

High Impact Marketing Limited

Abridged Financial Statements

Year Ended 31st August 2025

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Directors and Other Information

Director	Peter Brennan
Company Secretary	Company Set Up Secretarial Services Ltd
Company Number	690274
Bankers	Allied Irish Banks Plc 101 Grafton Street Dublin 2
Registered Office	26 Cloyne Road Crumlin Dublin 12

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Extract from the Directors' Report in accordance with Section 329 Companies Act 2014

The Directors and Secretary of the company interests in shares/debentures of the company during the financial year are as follows:

Peter Brennan	100 Shares	€1.00 Ordinary Shares
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Directors' Responsibilities Statement

The directors are responsible for preparing the Directors' Report and the statutory financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland, including the Accounting Standards issued by the Financial Reporting Council.

Irish company law requires the directors to prepare statutory financial statements for each financial year. Under company law, the directors shall not approve financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position, as at the end of the financial year, and profit or loss, for the financial year and otherwise comply with the Act. In preparing those financial statements, the directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether the statutory 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
- Prepare the statutory 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 and enable them to ensure that the statutory 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.

Peter Brennan
Director

Date:

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Abridged Balance Sheet at 31st August 2025

	Note	2025 €	2024 €
<u>Fixed Assets</u>			
Tangible Assets		--	--
<u>Current Assets</u>			
Debtors		--	--
Stock		--	--
Cash at bank and in hand		<u>8,277</u>	<u>7,234</u>
		<u>8,277</u>	<u>7,234</u>
Creditors: amounts falling due within one year		(2,398)	(2,622)
Net Current Assets/(Liabilities)		<u>5,879</u>	<u>4,612</u>
Creditors: amounts falling due after one year		-----	-----
Total Assets less Current Liabilities		<u>5,879</u>	<u>4,612</u>
<u>Capital and Reserves</u>			
Profit & loss account		5,779	4,512
Issued Share Capital	3	<u>100</u>	<u>100</u>
Capital and Reserves		<u>5,879</u>	<u>4,612</u>

I, as director of High Impact Marketing Limited, state that:

(a) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014,

(b) the company is availing itself of the exemption on the grounds that the conditions specified in s.358 are satisfied,

(c) the shareholders of the company have not served a notice on the company under s.334(1) in accordance with s.334(2),

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(d) we acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare Financial Statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a year and to otherwise comply with the provisions of Companies Act 2014 relating to Financial Statements so far as they are applicable to the company,

(e) the company has relied on the specified exemption contained in s.352 Companies Act 2014; has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the Financial Statements have been properly prepared in accordance with s.353 Companies Act 2014.

On behalf of the board:

Peter Brennan
Director

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Statement of changes in equity

	Share capital	Retained earnings	Total
	€	€	€
At 31 st August 2024	100	4,512	4,612
Profit/(Loss) for the year	-	1,267	1,267
Net proceeds of equity ordinary share issue	---	---	---
At 31st August 2025	100	5,779	5,879

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Notes to the Abridged Financial Statements for the Period ended 31st August 2025

1. Accounting Policies

Basis of Preparation

The Statutory financial statements have been prepared under the historical cost convention and comply with the accounting standards issued by the Financial Reporting Council, specifically Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (FRS 102). This is the first year in which the financial statements have been prepared under FRS 102.

Functional Currency

The functional currency of the financial statements is the euro.

Tangible Fixed Assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses.

Depreciation

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

Motor vehicles 20% on cost

At each reporting date, non-financial assets not carried at fair value are assessed to determine whether there is an indication that the asset may be impaired. Where there is such an indication the recoverable amount is compared to the carrying amount of the asset. If the recoverable amount of an asset is less than the carrying amount the asset is reduced to its recoverable amount.

The recoverable amount of an asset (or cash generating unit) is the higher of its fair value less costs to sell and its value in use. Fair value less costs to sell is the amount obtainable for the sale of an asset in an arm's length transaction between knowledgeable, willing parties, less costs of disposal. Value in use is the present value of future pre-tax and interest cash flows obtainable as a result of the continued use of the asset.

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If the recoverable amount of an asset is less than its carrying amount, the carrying amount is reduced to its recoverable amount. An impairment loss is recognised in the profit and loss account. If an impairment loss subsequently reverses, the carrying amount of the asset is increased to the revised estimate of its recoverable amount, but only to the extent that the revised carrying amount does not exceed the carrying amount that would have been determined (net of depreciation) had no impairment loss been recognised in prior years. A reversal of an impairment loss is recognised in the profit and loss account.

Revenue Recognition

Revenue from the rendering of services is recognised by reference to the stage of completion of the transaction at the end of the reporting year when the outcome of the transaction can be estimated reliably. This is when all the following conditions are satisfied:

- (a) the amount of revenue can be measured reliably;
- (b) it is probable that the economic benefits associated with the transaction will flow to the company;
- (c) the stage of completion of the transaction at the end of the reporting year can be measured reliably; and
- (d) the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

Taxation

Current tax is the amount of income tax payable on taxable profit for the current period. Tax is calculated using tax rates and laws that have been enacted or substantively enacted by the reporting date.

Deferred taxation is calculated on the differences between the company's taxable profits and the results as stated in the statutory financial statements that arise from the inclusion of gains and losses in tax assessments in years different from those in which they are recognised in the financial statements.

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	2025	2024
	€	€
2. Directors Remuneration and Transactions		
Directors Remuneration	<u>35,151</u>	<u>33,881</u>
Directors Loan Accounts Peter Brennan	--	--
3. Called Up Share Capital	2025	2024
	€	€
100,000 Ordinary Shares of €1 each		
Authorised	<u>100,000</u>	<u>100,000</u>
Allotted, called up and fully paid 100 Ordinary shares of €1 each	<u>100</u>	<u>100</u>