

**Company registration number: 583655**

**DECIPHER MEDIA CONSULTANTS LIMITED**  
**UNAUDITED ABRIDGED FINANCIAL STATEMENTS**  
**FOR THE FINANCIAL YEAR ENDED 30 JUNE 2025**

# DECIPHER MEDIA CONSULTANTS LIMITED

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**DECIPHER MEDIA CONSULTANTS LIMITED**  
**DIRECTORS 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 Directors Responsibilities Statement accompanying those financial statements.

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 the 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. 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. 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.

**DECIPHER MEDIA CONSULTANTS LIMITED**

**ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS  
ON THE UNAUDITED ABRIDGED FINANCIAL STATEMENTS OF  
DECIPHER MEDIA CONSULTANTS LIMITED**

In accordance with the most recent engagement letter, and in order to assist you to fulfil your duties under the Companies Act 2014, we have compiled the financial statements which comprise the , balance sheet and related notes from the accounting records and information and explanations you have given to us.

This report is made to the company's board of directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the company's board of directors that we have done so, and state those matters that we have agreed to state to them in this 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 board of directors for our work or for this report.

We have carried out this engagement in accordance with guidance issued by the Institute of Chartered Accountants in Ireland and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the financial year ended 30 June 2025 your duty under the Companies Act 2014 to ensure that the company has kept adequate accounting records and prepared 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 that financial year, and otherwise comply with the provisions of Companies Act 2014 relating to financial statements so far as they are applicable to the company. You consider that the company is exempt from the statutory requirement for an audit for the financial year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Hayden Brown  
Chartered Accountants  
Grafton Buildings  
34 Grafton Street  
Dublin 2

20 March 2026

**DECIPHER MEDIA CONSULTANTS LIMITED**

**BALANCE SHEET  
AS AT 30 JUNE 2025**

	Note	2025 €	€	2024 €	€
<b>Current assets</b>					
Debtors	3	1,084		10,722	
Cash at bank and in hand		1,207		13	
		2,291		10,735	
<b>Creditors: amounts falling due within one year</b>					
	4	(4,388)		(5,866)	
<b>Net current (liabilities)/assets</b>			(2,097)		4,869
<b>Total assets less current liabilities</b>			(2,097)		4,869
<b>Net (liabilities)/assets</b>			(2,097)		4,869
<b>Capital and reserves</b>					
Called up share capital presented as equity			100		100
Profit and loss account			(2,197)		4,769
<b>Shareholders (deficit)/funds</b>			(2,097)		4,869

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

We, as directors of Decipher Media Consultants Limited state that:

- the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014;
- the company is availing itself of the exemption on the grounds that the conditions specified in section 358 of the Companies Act 2014 are satisfied;
- the shareholders of the company have not served a notice on the company under section 334(1) of the Companies Act 2014 in accordance with section 334(2);
- 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 Companies Act 2014 relating to financial statements so far as they are applicable to the company; and
- the company has relied on the specified exemption contained in section 352 of the 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 of the Companies Act 2014.

**The notes on pages 5 to 7 form part of these abridged financial statements.**

**DECIPHER MEDIA CONSULTANTS LIMITED**

**BALANCE SHEET (CONTINUED)  
AS AT 30 JUNE 2025**

These abridged financial statements were approved by the board of directors on 20 March 2026 and signed on behalf of the board by:

Nigel John Walley  
Director

Elizabeth Newman-Walley  
Director

**The notes on pages 5 to 7 form part of these abridged financial statements.**

## DECIPHER MEDIA CONSULTANTS LIMITED

### NOTES TO THE ABRIDGED FINANCIAL STATEMENTS FINANCIAL YEAR ENDED 30 JUNE 2025

#### 1. Accounting policies and measurement bases

##### **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

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

##### **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.

##### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. 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.

Current tax is recognised on taxable profit for the current and past periods. Current 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.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

## DECIPHER MEDIA CONSULTANTS LIMITED

### NOTES TO THE ABRIDGED FINANCIAL STATEMENTS (CONTINUED) FINANCIAL YEAR ENDED 30 JUNE 2025

#### 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.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost 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.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

#### 2. Appropriations of profit and loss account

	<b>2025</b>	2024
	€	€
At the start of the financial year	4,769	463
(Loss)/profit for the financial year	(6,966)	4,306
<b>At the end of the financial year</b>	<u>(2,197)</u>	<u>4,769</u>

**DECIPHER MEDIA CONSULTANTS LIMITED**

**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS (CONTINUED)**  
**FINANCIAL YEAR ENDED 30 JUNE 2025**

**3. Debtors**

	<b>2025</b>	2024
	€	€
Trade debtors	-	10,633
Other debtors	1,084	89
	<u>1,084</u>	<u>10,722</u>

**4. Creditors: amounts falling due within one year**

	<b>2025</b>	2024
	€	€
Amounts owed to credit institutions	-	29
Other creditors including tax and social insurance	22	3,009
Accruals	4,366	2,828
	<u>4,388</u>	<u>5,866</u>

**5. Going concern**

The company has incurred losses to date but the directors have confidence in the ability of the company to generate profitable income streams in the near future to recoup these losses. The company can rely on the continued financial support of the directors until profitable status is attained and, in the directors' opinion, the company will have adequate resources available to finance its trading and other obligations during the course of the coming year. The directors consider it appropriate to prepare the accounts on a going concern basis.

**6. Approval of financial statements**

The board of directors approved these abridged financial statements for issue on 20 March 2026.