

Company Registration No. 12616097 (England and Wales)

PURA BRANDS LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD 21 MAY 2020 TO 31 MAY 2021
PAGES FOR FILING WITH REGISTRAR

PURA BRANDS LIMITED

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PURA BRANDS LIMITED**BALANCE SHEET****AS AT 31 MAY 2021**

	Notes	2021 £	£
Fixed assets			
Tangible assets	3		3,141
Current assets			
Debtors	4	19,359	
Cash at bank and in hand		33,012	
		<u>52,371</u>	
Creditors: amounts falling due within one year	5	(1,837)	
		<u></u>	
Net current assets			50,534
			<u></u>
Total assets less current liabilities			53,675
			<u></u>
Creditors: amounts falling due after more than one year	6		(1,250)
			<u></u>
Net assets			52,425
			<u><u></u></u>
Capital and reserves			
Called up share capital	7		1,000
Share premium account			119,738
Profit and loss reserves			(68,313)
			<u></u>
Total equity			52,425
			<u><u></u></u>

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial period ended 31 May 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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PURA BRANDS LIMITED

BALANCE SHEET (CONTINUED)

AS AT 31 MAY 2021

The financial statements were approved by the board of directors and authorised for issue on 8 April 2022 and are signed on its behalf by:

Mr R K Knowles
Director

Company Registration No. 12616097

PURA BRANDS LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 MAY 2021

1 Accounting policies

Company information

Pura Brands Limited is a private company limited by shares incorporated in England and Wales. The registered office is 71-75 Shelton Street, Convent Garden, London, WC2H 9JQ.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Reporting period

This is the first time the company has presented its financial statements since incorporation, hence the financial statements presented are for the period of more than twelve months with no comparatives.

1.3 Turnover

Turnover is recognised at the fair value of the consideration receivable from retail sale via mail order house or via internet. Income is recognised in the period to which it relates.

1.4 Tangible fixed assets

Tangible fixed assets are measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	25% Reducing balance
Computers	33.33% Straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.5 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

PURA BRANDS LIMITED**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****FOR THE PERIOD ENDED 31 MAY 2021****1 Accounting policies (Continued)****Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are measured at transaction price including transaction costs. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors are recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

1.6 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

2 Employees

The average monthly number of persons (including directors) employed by the company during the period was:

	2021 Number
Total	3

3 Tangible fixed assets

	Fixtures and fittings £	Computers £	Total £
Cost			
At 21 May 2020	-	-	-
Additions	2,530	957	3,487
At 31 May 2021	2,530	957	3,487
Depreciation and impairment			
At 21 May 2020	-	-	-
Depreciation charged in the period	186	160	346
At 31 May 2021	186	160	346
Carrying amount			
At 31 May 2021	2,344	797	3,141

PURA BRANDS LIMITED**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****FOR THE PERIOD ENDED 31 MAY 2021**

4 Debtors		2021
		£
Amounts falling due within one year:		
Other debtors		19,359
		<u> </u>
5 Creditors: amounts falling due within one year		2021
		£
Trade creditors		1,837
		<u> </u>
6 Creditors: amounts falling due after more than one year		2021
		£
Other creditors		1,250
		<u> </u>
7 Called up share capital		
	2021	2021
	Number	£
Ordinary share capital		
Issued and fully paid		
A Ordinary shares of 1p each	61,600	616
B Ordinary shares of 1p each	34,400	344
C Ordinary Shares of 1p each	4,000	40
	<u> </u>	<u> </u>
	<u> </u>	<u> </u>
	100,000	1,000
	<u> </u>	<u> </u>

During the period the company issued 61,600 'A' ordinary shares of £0.01 each at par value.

During the period the company issued 34,400 'B' ordinary shares of £0.01 each at par value at a premium of £3.48076.

In addition the company also issued 'C' ordinary shares of £0.01 each at par value.

Full details of the rights attached to each class of shares including the right to income and distributions and the rights in respect to a return of capital on liquidation, winding up or otherwise is shown in the company's statutory records and in particular its statement of capital, all classes of shares are ranked Pari Passu.

8 Related party transactions

Included within other debtors as at the balance sheet date is £12,912 owed by the director. The maximum balance on the loan during the year was £12,138 and interest of £774 has been charged on this balance at HMRC's official rate.

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