

MEDIAFY LIMITED
2 MCDERMOTTS TERRACE
CARRICKMACROSS ROAD
DUNDALK

ABRIDGED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30TH JUNE 2025

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MEDIAFY LIMITED

DIRECTORS AND COMPANY INFORMATION

DIRECTOR

David Byrne
Clara Kumagai

SECRETARY

Jim Byrne

COMPANY NUMBER

545846

DATE OF INCORPORATION

24th September 2014

REGISTERED OFFICE

2 McDermotts Terrace
Carrickmacross Road
Dundalk
A91 X66K

ACCOUNTANTS

Anton Martin Limited t/a O'Connor Martin & Company
Chartered Certified Accountants
Blackthorn Business Park
Coes Road
Dundalk

BUSINESS ADDRESS

2 McDermotts Terrace
Carrickmacross Road
Dundalk
A91 X66K

BANKERS

AIB
7-12 Dame Street
Dublin 2

MEDIAFY LIMITED

Director's Responsibilities Statement

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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Director's Declaration on Unaudited Financial Statements

In relation to the financial statements for the year ended 30th June 2025

The director approves these financial statements and confirm that he is 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 director confirms that he has made available to Anton Martin Limited t/a O'Connor Martin & Company, the company's accounting records and provided all the information necessary for the compilation of the financial statements.

The director confirms that to the best of his knowledge and belief, the accounting records reflect all the transactions of the company for the year ended 30th June 2025.

On behalf of the board

DAVID BYRNE
DIRECTOR

CLARA KUMAGAI
DIRECTOR

DATE: 15th January 2026

DATE: 15th January 2026

MEDIAFY LIMITED**BALANCE SHEET AS AT 30TH JUNE 2025**

	Notes	€	2025 €	€	2024 €
<u>FIXED ASSETS</u>					
Tangible Assets	8		33,699		42,437
<u>CURRENT ASSETS</u>					
Debtors	9	19,108		23,893	
Cash at bank and in hand		73,808		73,334	
			<u>92,916</u>	<u>97,227</u>	
<u>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</u>					
	10	(18,799)		(24,257)	
<u>NET CURRENT ASSETS</u>					
			<u>74,117</u>	<u>72,970</u>	
<u>TOTAL ASSETS LESS CURRENT LIABILITIES</u>					
			<u>107,816</u>	<u>115,407</u>	
<u>PROVISION FOR LIABILITIES AND CHARGES</u>					
Deferred Tax			266		697
<u>NET ASSETS</u>					
			<u><u>108,082</u></u>	<u><u>114,710</u></u>	
<u>CAPITAL AND RESERVES</u>					
Called up share capital	12		200		200
Profit and loss account	13		107,882		114,510
<u>EQUITY SHAREHOLDERS' FUNDS</u>					
	14		<u><u>108,082</u></u>	<u><u>114,710</u></u>	

We, as Directors of Mediafy 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 is complied with,
- (c) No notice under subsection (1) of Section 334 has in accordance with subsection(2) of that section been served on the company;
- (d) I 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 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; 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.

ON BEHALF OF THE BOARD:

David Byrne
Director

Date: 15th January 2026

Clara Kumagai
Director

Date: 15th January 2026

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 30TH JUNE 2025**

1. Accounting Policies

Mediafy Limited Company Limited is engaged in video and film production. The company trades from its premises in 2 McDermotts Terrace, Carrickmacross Road, Dundalk, A91 X66K.

The company is a limited liability company incorporated and domiciled in Ireland. The company is tax resident in Ireland.

The Company is registered in Ireland under company number 545846.

The significant accounting policies adopted by the Company and applied consistently in the preparation of these financial statements are set out below.

1.1. 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 and the Companies Act 2014.

The financial statements are prepared in Euro, which is the functional currency of the entity.

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the year and derives from the provision of goods falling within the company's ordinary activities. Turnover is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer, usually on dispatch of the goods.

1.3. Trade and Other Receivables

Trade and other receivables are recognised initially at transaction price (including transaction costs) unless a financing arrangement exists in which case they are measured at the present value of future receipts discounted at a market rate. Subsequently these are measured at amortised cost less any provision for impairment. A provision for impairment of trade receivables 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 present value of estimated future cash flows, discounted at the effective interest rate. All movements in the level of provision required are recognised in the profit and loss.

1.4. Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position

1.5. Trade and Other Payables

Trade and other payables are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 30TH JUNE 2025**

..... continued

1.6. Taxation

The company is managed and controlled in the Republic of Ireland and, consequently, is tax resident in Ireland. Tax is recognised in the profit and loss account, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case tax is also recognised in other comprehensive income or directly in equity respectively.

(i) **Current Tax**

Current tax is calculated on the profits of the period. Current tax is determined using tax rates (and laws) that have been enacted or substantively enacted by the balance sheet date.

(ii) **Deferred Tax**

Deferred tax arises from timing differences that are differences between taxable profits and total comprehensive income as stated in the financial statements. These timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements.

Deferred tax is provided in full on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements. Deferred tax is determined using tax rates (and laws) that have been enacted or substantively enacted by the balance sheet date and are expected to apply when the related deferred income tax asset is realised or the deferred tax liability is settled.

Deferred tax is determined using tax rates (and laws) that have been enacted or substantively enacted by the balance sheet date and are expected to apply when the related deferred income tax asset is realised or the deferred tax liability is settled. Deferred tax is recognised in the profit and loss account or other comprehensive income depending on where the revaluation was initially posted.

Deferred tax assets are recognised to the extent that it is probable that future taxable profits will be available against which the temporary differences can be utilised.

1.7. Share Capital

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from the proceeds.

1.8. Going Concern

The company's financial statements have been prepared on the going concern basis.

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 30TH JUNE 2025**

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2. Critical Accounting Judgements and Estimates

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

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

- (a) Establishing useful economic lives for depreciation purposes of tangible fixed assets
Long-lived 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. Detail of the useful economic lives is included in the accounting policies.
- (b) Providing for doubtful debts
The company makes an estimate of the recoverable value of trade and other debtors. The company uses estimates based on historical experience in determining the level of debts, which the company believes, will not be collected. These estimates include such factors as the current credit rating of the debtor, the ageing profile of debtors and historical experience. The level of provision required is reviewed on an on-going basis.

3. Turnover

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in Ireland.

4. Operating Loss

	2025	2024
	€	€
Operating loss is stated after charging:		
Depreciation of tangible assets	13,667	13,433
Bank Charges	71	94
	<u> </u>	<u> </u>

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

5. Employees

Number of Employees

The average monthly numbers of employees
(including the Directors) during the year were:

	2025	2024
	Number	Number
Producer	2	1

6. Director's Remuneration and Transactions

2025	2024
€	€

6. 1 Remuneration

Salary	51,899	54,654
Pension contributions	8,743	8,327
	<u>60,642</u>	<u>62,981</u>

6. 2 Director's Loans & Transactions

Name of Director

**David
Byrne**
€

Amount owed to Director at 1st July 2024	8,213
Advanced to Director in year	(1,521)
Advanced by Director in year	-
	<u>6,692</u>

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

7. Tax on Profit on Ordinary Activities	2025	2024
	€	€
Tax Expenses in Profit and Loss		
Current tax	-	85
Transfer from/to deferred taxation	963	(712)
	<u>(963)</u>	<u>(627)</u>

Reconciliation of Tax Charge

The tax assessed for the period is higher than the standard rate of corporation tax in Ireland for the year ended 30th June 2025 of 12.5% (30th June 2024 12.5%). The differences are explained below.

	2025	2024
	€	€
Loss On Ordinary Activities Before Tax	<u>(7,591)</u>	<u>(5,154)</u>
(Loss) on ordinary activities multiplied by standard rate of corporation tax in Republic of Ireland of 12.50% (2024 :12.50%)	(949)	(644)
Effects of:		
Depreciation for year in excess of capital allowances	949	125
Losses Carried Forward	-	(40)
	<u>-</u>	<u>85</u>

MEDIAFY LIMITED**NOTES TO THE FINANCIAL STATEMENTS**
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

8. Tangible Assets	Motor Vehicles	Fixtures & Fittings	Total
	€	€	€
Cost			
At 1st July 2024	39,500	40,265	79,765
Additions	-	4,929	4,929
At 30th June 2025	<u>39,500</u>	<u>45,194</u>	<u>84,694</u>
Depreciation			
At 1st July 2024	8,558	28,770	37,328
Charge for the year	7,900	5,767	13,667
At 30th June 2025	<u>16,458</u>	<u>34,537</u>	<u>50,995</u>
Net Book Values			
At 30th June 2025	<u>23,042</u>	<u>10,657</u>	<u>33,699</u>
At 30th June 2024	<u>30,942</u>	<u>11,494</u>	<u>42,436</u>
9. Debtors		2025	2024
		€	€
Amounts falling due within one year:			
Trade debtors		<u>19,108</u>	<u>23,893</u>

MEDIAFY LIMITED**NOTES TO THE FINANCIAL STATEMENTS**
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

10. Creditors: amounts falling due within one year	2025	2024
	€	€
Corporation tax	-	85
Other taxes and social welfare costs	6,103	9,257
Directors' Loan Account	6,692	8,213
Accruals	6,004	6,702
	<u>18,799</u>	<u>24,257</u>

10.1 Other taxes and social welfare costs:	2025	2024
	€	€
Value Added Tax	5,211	7,346
P.A.Y.E./P.R.S.I.	892	1,911
	<u>6,103</u>	<u>9,257</u>

11. Provisions for liabilities and charges

Deferred tax is analysed over the following timing differences:

	Provided	
	2025	2024
	€	€
Accelerated capital allowances	(33)	697
Tax losses available	(233)	-
	<u>(266)</u>	<u>697</u>

Movements on the provision for deferred taxation are:

	2025	2024
	€	€
At 1 July 2024	697	1,409
Transferred to profit and loss account	(963)	(712)
At 30 June 2025	<u>(266)</u>	<u>697</u>

MEDIAFY LIMITED**NOTES TO THE FINANCIAL STATEMENTS**
FOR THE YEAR ENDED 30TH JUNE 2025

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12. Share Capital	2025	2024
	€	€
Authorised Equity 100,000 Ordinary shares of €1 each	100,000	100,000
	<u> </u>	<u> </u>
Allotted, called up and fully paid equity 200 Ordinary shares of €1 each	200	200
	<u> </u>	<u> </u>
13. Equity Reserves	Profit and Loss Account	Total
	€	€
At 1st July 2024	114,510	114,510
(Loss) for the year	(6,628)	(6,628)
	<u> </u>	<u> </u>
At 30th June 2025	107,882	107,882
	<u> </u>	<u> </u>
14. Reconciliation of Movements in Shareholders' Funds	2025	2024
	€	€
Loss for the year	(6,628)	(4,527)
Opening shareholders' funds	114,710	119,237
	<u> </u>	<u> </u>
Closing shareholders' funds	108,082	114,710
	<u> </u>	<u> </u>

MEDIAFY LIMITED**NOTES TO THE FINANCIAL STATEMENTS**
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

15. Reconciliation of Operating loss to Net Cash outflow from Operating Activities	2025	2024
	€	€
Loss after Taxation	(7,813)	(5,154)
Addback/Deduct		
Taxation	-	-
Interest Receivable and Similar Income	111	(72)
Operating Profit / (Loss)	<u>7,702</u>	<u>(5,226)</u>
Adjustment for		
Depreciation	13,667	13,433
Changes in Working Capital		
(Increase) in stocks	-	-
Decrease in debtors	4,785	(8,868)
(Decrease) in creditors	(5,373)	1,231
Cash Generated from Operations	<u>5,377</u>	<u>570</u>

16. Analysis of Changes in Net funds	Opening balance	Cash flows	Closing balance
	€	€	€
Cash at bank and in hand	73,334	474	73,808
Net Funds	<u>73,334</u>	<u>474</u>	<u>73,808</u>

17. Related Party Transactions

There were no related party transactions during the year.

18. Post Balance Sheet Events

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

19. Controlling InterestThe company is controlled by David Byrne.
David Byrne is the ultimate controlling party.

MEDIAFY LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2025

..... continued

20. Director's Interests

The Directors who served during the year and their interests in the company are as stated below:

	Ordinary Shares	
	2025	2024
David Byrne	200	200
Clara Kumagai	-	-
	<u>200</u>	<u>200</u>

21. Approval of Financial Statements

The financial statements were approved by the Board on 15th January 2026.

David Byrne
Director

Clara Kumagai
Director