

Company registration number: 760430

Prydan Media Limited

Unaudited abridged financial statements

for the financial year ended 31 December 2025

Prydan Media Limited

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Directors and other information

Director	Paul Ryan
Secretary	Donna Mc Brearty
Company number	760430
Registered office	Apt. 52, Summer Haven Summerhill Carrick-On-Shannon Co. Leitrim
Business address	Apt. 52, Summer Haven Summerhill Carrick-On-Shannon Co. Leitrim
Accountants	Quinn Kennedy & Company Main Street Donegal Town Co. Donegal
Bankers	Bank of Ireland Main Street Killybegs Donegal

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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.

The director is responsible for preparing the director's report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the director to prepare financial statements for each financial year. Under the law, the director has 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. Under company law, the director must not approve the financial statements unless he is 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 director is 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 director is 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 him to ensure that the financial statements and director's report comply with the Companies Act 2014. He is 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.

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**Balance sheet
As at 31 December 2025**

	31/12/25		31/12/24
	€	€	€
Current assets	9,286		17,131
Prepayments and accrued income	168		96
	<u>9,454</u>		<u>17,227</u>
Creditors: amounts falling due within one year		(297)	(4,577)
		<u>9,157</u>	<u>12,650</u>
Net current assets		<u>9,157</u>	<u>12,650</u>
Total assets less current liabilities		9,157	12,650
Accruals and deferred income		(800)	(1,788)
		<u>8,357</u>	<u>10,862</u>
Net assets		<u>8,357</u>	<u>10,862</u>
Capital and reserves		<u>8,357</u>	<u>10,862</u>

I, as director of Prydan Media 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 shareholder 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) I 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 director of the company on 12 January 2026 and signed by:

Paul Ryan
Director

Prydan Media Limited

Notes to the abridged financial statements Financial year ended 31 December 2025

1. General information

The company is a private company limited by shares, registered in Republic of Ireland. The address of the registered office is Apt. 52, Summer Haven, Summerhill, Carrick-On-Shannon, Co. Leitrim.

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 comprises income earned by the company from the provision of marketing and advertising consultancy services. Turnover is recognised to the extent that the company obtains the right to consideration in exchange for services rendered. Turnover is measured at the fair value of the consideration received or receivable for services rendered, net of discounts and Value Added Tax.

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.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

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Notes to the abridged financial statements (continued) Financial year ended 31 December 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.

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Notes to the abridged financial statements (continued) Financial year ended 31 December 2025

Critical accounting judgements and estimates

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of asset and liabilities within the next financial year are set out below.

Establishing lives for depreciation purposes of tangible fixed assets

Long-lived assets, consisting primarily of tangible fixed assets, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated lives of each type of asset and estimate of residual values. The directors regularly review these asset lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset lives can have a significant impact on depreciation and amortisation charges for the period. Details of the useful lives are included in the accounting policies.

Providing for doubtful debts

The company makes an estimate of the recoverable value of trade and other receivables. The company uses estimates based on historical experience in determining the level of debts, which the company believes will not be collected. These estimates include such factors as the current credit rating of the debtor, the ageing profile of debtors and historical experience. Any significant reduction in the level of customers that default on payments or other significant improvements that resulted in a reduction in the level of bad debt provision would have a positive impact on the operating results. The level of provision required is reviewed on an ongoing basis.

4. Appropriations of profit and loss account

	31/12/25	31/12/24
	€	€
At the start of the financial year	10,762	-
(Loss)/profit for the financial year	(2,505)	10,762
At the end of the financial year	8,257	10,762

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Notes to the abridged financial statements (continued)
Financial year ended 31 December 2025

5. Directors transactions

During the financial year the company entered into the following arrangements relating to loans, quasi-loans and credit transactions:

	31/12/25	31/12/24
	€	€
At the start of the financial year	1,064	-
Advances made during the financial year	2,187	3,164
Amounts repaid during the financial year	(1,221)	(2,100)
At the end of the financial year	<u>2,030</u>	<u>1,064</u>

Disclosure for each director or other person is as follows:

Paul Ryan

	31/12/25	31/12/24
	€	€
At the start of the financial year	1,064	-
Advances made during the financial year	2,187	3,164
Amounts repaid during the financial year	(1,221)	(2,100)
At the end of the financial year	<u>2,030</u>	<u>1,064</u>

The advance from Paul Ryan is non interest bearing and repayable on demand.