

O'Connell Marketing Limited
Abridged Unaudited Financial Statements
for the financial year ended 30 June 2025

O'Connell Marketing Limited

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O'Connell Marketing Limited
DIRECTORS AND OTHER INFORMATION

| | |
|---|---|
| Directors | Jean O'Connell John Gerard Murphy |
| Company Secretary | Jean O'Connell |
| Company Number | 606666 |
| Registered Office and Business Address | 5 Inglewoods Close, Barkers Road, Bunclody, Co. Wexford. |
| Accountants | Anthony Ryan Accountants Ltd Chartered Accountants Hempfield, Enniscorthy, Co. Wexford. |

O'Connell Marketing Limited

DIRECTORS' RESPONSIBILITIES STATEMENT

for the financial year ended 30 June 2025

The directors made the following statement in respect of the unaudited financial statements:

"General responsibilities

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 that 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", applying Section 1A of that Standard, 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 for the company financial statements and then apply them consistently;
- make judgements 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.

Directors' declaration on unaudited financial statements

In relation to the financial statements which comprise the Balance Sheet, the Statement of Changes in Equity and the related notes:

The directors approve these financial statements and confirm that they are responsible for them, including selecting the appropriate accounting policies, applying them consistently and making, on a reasonable and prudent basis, the judgements underlying them. They have been prepared on the going concern basis on the grounds that the company will continue in business.

The directors confirm that they have made available to Anthony Ryan Accountants Ltd, (Chartered Accountants), all the company's accounting records and provided all the information, books and documents necessary for the compilation of the financial statements.

The directors confirm that to the best of their knowledge and belief, the accounting records reflect all the transactions of the company for the financial year ended 30 June 2025."

Signed on behalf of the board

Jean O'Connell
Director

John Gerard Murphy
Director

2 September 2025

O'Connell Marketing Limited
CHARTERED ACCOUNTANTS REPORT
to the Board of Directors on the Compilation of the unaudited Abridged financial
statements of O'Connell Marketing Limited
for the financial year ended 30 June 2025

In accordance with the engagement letter and in order to assist you to fulfil your duties under the Companies Act 2014, we have compiled for your approval the abridged financial statements of the company for the financial year ended 30 June 2025 as set out on pages 6 to 12 which comprise the Balance Sheet, the Statement of Changes in Equity and the related notes from the company's accounting records and information and explanations you have given to us.

As a practising member firm of the Institute of Chartered Accountants Ireland, we are subject to its ethical and other professional requirements which are detailed at <https://www.charteredaccountants.ie/Professional-Standards/Home>

This report is made solely to the Board of Directors of O'Connell Marketing Limited, 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 its Board of Directors, as a body, for our work or for this report.

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

You have acknowledged on the Balance Sheet for the year ended 30 June 2025 your duty to ensure that O'Connell Marketing Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of O'Connell Marketing Limited. You consider that O'Connell Marketing Limited is exempt from the statutory audit requirement for the financial year.

We have not been instructed to carry out an audit or a review of the abridged financial statements of O'Connell Marketing Limited. For this reason, we have not verified the adequacy, 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 statutory abridged financial statements.

Micheál Stafford FCCA
for and on behalf of
ANTHONY RYAN ACCOUNTANTS LTD
Chartered Accountants
Hempfield,
Enniscorthy,
Co. Wexford.

2 September 2025

O'Connell Marketing Limited

BALANCE SHEET

as at 30 June 2025

| | Notes | 2025 € | 2024 € |
|---|-------|-----------------|-----------------|
| Fixed Assets | | | |
| Intangible assets | 6 | 10,000 | 15,000 |
| Tangible assets | 7 | 6,936 | 11,560 |
| | | <u>16,936</u> | <u>26,560</u> |
| Fixed Assets | | | |
| Current Assets | | | |
| Stocks | 8 | 5,221 | 4,321 |
| Debtors | 9 | 196,686 | 127,892 |
| Cash and cash equivalents | | 58,902 | 82,056 |
| | | <u>260,809</u> | <u>214,269</u> |
| Creditors: amounts falling due within one year | 10 | <u>(68,566)</u> | <u>(68,359)</u> |
| Net Current Assets | | <u>192,243</u> | <u>145,910</u> |
| Total Assets less Current Liabilities | | <u>209,179</u> | <u>172,470</u> |
| Capital and Reserves | | | |
| Called up share capital presented as equity | | 100 | 100 |
| Retained earnings | 11 | 209,079 | 172,370 |
| | | <u>209,179</u> | <u>172,470</u> |
| Equity attributable to owners of the company | | <u>209,179</u> | <u>172,470</u> |

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

We as Directors of O'Connell 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 are satisfied,

(c) the shareholders of the company have not served a notice on the company under section 334(1) 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 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. The company 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 and the small companies' regime.

Approved by the board on 2 September 2025 and signed on its behalf by:

Jean O'Connell
Director

John Gerard Murphy
Director

O'Connell Marketing Limited
STATEMENT OF CHANGES IN EQUITY

as at 30 June 2025

| | Called up share capital € | Retained earnings € | Total € |
|-------------------------------|--|------------------------------------|--------------------|
| At 1 July 2023 | 100 | 123,225 | 123,325 |
| Profit for the financial year | - | 49,145 | 49,145 |
| At 30 June 2024 | 100 | 172,370 | 172,470 |
| Profit for the financial year | - | 36,709 | 36,709 |
| At 30 June 2025 | 100 | 209,079 | 209,179 |

O'Connell Marketing Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 June 2025

1. General Information

O'Connell Marketing Limited is a company limited by shares incorporated and registered in Ireland. The registered number of the company is 606666. The registered office of the company is 5 Inglewoods Close,, Barkers Road,, Bunclody,, Co. Wexford. which is also the principal place of business of the company. The principal activity of the company consists of marketing and event management. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Statement of compliance

The financial statements of the company for the financial year ended 30 June 2025 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

Turnover

Turnover is stated net of trade discounts, volume rebates, VAT and similar taxes and derives from the provision of goods and services falling within the company's ordinary activities. Turnover on sale of goods is recognised when the company has transferred the significant risks and rewards of ownership in the goods, which usually takes place when the goods are physically delivered to the buyer. Turnover on supply of services is recognised by reference to the stage of completion of the service at the end of the financial year. The stage of completion is determined primarily on the basis of time costs applied to individual service assignments. Deposits received from customers in advance of completion of sales of goods or services at the end of the financial year are not recognised as income and are included in creditors.

Goodwill

Purchased goodwill arising on the acquisition of a business represents the excess of the acquisition cost over the fair value of the identifiable net assets including other intangible fixed assets when they were acquired. Purchased goodwill is capitalised in the Balance Sheet and amortised on a straight line basis over its economic useful life of 10 years, which is estimated to be the period during which benefits are expected to arise. On disposal of a business any goodwill not yet amortised is included in determining the profit or loss on sale of the business.

Tangible assets and depreciation

Tangible assets are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible assets, less their estimated residual value, over their expected useful lives as follows:

| | | |
|----------------------------------|---|---------------------|
| Fixtures, fittings and equipment | - | 12.5% Straight line |
| Motor vehicles | - | 12.5% Straight line |

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Work in progress

Work in progress is reflected in the accounts at the expected revenue due for work carried out during the period that has not yet been invoiced.

O'Connell Marketing Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
 for the financial year ended 30 June 2025

Trade and other debtors

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

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and in hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the Balance Sheet bank overdrafts are shown within Creditors.

Trade and other creditors

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

Employee benefits

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The company also operates a defined benefit pension scheme for its employees providing benefits based on final pensionable pay. The assets of this scheme are also held separately from those of the company, being invested with pension fund managers.

Taxation and deferred taxation

Current tax represents the amount expected to be paid or recovered in respect of taxable profits for the financial year and is calculated using the tax rates and laws that have been enacted or substantially enacted at the Balance Sheet date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable profits and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the Balance Sheet date.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the Balance Sheet date. Non-monetary items that are measured in terms of historical cost in a foreign currency are translated at the rates of exchange ruling at the date of the transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. The resulting exchange differences are dealt with in the Profit and Loss Account.

Ordinary share capital

The ordinary share capital of the company is presented as equity.

3. Significant accounting judgements and key sources of estimation uncertainty

Going Concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of the approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. On this basis the directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

Impairment of Trade Debtors

The company trades with a large and varied number of customers on credit terms. Some debts due will not be paid through the default of a small number of customers. The company uses estimates based on historical experience and current information in determining the level of debts for which an impairment charge is required. The level of impairment required is reviewed on an ongoing basis.

Impairment of Stocks

The directors are of the view that an adequate charge has been made to reflect the possibility of stocks being

O'Connell Marketing Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 June 2025

sold at less than cost. However, this estimate is subject to inherent uncertainty.

Useful Lives of Tangible Fixed Assets

Long-lived assets comprising primarily of property and plant and machinery represent a significant portion of total assets. The annual depreciation charge depends primarily on the estimated lives of each type of asset and, in certain circumstances, estimates of residual values. The directors regularly review these useful lives and change them if necessary to reflect current conditions. In determining these useful lives management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation charge for the financial year.

| | | |
|---|-------------------|-------------------|
| 4. Operating profit | 2025 | 2024 |
| | € | € |
| Operating profit is stated after charging: | | |
| Depreciation of tangible assets | 4,624 | 4,624 |
| Amortisation of goodwill | 5,000 | 5,000 |
| | <u> </u> | <u> </u> |

The cost of stock recognised as an expense in cost of sales is €87,156 (2024: €123,200).

5. Employees

All the amounts stated above were treated as an expense of the company in the financial year. No amount was capitalised into assets.

| | | |
|----------------|-------------------|-------------------|
| | 2025 | 2024 |
| | Number | Number |
| Administration | 6 | 6 |
| | <u> </u> | <u> </u> |

6. Intangible assets

| | | |
|--|-------------------|-------------------|
| | Goodwill | Total |
| | € | € |
| Cost | | |
| At 1 July 2024 | 50,000 | 50,000 |
| | <u> </u> | <u> </u> |
| At 30 June 2025 | 50,000 | 50,000 |
| | <u> </u> | <u> </u> |
| Provision for diminution in value | | |
| At 1 July 2024 | 35,000 | 35,000 |
| Charge for financial year | 5,000 | 5,000 |
| | <u> </u> | <u> </u> |
| At 30 June 2025 | 40,000 | 40,000 |
| | <u> </u> | <u> </u> |
| Net book value | | |
| At 30 June 2025 | 10,000 | 10,000 |
| | <u> </u> | <u> </u> |
| At 30 June 2024 | 15,000 | 15,000 |
| | <u> </u> | <u> </u> |

O'Connell Marketing Limited
NOTES TO THE ABRIDGED FINANCIAL STATEMENTS
for the financial year ended 30 June 2025

7. Tangible assets

| | Fixtures, fittings and equipment | Total |
|-------------------------------|---|--------------|
| | € | € |
| Cost | | |
| At 1 July 2024 | 36,995 | 36,995 |
| | <hr/> | <hr/> |
| At 30 June 2025 | 36,995 | 36,995 |
| | <hr/> | <hr/> |
| Depreciation | | |
| At 1 July 2024 | 25,436 | 25,435 |
| Charge for the financial year | 4,624 | 4,624 |
| | <hr/> | <hr/> |
| At 30 June 2025 | 30,060 | 30,059 |
| | <hr/> | <hr/> |
| Net book value | | |
| At 30 June 2025 | 6,935 | 6,936 |
| | <hr/> <hr/> | <hr/> <hr/> |
| At 30 June 2024 | 11,559 | 11,560 |
| | <hr/> <hr/> | <hr/> <hr/> |

8. Stocks

| | 2025 | 2024 |
|-------------------------------------|--------------|-------------|
| | € | € |
| Finished goods and goods for resale | 5,221 | 4,321 |
| | <hr/> <hr/> | <hr/> <hr/> |

The replacement cost of stock did not differ significantly from the figures shown.

9. Debtors

| | 2025 | 2024 |
|---------------|----------------|-------------|
| | € | € |
| Trade debtors | 60,939 | 55,633 |
| Other debtors | 131,462 | 66,874 |
| Taxation | 4,285 | 5,385 |
| | <hr/> <hr/> | <hr/> <hr/> |
| | 196,686 | 127,892 |
| | <hr/> <hr/> | <hr/> <hr/> |

All debtors are due within one year. All trade debtors are due within the company's normal terms, which is thirty days. Trade debtors are shown net of impairment in respect of doubtful debts.

O'Connell Marketing Limited

NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 30 June 2025

| 10. Creditors | 2025 | 2024 |
|--|----------------------|---------------|
| Amounts falling due within one year | € | € |
| Trade creditors | - | 2,457 |
| Taxation | 27,073 | 17,527 |
| Directors' current accounts (Note 13) | 31,395 | 30,585 |
| Other creditors | 5,898 | 13,247 |
| Accruals | 4,200 | 4,543 |
| | <u>68,566</u> | <u>68,359</u> |

Bank overdrafts are unsecured and repayable on demand and incurs an annualised interest rate of 6-9% of the daily overdrawn balance.

The repayment terms of trade creditors vary between on demand and ninety days. No interest is payable on trade creditors.

Tax and social insurance are subject to the terms of the relevant legislation. Interest accrues on late payment at the rate of 0.0219% per day. No interest was due at the financial year end date.

The terms of the accruals vary.

Other amounts included within creditors not covered by specific note disclosures are unsecured, interest free and repayable on demand.

11. Profit and loss account

| | 2025 | 2024 |
|-------------------------------|-----------------------|----------------|
| | € | € |
| At 1 July 2024 | 172,370 | 123,225 |
| Profit for the financial year | 36,709 | 49,145 |
| At 30 June 2025 | <u>209,079</u> | <u>172,370</u> |

12. Capital commitments

The company had no material capital commitments at the financial year-ended 30 June 2025.

13. Directors' remuneration and transactions

| | 2025 | 2024 |
|-----------------------|----------------------|---------------|
| | € | € |
| Remuneration | 48,000 | 48,000 |
| Pension contributions | 12,000 | 12,000 |
| | <u>60,000</u> | <u>60,000</u> |

14. Post-Balance Sheet Events

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

15. Reserves

The profit and loss account represents cumulative gains and losses recognised in the profit and loss account, net of transfers to/from other reserves and dividends paid.

16. Approval of financial statements

The financial statements were approved and authorised for issue by the board of directors on 2 September 2025.