

Marketshare Enterprizes Limited
Abridged Financial Statements
For The Financial Year Ended 30 April 2025
(CRO Number : 280372)

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Marketshare Enterprizes Limited
Directors Responsibilities Statement
For The Financial Year Ended 30 April 2025

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", applying Section 1A of that Standard, which is 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 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 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 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 and enable the financial statements to be compiled. 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.

On behalf of the board

Clive J. Salter - Director

J. Meriel Williams - Director

Date: 30 March 2026

Marketshare Enterprizes Limited
Balance Sheet
As at 30 April 2025

| | <u>Note</u> | <u>30/04/25</u> € | <u>30/04/24</u> € |
|------------------------------------------------------|-------------|----------------------|----------------------|
| <u>Fixed Assets</u> | | | |
| Intangible assets | 6 | 21,819 | 24,818 |
| Tangible assets | 7 | 74,425 | 42,205 |
| Financial Assets | 8 | 1 | 10,760 |
| | | <u>96,245</u> | <u>77,783</u> |
| <u>Current Assets</u> | | | |
| Debtors | 9 | 107,167 | 135,283 |
| Cash at bank and in hand | | 412,552 | 490,961 |
| | | <u>519,719</u> | <u>626,244</u> |
| <u>Creditors:</u> | 10 | (36,366) | (18,123) |
| Amounts falling due within one year | | | |
| <u>Net Current Assets</u> | | <u>483,353</u> | <u>608,121</u> |
| <u>Total Assets Less Current Liabilities</u> | | 579,598 | 685,904 |
| <u>Provisions for Liabilities and Charges</u> | 11 | (5,607) | (2,109) |
| <u>Net Assets</u> | | <u>573,991</u> | <u>683,795</u> |
| <u>Capital and Reserves</u> | | | |
| Called up share capital as presented as equity | | 127 | 127 |
| Profit and loss account | 12 | 573,864 | 683,668 |
| <u>Equity Shareholders Funds</u> | | <u>573,991</u> | <u>683,795</u> |

These financial statements have been prepared in accordance with the Small Companies Regime

We as Directors of Marketshare Enterprizes Limited, state that:

- (a) the company is availing itself of the audit 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 section 358 or 359, as appropriate, is complied with,
- (c) no notice under subsection (1) of section 334 has, in accordance with subsection (2) of that section, been served on the company, and

Continued.....

Marketshare Enterprizes Limited
Balance Sheet
As at 30 April 2025

Continued.....

(d) we acknowledge the obligations of the company, under this Act, to— (i) keep adequate accounting records and prepare statutory 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 (ii) otherwise comply with the provisions of this Act relating to statutory financial statements so far as they are applicable to the company.

In preparing these abridged financial statements, the directors have relied on the exemption contained in section 352 of the Companies Act 2014 on the ground that the company is a small company and qualifies for the small companies regime and is entitled to the benefit of that exemption. These abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

On behalf of the board

Clive J. Salter - Director

J. Meriel Williams - Director

Date: 30 March 2026

Marketshare Enterprizes Limited
Accounting Policies
For The Financial Year Ended 30 April 2025

The significant accounting policies adopted by the Company and applied consistently are as follows;

Basis of Preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. 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 and issued by the Financial Reporting Council. The company qualifies as a small company for the period, as defined by section 280A of the Act, in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Act and Section 1A of FRS 102.

Tangible Fixed Assets

Depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. No depreciation is provided on freehold land. Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

| | |
|---------------------|----------------------|
| Fixtures & Fittings | -12.5% Straight Line |
| Motor Vehicles | -12.5% Straight Line |

Intangible Assets

| | |
|-----------------|------------|
| Copyrights etc. | - 10 Years |
|-----------------|------------|

Impairment

Assets not carried at fair value are also reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. Value in use is defined as the present value of the future pre-tax and interest cash flows obtainable as a result of the asset's continued use. The pre-tax and interest cash flows are discounted using a pre-tax discount rate that represents the current market risk free rate and the risks inherent in the asset. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash-generating units).

If the recoverable amount of the asset (or asset's cash generating unit) is estimated to be lower than the carrying amount, the carrying amount is reduced to its recoverable amount. An impairment loss is recognised in the profit and loss account, unless the asset has been revalued when the amount is recognised in other comprehensive income to the extent of any previously recognised revaluation. Thereafter any excess is recognised in profit or loss.

Marketshare Enterprizes Limited

Accounting Policies

For The Financial Year Ended 30 April 2025

If an impairment loss is subsequently reverses, the carrying amount of the asset (or asset's cash generating unit) 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 periods. A reversal of an impairment loss is recognised in the profit and loss account.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into euro at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are translated at the date of the transactions. All exchange difference are transferred to the Profit and Loss account.

Turnover

Turnover comprises the commission earned during the period net of VAT.

Taxation and deferred taxation

The charge for taxation is based on the profit for the financial year and is calculated with reference to the tax rates applying at the financial year end date in the jurisdiction where the tax is applied.

Deferred taxation is calculated on the differences between the company's taxable profits and the results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements. Full provision for deferred tax assets and liabilities is made at current tax rates on differences that arise between the recognition of gains and losses in the financial statements and their recognition in the tax computation, including differences arising on the revaluation of fixed assets. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Financial Instruments

(a) Ordinary Share Capital

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

(b) Cash and cash equivalents

Cash consists of cash on hand and demand deposits. Cash equivalents consist of short term highly liquid investments that are readily convertible to known amounts of cash that are subject to an insignificant risk of change in value.

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

1. General Information

Marketshare Enterprizes Limited's primary activity was that of Sales and Marketing on a commission basis.. The Company's registered office is located at 6 Lakeside, Ballinascarthy, Clonakilty, Co. Cork.

The company is a limited liability company, incorporated, domiciled and tax resident in the Republic of Ireland.

Statement of Compliance

The financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102), applying section 1A of that Standard.

Currency

The financial statements have been presented in the Euro currency (€) which is also the functional currency of the company

2. 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 assets and liabilities within the next financial year are discussed below

(a) Establishing useful economic lives for depreciation purposes of property, plant and equipment.

Long-lived assets, consisting primarily of property, plant and equipment, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated useful economic lives of each type of asset and estimates of residual values. The directors regularly review these asset useful economic 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 useful lives can have a significant impact on depreciation and amortisation charges for the period. Detail of the useful economic lives is included in the accounting policies.

(b) Going Concern

The directors consider it appropriate to prepare the financial statements on a going concern basis.

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

| | | |
|-----------------------------------------------------------|------------------------|------------------------|
| 3. <u>Operating loss is stated after charging:</u> | <u>30/04/25</u> | <u>30/04/24</u> |
| | € | € |
| Depreciation of intangible assets | 2,999 | 2,999 |
| Depreciation of tangible assets | 5,531 | 12,443 |
| Loss on disposal of tangible fixed assets | 249 | - |
| | <u> </u> | <u> </u> |

4. Employee numbers

The average monthly numbers of employees (including the directors) during the financial year ;

| | | |
|--------------------------|------------------------|------------------------|
| | <u>30/04/25</u> | <u>30/04/24</u> |
| | <u>Number</u> | <u>Number</u> |
| Sales and Administration | 4 | 4 |
| | <u> </u> | <u> </u> |

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

5. Director's Remuneration and Transactions

| | <u>30/04/25</u> | <u>30/04/24</u> |
|-----------------------------------|-----------------|-----------------|
| <u>Directors' remuneration</u> | € | € |
| Remuneration and other emoluments | 76,220 | 79,597 |
| Pension contributions | - | 13,000 |
| | <u>76,220</u> | <u>92,597</u> |

Loan from directors

At the year end the Company owed / (was owed) the following amount in respect of a Directors Loan account.

| | <u>30/04/25</u> | <u>30/04/24</u> |
|----------------------------------------------------|-----------------|-----------------|
| | € | € |
| Directors Loan Account | <u>24,849</u> | <u>3,202</u> |
| <u>Opening Balance</u> | 3,202 | 2,280 |
| (Advances) / Repayments in year | 21,647 | 922 |
| <u>Closing Balance</u> | <u>24,849</u> | <u>3,202</u> |
| Maximum amount owed to the Company during the year | <u>-</u> | <u>-</u> |

The above loan was given interest free to the Company and is repayable on demand.

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Notes to the Abridged Financial Statements
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6. Intangible Fixed Assets

| | <u>Copyrights etc.</u> | <u>Total</u> |
|-------------------------------------------------|-------------------------------|---------------------|
| | € | € |
| <u>Cost</u> | | |
| At 1 May 2024 | | |
| At 30 April 2025 | 29,991 | 29,991 |
| | <hr/> | <hr/> |
| <u>Provision for Diminution in Value</u> | | |
| At 1 May 2024 | 5,173 | 5,173 |
| Charge for financial year | 2,999 | 2,999 |
| | <hr/> | <hr/> |
| At 30 April 2025 | 8,172 | 8,172 |
| | <hr/> | <hr/> |
| <u>Net Book Values</u> | | |
| At 30 April 2025 | 21,819 | 21,819 |
| | <hr/> <hr/> | <hr/> <hr/> |
| At 30 April 2024 | 24,818 | 24,818 |
| | <hr/> <hr/> | <hr/> <hr/> |

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

7. **Tangible Assets**

| | <u>Fixtures & Fittings</u> | <u>Motor Vehicles</u> | <u>Total</u> |
|-------------------------------|-------------------------------------------|----------------------------------|---------------------|
| | € | € | € |
| <u>Cost</u> | | | |
| At 1 May 2024 | 30,339 | 82,000 | 112,339 |
| Additions | - | 66,500 | 66,500 |
| Disposals | - | (57,500) | (57,500) |
| At 30 April 2025 | <u>30,339</u> | <u>91,000</u> | <u>121,339</u> |
| <u>Depreciation</u> | | | |
| At 1 May 2024 | 23,010 | 47,124 | 70,134 |
| On disposals | - | (28,751) | (28,751) |
| Charge for the financial year | 1,776 | 3,755 | 5,531 |
| At 30 April 2025 | <u>24,786</u> | <u>22,128</u> | <u>46,914</u> |
| <u>Net Book Values</u> | | | |
| At 30 April 2025 | <u>5,553</u> | <u>68,872</u> | <u>74,425</u> |
| At 30 April 2024 | <u>7,329</u> | <u>34,876</u> | <u>42,205</u> |

There are no assets held under Lease or Hire Purchase agreements.

8. **Financial Assets**

| | <u>30/04/25</u> | <u>30/04/24</u> |
|-----------------------------------------------------------|------------------------|------------------------|
| | € | € |
| Blue Shoe Gallery Limited - 1 'A' Ordinary Share of €1.00 | 1 | 1 |
| Other Unlisted Investments | - | 10,759 |
| | <u>1</u> | <u>10,760</u> |

The Company owns 1 'A' Ordinary Share in Blue Shoe Gallery Limited (CRO Number: 686891), a Company registered in the Republic of Ireland whose Registered Office is also situated at 6 Lakeside, Ballinascorthy, Clonakilty, Co. Cork.

Other Unlisted investments are carried at fair value.

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

9. Debtors

| | <u>30/04/25</u> | <u>30/04/24</u> |
|-------------------------------------------|-----------------|-----------------|
| | € | € |
| Trade Debtors | 7,995 | 36,111 |
| Intercompany Loan - Blue Shoe Gallery Ltd | 99,172 | 99,172 |
| | <u>107,167</u> | <u>135,283</u> |

All Debtors are due within one year.

10. Creditors: Amounts falling due within one year

| | <u>30/04/25</u> | <u>30/04/24</u> |
|------------------------------|-----------------|-----------------|
| | € | € |
| Trade creditors and accruals | 6,238 | 10,033 |
| Tax Creditors | 5,279 | 4,888 |
| Directors' Loan account | 24,849 | 3,202 |
| | <u>36,366</u> | <u>18,123</u> |

11. Provisions for Liabilities and Charges

Movements on the provision for deferred taxation are:

| | <u>30/04/25</u> | <u>30/04/24</u> |
|---------------------------------------------|-----------------|-----------------|
| | € | € |
| <u>At 1 May 2024</u> | 2,109 | 2,644 |
| Transferred from/to profit and loss account | 3,498 | (535) |
| <u>At 30 April 2025</u> | <u>5,607</u> | <u>2,109</u> |

Marketshare Enterprizes Limited
Notes to the Abridged Financial Statements
For The Financial Year Ended 30 April 2025

12. Appropriation of Profit and Loss Account

| | <u>30/04/25</u> | <u>30/04/24</u> |
|------------------------------------------------------------------------|-----------------|-----------------|
| | <u>€</u> | <u>€</u> |
| <u>Profit and Loss account at the beginning of the financial year</u> | 683,668 | 720,075 |
| (Loss) for the financial year | (109,804) | (36,407) |
| Dividends paid | - | - |
| <u>Profit and Loss account at the end of the financial year</u> | <u>573,864</u> | <u>683,668</u> |

13. Details of Creditors / Borrowings

The Directors loan owed at the financial year end was given interest free and is repayable on demand. The Company had no bank borrowings at the financial year end.(30/04/24 - € 0)

14. Related Party Transactions

The transactions of the company with its directors and their connected persons are given in note 5. The Company also rents property from its Directors.

The Company holds one 'A' Ordinary Share in Blue Shoe Gallery Limited, a Company also controlled by one of the Directors.

In accordance with note 5, Marketshare Enterprizes Limited was owed €99,172 by Blue Shoe Gallery Limited at the financial year end (Y/E 30/04/24 - €99,172). This loan is repayable on demand.

15. Post Balance Sheet Events

No significant events have affected the Company since the financial year end.

16. Controlling Parties

The company is controlled by Clive J. Salter.

17. Approval of Financial Statements

The financial statements were approved by the board on 30 March 2026 .