

Company registration number: 562799

Actionpay Advertising Network Limited
Abridged financial statements
for the financial year ended 31st October 2024

Actionpay Advertising Network Limited

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Actionpay Advertising Network Limited

Directors and other information

Director	Ewan Tolladay
Secretary	Natalia Zgadova
Company number	562799
Registered office	16 Inns Court Winetavern Street Co.Dublin D08 DV20
Business address	16 Inns Court Winetavern Street Co. Dublin D08 DV20
Auditor	Patrick Lane & Co. 69 Main Street Blackrock Co.Dublin A94 N6D0
Accountants	OSA McQuillan 69 Main Street Blackrock Co.Dublin A94 N6D0
Bankers	Bank of Ireland 6 - 7 Lower O'Connell Street Dublin 1 D01 X324

Actionpay Advertising Network Limited

Director's responsibilities statement

These abridged financial statements have been extracted, pursuant to section 353 of the Companies Act 2014, from the statutory financial statements prepared under section 290 of that Act. The following is the Director's Responsibilities Statement accompanying those financial statements.

Company law requires the director to prepare financial statements for each financial year. Under that law, he has elected to prepare the financial statements in accordance with FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime (FRS 105).

As such the director is responsible for preparing financial statements in accordance with the provisions of the Companies Act 2014 with which the company is obliged to comply, including the appropriate use of the going concern basis of accounting, which is consistent with those requirements, and having availed of the exemptions to which the company is entitled by virtue of qualifying for the micro companies regime and FRS 105. Thereby, the financial statements are presumed, in law, to give a true and fair view without any consideration of any other circumstances, factors, accounting principles or disclosures.

The director is responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the assets, liabilities, financial position and profit or loss of the company and enable him to ensure that the financial statements comply with the Companies Act 2014. He has general responsibility for taking such steps as are reasonably open to him to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

Relevant audit information

In the case of each of the person who is director at the time this report is approved in accordance with section 332 of Companies Act 2014:

- (i) so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- (ii) each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

Statement of compliance

The Director of the company acknowledges that he is responsible for securing the company's compliance with its relevant obligations; and confirm that the following have been done:

- (i) the drawing up of a statement setting out the company's policies (that, in the directors opinion, are appropriate to the company respecting compliance by the company with its relevant obligations;
- (ii) the putting in place of appropriate arrangements or structures that are, in the directors opinion, designed to secure material compliance with the company's relevant obligations; and
- (iii) the conducting of a review, during the financial year, of any arrangements or structures that have been put in place.

Ewan Tolladay

Director

**Independent auditor's special report to Actionpay Advertising Network Limited
pursuant to section 356 of the Companies Act 2014**

We have examined:

- (i) the abridged financial statements for the year ended 31st October 2024 on pages 8 to 13, which the director of Actionpay Advertising Network Limited propose to annex to the annual return of the company; and
- (ii) the financial statements, which form the basis for those abridged financial statements.

Respective responsibilities of directors and auditors

It is your responsibility to prepare abridged financial statements which comply with the Companies Act 2014. It is our responsibility to form an independent opinion that the director is entitled under section 352 of the Companies Act 2014 to annex abridged financial statements to the annual return of the company and that those abridged financial statements have been properly prepared pursuant to section 353 of that Act and to report our opinion to you.

This report is made solely to the company's director as a body, in accordance with section 356 of the Companies Act 2014. Our work has been undertaken so that we might state to the company's director those matters we are required to state to them under section 356 of the Companies Act 2014 and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's director as a body, for our work, for this report, or for the opinion we have formed.

Basis of opinion

We have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to annex abridged financial statements to the annual return of the company and that the abridged financial statements are properly prepared. The scope of our work for the purpose of this report does not include examining or dealing with events after the date of our report on the full financial statements.

Opinion

In our opinion, the director is entitled under section 352 of the Companies Act 2014 to annex to the annual return of the company, abridged financial statements and those abridged financial statements have been properly prepared pursuant to the provisions of section 353 of that Act.

Other information

On 23rd December 2025 we reported, as auditor of Actionpay Advertising Network Limited, to the members on the company's financial statements for the year ended 31st October 2024 and our report was as follows:

"Independent auditor's report to the members of Actionpay Advertising Network Limited

**Independent auditor's special report to Actionpay Advertising Network Limited
pursuant to section 356 of the Companies Act 2014 (continued)**

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Actionpay Advertising Network Limited (the 'company') for the financial year ended 31st October 2024 which comprise the profit and loss account, balance sheet and notes to the financial statements, including a summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish law and FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime.

In our opinion, the financial statements:

- have been properly prepared in accordance with FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime issued by the UK's Financial Reporting Council;
- have been properly prepared in accordance with the requirements of the Companies Act 2014; and
- consequently meet the requirements to be presumed under the Companies Act 2014 to give a true and fair view of the assets, liabilities and financial position of the company as at 31st October 2024 and of its loss for the financial year then ended.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other matter - application of true and fair view

The financial statements have been prepared under the micro-companies regime which does not require the director or the auditor to consider the inclusion of any disclosures necessary to give a true and fair view where these go beyond the minimum disclosures required by the Companies Act 2014 as applied to micro companies.

Material Uncertainty Related to Going Concern

The directors have undertaken to support the company until it becomes profitable. They will do this by paying creditors of the company as they fall due if required, to ensure that the company does not become insolvent.

**Independent auditor's special report to Actionpay Advertising Network Limited
pursuant to section 356 of the Companies Act 2014 (continued)**

Other Information

The director is responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited, and financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 307 to 308 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the director's responsibilities statement, the director is responsible for the preparation of the financial statements and for being satisfied that they comply with FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime, and the legal requirements applicable to micro company financial statements, and are thereby presumed, in law, to give a true and fair view. The financial statements are presumed, in law, to give a true and fair view without any consideration of any other circumstances, factors, accounting principles or disclosures. The financial reporting framework applicable to micro companies is a compliance framework and not a fair presentation framework. The director is responsible for such internal control as he determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the director is responsible for assessing the company's ability to continue as a going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

**Independent auditor's special report to Actionpay Advertising Network Limited
pursuant to section 356 of the Companies Act 2014 (continued)**

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the director.
- Conclude on the appropriateness of the director's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014, as applied to micro companies. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

**Independent auditor's special report to Actionpay Advertising Network Limited
pursuant to section 356 of the Companies Act 2014 (continued)**

Patrick Lane
Senior Statutory Auditor

For and on behalf of

Patrick Lane & Co.
Registered Auditors
69 Main Street
Blackrock
Co.Dublin
A94 N6D0

23rd December 2025

Actionpay Advertising Network Limited

Balance sheet As at 31st October 2024

	2024 €	2023 €
Current assets	200,069	185,433
Creditors: amounts falling due within one year	<u>(69,405)</u>	<u>(38,476)</u>
Net current assets	<u>130,664</u>	<u>146,957</u>
Total assets less current liabilities	130,664	146,957
Net assets	<u><u>130,664</u></u>	<u><u>146,957</u></u>
Capital and reserves	<u><u>130,664</u></u>	<u><u>146,957</u></u>

The financial statements have been prepared in accordance with the micro companies regime.

I, as director of Actionpay Advertising Network Limited state that the company has relied on the specified exemption contained in section 352 of the Companies Act 2014; the company has done so on the grounds that it is entitled to the benefit of that exemption as a micro company and confirm that the abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

These abridged financial statements were approved by the director of the company on 23rd December 2025 and signed by:

Ewan Tolladay
Director

Actionpay Advertising Network Limited

Notes to the abridged financial statements Financial year ended 31st October 2024

1. General information

The Actionpay Advertising Network Limited company is a private company limited by shares. The company incorporated in Ireland on 05th June 2015 registered number 562799. The address of the registered office is 16 Inns Court, Winetavern Street, Co.Dublin, D08 DV20. The principal activity is to carry on advertising services.

2. Statement of compliance

These financial statements have been prepared in accordance with FRS 105, 'The Financial Reporting Standard applicable to the Micro-entities Regime'.

3. Accounting policies and measurement bases

Basis of preparation

The financial statements have been prepared on a going concern basis and in accordance with the historical cost convention. The financial reporting framework applied in their preparation is the Companies Act 2014 and FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime, issued by the Financial Reporting Council and promulgated by Chartered Accountants Ireland.

Going concern

The financial statements have been prepared in accordance with Financial Reporting Standard 105–The Financial Reporting Standard applicable to the Micro-entities Regime – as issued by the Financial Reporting Council and in compliance with the requirements of the Companies Act 2014.

The financial statements have been prepared on a going concern basis. The directors has a reasonable expectation that the company has sufficient resources to continue in operational existence for the foreseeable future. In addition, the directors has undertaken to provide financial support to the company, including meeting its obligations to creditors as they fall due, if necessary, in order to ensure that the company remains solvent.

Disclosure exemptions

The company has availed of the exemption in FRS 105 from the requirement to prepare a cash Flow Statement because it is classified as a small company.

Turnover

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred 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.

Actionpay Advertising Network Limited

Notes to the abridged financial statements (continued) Financial year ended 31st October 2024

Taxation

Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Tax is recognised on taxable profit for the current and past periods. Tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Foreign currencies

Foreign currency transactions are initially recorded in the functional currency, by applying the spot exchange rate as at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rate ruling at the reporting date, with any gains or losses being taken to profit or loss.

Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Financial instruments are initially recognised at cost, which is the transaction price.

Investments in shares, subsidiaries or participating interests are subsequently measured at cost less impairment.

Derivatives are subsequently measured at the cost plus any transaction costs not immediately recognised in profit or loss less any impairment losses recognised to date. This is allocated to profit or loss over the term of the contract on a straight-line basis, unless another systematic basis of allocation is more appropriate.

Other financial instruments are subsequently measured at the cost plus any transaction costs not immediately recognised in profit or loss, plus accumulated interest income or expense recognised to date, less all repayments of principal or interest to date, less impairment.

Financial assets are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

Any reversals of impairment are recognised in profit or loss immediately.

Functional and presentation currency

The financial statements have been presented in Euro (€) which is also the functional currency of the company.

Expenditure

Expenditure is recognised on an accrual basis as a liability is incurred and is recorded as part of the expenditure to which it relates.

4. Turnover

The whole of the turnover is attributable to the principal activity of the company which is wholly undertaken in Ireland.

Actionpay Advertising Network Limited

Notes to the abridged financial statements (continued) Financial year ended 31st October 2024

5. Staff costs

There was no staff cost for the year ended 31st October 2024.

6. Directors remuneration

There was no Director remuneration for the year ended 31st October 2024.

7. Tax on loss

There is no Corporation Tax for the year ended 31st October 2024 as the company has carried forward losses.

8. Appropriations of profit and loss account

	2024	2023
	€	€
At the start of the financial year	146,857	330,750
Loss for the financial year	(16,293)	(183,893)
At the end of the financial year	<u>130,564</u>	<u>146,857</u>

9. Debtors

	2024	2023
	€	€
Trade debtors	-	159,208
Other debtors	37,884	9,925
	<u>37,884</u>	<u>169,133</u>

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective discounting method less impairment losses for bad 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.

10. Cash and cash equivalents

	2024	2023
	€	€
Cash at bank and in hand	<u>162,185</u>	<u>16,300</u>

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 borrowing in current liabilities.

Actionpay Advertising Network Limited

**Notes to the abridged financial statements (continued)
Financial year ended 31st October 2024**

11. Creditors: amounts falling due within one year

	2024	2023
	€	€
Trade creditors	66,405	36,976
Other creditors	3,000	1,500
	<u>69,405</u>	<u>38,476</u>

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

12. Share capital

Authorised share capital

	2024		2023	
	Number	€	Number	€
Ordinary shares shares of € 1.00 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Issued, called up and fully paid

	2024		2023	
	Number	€	Number	€
Amounts presented in equity:				
Ordinary shares shares of € 1.00 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

13. Capital commitments

The Company had no material capital commitments for the year end 31st October 2024.

14. Contingent assets and liabilities

Contingent liabilities arising as a result of past events, are not recognised when it
(i) is not probable that there will be an outflow of resources or that the amount cannot be reliably measured at the reporting date or
(ii) when the existence will be confirmed by the occurrence or non-occurrence of uncertain future events not wholly within the company's control. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

There were no material contingent liabilities as at the year ended 31st October 2024.

Actionpay Advertising Network Limited

**Notes to the abridged financial statements (continued)
Financial year ended 31st October 2024**

15. Events after the end of the reporting period

There have been no significant events affecting the company since the year ended 31st October 2024.

16. Related party transactions

There was no related party transactions for the year end 31st October 2024.

17. Controlling party

The company is overall controlled by Ewan Tolladay who owns 100% share capital.

18. Provisions for audits of smaller entities

The Auditor may provide compliance and some Companies Registration Office filing services in addition to the Audit.

19. Approval of financial statements

The board of directors approved these abridged financial statements for issue on 23rd December 2025.