

Company Registration No. 07697253 (England and Wales)

ELECTRONIC CIGARETTES LIMITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 DECEMBER 2023

PAGES FOR FILING WITH REGISTRAR

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ELECTRONIC CIGARETTES LIMITED

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ELECTRONIC CIGARETTES LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2023

| | | 2023 | | 2022 | |
|---|-------|------------------|-----------------|--------------------|------------------|
| | Notes | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Tangible assets | 5 | | 105,948 | | 158,555 |
| Current assets | | | | | |
| Stocks | 6 | 745,739 | | 524,575 | |
| Debtors | 7 | 285,013 | | 280,695 | |
| Cash at bank and in hand | | 322,447 | | 159,574 | |
| | | <u>1,353,199</u> | | <u>964,844</u> | |
| Creditors: amounts falling due within one year | 8 | <u>(672,897)</u> | | <u>(1,232,411)</u> | |
| Net current assets/(liabilities) | | | 680,302 | | (267,567) |
| Total assets less current liabilities | | | <u>786,250</u> | | <u>(109,012)</u> |
| Provisions for liabilities | | | <u>(26,404)</u> | | <u>(30,126)</u> |
| Net assets/(liabilities) | | | <u>759,846</u> | | <u>(139,138)</u> |
| Capital and reserves | | | | | |
| Called up share capital | | | 4,440 | | 4,440 |
| Profit and loss reserves | | | 755,406 | | (143,578) |
| Total equity | | | <u>759,846</u> | | <u>(139,138)</u> |

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

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

The financial statements were approved by the board of directors and authorised for issue on 22 April 2024 and are signed on its behalf by:

K J Spencer
Director

Company Registration No. 07697253

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

Company information

Electronic Cigarettes Limited is a private company limited by shares incorporated in England and Wales. The registered office is 2 Bramhall Place, Storeys Bar Road, Peterborough, PE1 5YS.

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, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that it is probable will be recovered.

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

1.4 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of unincorporated businesses over the fair value of net assets acquired. It is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is considered to have a finite useful life and is amortised on a systematic basis over its expected life, which is 10 years.

For the purposes of impairment testing, goodwill is allocated to the cash-generating units expected to benefit from the acquisition. Cash-generating units to which goodwill has been allocated are tested for impairment at least annually, or more frequently when there is an indication that the unit may be impaired. If the recoverable amount of the cash-generating unit is less than the carrying amount of the unit, the impairment loss is allocated first to reduce the carrying amount of any goodwill allocated to the unit and then to the other assets of the unit pro-rata on the basis of the carrying amount of each asset in the unit.

1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, 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:

| | |
|------------------------------|-----------------------------|
| Leasehold land and buildings | 20% straight line per annum |
| Plant and equipment | 25% straight line per annum |
| Fixtures and fittings | 25% straight line per annum |
| Computers | 25% straight line per annum |
| Motor vehicles | 25% straight line per annum |

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.

1.6 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of cost and replacement cost, adjusted where applicable for any loss of service potential.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

1.7 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies **(Continued)**

1.8 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.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially 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.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.9 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.

1.10 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.11 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

1.14 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Employees

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

| | 2023 | 2022 |
|-------|-----------------|-----------------|
| | Number | Number |
| Total | 65 | 65 |
| | <u> </u> | <u> </u> |

4 Intangible fixed assets

| | Goodwill |
|--|-----------------|
| | £ |
| Cost | |
| At 1 January 2023 and 31 December 2023 | 60,000 |
| | <u> </u> |
| Amortisation and impairment | |
| At 1 January 2023 and 31 December 2023 | 60,000 |
| | <u> </u> |
| Carrying amount | |
| At 31 December 2023 | - |
| | <u> </u> |
| At 31 December 2022 | - |
| | <u> </u> |

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

| 5 | Tangible fixed assets | | | | | |
|---|---------------------------------|--|-----------|----------------|-------------|---------|
| | Leasehold land and buildings | Plant and fixtures and fittings equipment | Computers | Motor vehicles | Total | |
| | £ | £ | £ | £ | £ | £ |
| Cost | | | | | | |
| At 1 January 2023 | 643,465 | 67,245 | 169,575 | 6,937 | 42,201 | 929,423 |
| Additions | - | - | 28,059 | 3,348 | - | 31,407 |
| At 31 December 2023 | 643,465 | 67,245 | 197,634 | 10,285 | 42,201 | 960,830 |
| Depreciation and impairment | | | | | | |
| At 1 January 2023 | 532,614 | 67,245 | 122,599 | 6,209 | 42,201 | 770,868 |
| Depreciation charged in the year | 61,712 | - | 21,421 | 881 | - | 84,014 |
| At 31 December 2023 | 594,326 | 67,245 | 144,020 | 7,090 | 42,201 | 854,882 |
| Carrying amount | | | | | | |
| At 31 December 2023 | 49,139 | - | 53,614 | 3,195 | - | 105,948 |
| At 31 December 2022 | 110,851 | - | 46,976 | 728 | - | 158,555 |
| 6 Stocks | | | | | | |
| | | | | 2023 | 2022 | |
| | | | | £ | £ | |
| Stocks | | | | 745,739 | 524,575 | |
| 7 Debtors | | | | | | |
| | | | | 2023 | 2022 | |
| Amounts falling due within one year: | | | | £ | £ | |
| Trade debtors | | | | 125,374 | 102,395 | |
| Other debtors | | | | 159,639 | 178,300 | |
| | | | | 285,013 | 280,695 | |

ELECTRONIC CIGARETTES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

8 Creditors: amounts falling due within one year

| | 2023 | 2022 |
|------------------------------------|----------------|------------------|
| | £ | £ |
| Trade creditors | 136,164 | 131,478 |
| Amounts owed to group undertakings | 125,356 | 862,793 |
| Corporation tax | 74,683 | 64,822 |
| Other taxation and social security | 237,959 | 138,018 |
| Other creditors | 98,735 | 35,300 |
| | <u>672,897</u> | <u>1,232,411</u> |

9 Audit report information

As the income statement has been omitted from the filing copy of the financial statements, the following information in relation to the audit report on the statutory financial statements is provided in accordance with s444(5B) of the Companies Act 2006:

The auditor's report was unqualified.

The senior statutory auditor was John Grant and the auditor was TC Group.

10 Operating lease commitments

Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

| | 2023 | 2022 |
|--|----------------|----------------|
| | £ | £ |
| | <u>571,898</u> | <u>699,001</u> |

11 Parent and ultimate parent undertaking

The company's immediate parent is Electronic Cigarettes Holdings Limited, incorporated in England & Wales.

The ultimate parent is Myee Limited, incorporated in England & Wales.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.