOW MARKETING - QFLOW PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2025

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#### 11 Related party transactions

##### Transactions with related parties

During the year the company entered into the following transactions with related parties:

	2025 €	2024 €
Redlock	15,299	-
Coriolis	11,912	-
	<u>          </u>	<u>          </u>

The following amounts were outstanding at the reporting end date:

	2025 €	2024 €
<b>Amounts due from related parties</b>		
Redlock	(234,501)	(210,001)
	<u>          </u>	<u>          </u>

All related party transactions have been conducted in the normal course of business.

#### 12 Directors' transactions

Dividends totalling €0 (2024 - €0) were paid in the year in respect of shares held by the company's directors.

The following amounts are repayable to the directors:  
These loans are unsecured and considered repayable on demand.

Ian Redmond €Nil (2024: €1,682)

#### 13 Ultimate Controlling Party

The ultimate controlling party is the director Ian Redmond.

#### 14 Post Balance Sheet Events

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

#### 15 Approval of financial statements

The directors approved the financial statements on 6 March 2026.