

Company registration number: 514919

xSell Sales and Marketing Limited
Unaudited abridged financial statements
for the financial year ended 30 June 2025

xSell Sales and Marketing Limited

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xSell Sales and Marketing Limited

Directors and other information

Directors	David McKeown Susan McKeown
Secretary	David McKeown
Company number	514919
Registered office	16 The Cresent Johnstown Manor Johnstown Co. Kildare
Business address	16 The Cresent Johnstown Manor Johnstown Co. Kildare
Accountants	McDonnell & Co. Unit 1B IDA Industrial Estate Naas Co. Kildare
Bankers	Allied Irish Banks, plc 41 Sth. Main Street Naas Co. Kildare

xSell Sales and Marketing 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 105 "The Financial Reporting Standard applicable to the Micro-entities regime" issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants 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 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.

xSell Sales and Marketing Limited

**Accountants' Report to the board of directors
on the Unaudited financial statements of xSell Sales and Marketing Limited**

We have compiled the financial statements which comprise the balance sheet and related notes of xSell Sales and Marketing Limited for the financial year ended 30 June 2025.

Respective responsibilities of directors and accountants

As described on page 2 the company's directors are responsible for the financial statements. It is our responsibility to compile the financial statements of xSell Sales and Marketing Limited from the accounting records, information and explanations supplied to us by the directors.

Scope of work

We compiled the financial statements in accordance with the guidance contained in M14 (Revised) Compiling and reporting on financial statements of entities not subject to audit from the accounting records and information and explanations supplied to us by the directors.

We have not audited or otherwise attempted to verify the accuracy or completeness of such records, information and explanations and, accordingly, express no opinion on the financial statements.

McDonnell & Co.
Certified Public Accountants

Unit 1B IDA Industrial Estate
Naas
Co. Kildare

6 February 2026

xSell Sales and Marketing Limited

**Balance sheet
As at 30 June 2025**

	2025	2024
	€	€
Current assets	7,161	3,412
Creditors: amounts falling due within one year	<u>(14,462)</u>	<u>(3,538)</u>
Net current liabilities	<u>(7,301)</u>	<u>(126)</u>
Total assets less current liabilities	(7,301)	(126)
Accruals and deferred income	(1,520)	(1,420)
Net liabilities	<u><u>(8,821)</u></u>	<u><u>(1,546)</u></u>
Capital and reserves	<u><u>(8,821)</u></u>	<u><u>(1,546)</u></u>

We, as directors of xSell Sales and 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 section 358 of the Companies Act 2014 are satisfied;
- (c) 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);
- (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 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
- (e) 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 micro company and the abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

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

These abridged financial statements were approved by the board of directors on 6 February 2026 and signed on behalf of the board by:

David McKeown
Director

Susan McKeown
Director

xSell Sales and Marketing Limited

**Notes to the abridged financial statements
Financial year ended 30 June 2025**

1. General information

The company is a private company limited by shares, registered in Ireland. The address of the registered office is 16 The Crescent, Johnstown Manor, Johnstown, Co. Kildare.

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 the historical cost basis.

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.

xSell Sales and Marketing 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.

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.

4. Appropriations of profit and loss account

	2025	2024
	€	€
At the start of the financial year	(1,646)	(857)
Loss for the financial year	(7,275)	(789)
At the end of the financial year	<u>(8,921)</u>	<u>(1,646)</u>