Company Registration No. 10063271 (England and Wales)

DESIGNSTUDIO GROUP LTD

REPORT AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

DESIGNSTUDIO GROUP LTD

COMPANY INFORMATION

Directors	P Stafford B Wright
Company number	10063271
Registered office	3 Dufferin Street London EC1Y 8NA
Accountants	RSM UK Tax and Accounting Limited Chartered Accountants 25 Farringdon Street London EC4A 4AB United Kingdom

DESIGNSTUDIO GROUP LTD

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2021

The directors present their annual report and financial statements for the year ended 31 December 2021.

Principal activities
The principal activity of the company continued to be that of a holding company.

The principal activity of the group continued to be that of graphic design.

Directors
The directors who held office during the year and up to the date of signature of the financial statements were as follows:

P Stafford
B Wright

Qualifying third party indemnity provisions
The company has made qualifying third party indemnity provisions for the benefit of its directors during the year. These provisions remain in force at the reporting date.

Small companies exemption
This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

....
B Wright
Director

Date: 29/09/22

ACCOUNTANT'S REPORT TO THE BOARD OF DIRECTORS OF DESIGNSTUDIO GROUP LTD ON THE UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

In order to assist you to fulfil your duties under the Companies Act 2006 ("the Act"), we prepared for your approval the financial statements of DesignStudio Group Ltd which comprise the consolidated statement of comprehensive income, the consolidated and company statements of financial position, the consolidated statement of changes in equity, the company statement of changes in equity, the consolidated statement of cash flows and the related notes in accordance with the financial reporting framework set out therein from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at http://www.icaew.com/en/members/regulations-standards-and-guidance.

This report is made solely to the Board of Directors of DesignStudio Group Ltd, as a body, in accordance with the terms of our engagement letter dated 8 April 2020. Our work has been undertaken solely to prepare for your approval the financial statements of DesignStudio Group Ltd and state those matters that we have agreed to state to them in accordance with ICAEW Technical Release 07/16 AAF. This report should not therefore be regarded as suitable to be used or relied on by any other party wishing to acquire any rights against RSM UK Tax and Accounting Limited for any purpose or in any context. Any party other than the Board of Directors which obtains access to this report or a copy and chooses to rely on this report (or any part of it) will do so at its own risk. To the fullest extent permitted by law, RSM UK Tax and Accounting Limited will accept no responsibility or liability in respect of this report to any other party and shall not be liable for any loss, damage or expense of whatsoever nature which is caused by any person's reliance on representations in this report.

It is your duty to ensure that DesignStudio Group Ltd 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 DesignStudio Group Ltd under the Act. You consider that DesignStudio Group Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of DesignStudio Group Ltd. For this reason, we have not verified the 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 financial statements.

RSM UK Tax and Accounting Ltd

RSM UK Tax and Accounting Limited
Chartered Accountants
25 Farringdon Street
London
United Kingdom
EC4A 4AB

29/09/22
....

DESIGNSTUDIO GROUP LTD

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	2020 £
Turnover	3	12,180,060	9,192,553
Cost of sales		(1,876,595)	(851,337)
Gross profit		10,303,465	8,341,216
Administrative expenses		(9,166,890)	(7,546,318)
Other operating income		1,451,031	88,886
Operating profit	6	2,587,606	883,784
Interest receivable and similar income	7	18	178
Profit before taxation		2,587,624	883,962
Tax on profit	8	(507,203)	(203,904)
Profit for the financial year		2,080,421	680,058
Other comprehensive income net of taxation			
Currency translation differences		(13,063)	42,592
Total comprehensive income for the year		2,067,358	722,650

Profit for the financial year is all attributable to the owners of the parent company.

Total comprehensive income for the year is all attributable to the owners of the parent company.

Company Registration No. 10063271

DESIGNSTUDIO GROUP LTD

CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2021

	Notes	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Intangible assets	10		-		1,629
Tangible assets	11		138,188		118,195
			138,188		119,824
Current assets					
Debtors	14	3,206,601		1,626,549	
Cash at bank and in hand		1,093,150		1,361,696	
		4,299,751		2,988,245	
Creditors: amounts falling due within one year	15	(2,525,337)		(1,953,124)	
Net current assets			1,774,414		1,035,121
Total assets less current liabilities			1,912,602		1,154,945
Provisions for liabilities	17		(33,269)		(23,056)
Net assets			1,879,333		1,131,889
Capital and reserves					
Called up share capital	20		90		4
Profit and loss reserves			1,879,243		1,131,885
Total equity			1,879,333		1,131,889

For the financial year ended 31 December 2021 the group was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies and the members have not required the group to obtain an audit of its financial statements for the year in question in accordance with section 476.

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 financial statements were approved by the board of directors and authorised for issue on 29/09/22 and are signed on its behalf by:

....
B Wright
Director

DESIGNSTUDIO GROUP LTD

COMPANY STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2021

		2021		2020	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	11		3,748		4,811
Investments	12		4		4
			3,752		4,815
Current assets					
Debtors	14	667,223		484,004	
Cash at bank and in hand		25,636		33,374	
		692,859		517,378	
Creditors: amounts falling due within one year	15	(666,327)		(451,706)	
Net current assets			26,532		65,672
Total assets less current liabilities			30,284		70,487
Capital and reserves					
Called up share capital	20		90		4
Profit and loss reserves			30,194		70,483
Total equity			30,284		70,487

As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes as it prepares group accounts. The company's profit for the year was £1,279,711 (2020 - £1,951,322 profit).

For the financial year ended 31 December 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

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 financial statements were approved by the board of directors and authorised for issue on 29/09/22 and are signed on its behalf by:

....

B Wright

Director

DESIGNSTUDIO GROUP LTD

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Share capital	Profit and loss reserves	Total
		£	£	£
Balance at 1 January 2020		4	2,317,089	2,317,093
Year ended 31 December 2020:				
Profit for the year		-	680,058	680,058
Other comprehensive income net of taxation:				
Currency translation differences		-	42,592	42,592
Total comprehensive income for the year		-	722,650	722,650
Dividends	9	-	(1,907,854)	(1,907,854)
Balance at 31 December 2020		4	1,131,885	1,131,889
Year ended 31 December 2021:				
Profit for the year		-	2,080,421	2,080,421
Other comprehensive income net of taxation:				
Currency translation differences		-	(13,063)	(13,063)
Total comprehensive income for the year		-	2,067,358	2,067,358
Dividends	9	-	(1,320,000)	(1,320,000)
Other movements		86	-	86
Balance at 31 December 2021		90	1,879,243	1,879,333

DESIGNSTUDIO GROUP LTD

COMPANY STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Share capital £	Profit and loss reserves £	Total £
Balance at 1 January 2020		4	27,015	27,019
Year ended 31 December 2020:				
Profit and total comprehensive income for the year		-	1,951,322	1,951,322
Dividends	**9**	-	(1,907,854)	(1,907,854)
Balance at 31 December 2020		4	70,483	70,487
Year ended 31 December 2021:				
Profit and total comprehensive income for the year		-	1,279,711	1,279,711
Dividends	**9**	-	(1,320,000)	(1,320,000)
Other movements		86	-	86
Balance at 31 December 2021		90	30,194	30,284

DESIGNSTUDIO GROUP LTD

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021		2020	
		£	£	£	£
Cash flows from operating activities					
Cash generated from operations	22		1,422,602		2,108,554
Income taxes paid			(231,261)		(341,296)
Net cash inflow from operating activities			1,191,341		1,767,258
Investing activities					
Purchase of intangible assets		-		(793)	
Purchase of tangible fixed assets		(132,415)		(113,185)	
Proceeds on disposal of tangible fixed assets		-		(296)	
Interest received		18		178	
Net cash used in investing activities			(132,397)		(114,096)
Financing activities					
Dividends paid to equity shareholders		(1,320,000)		(1,907,854)	
Net cash used in financing activities			(1,320,000)		(1,907,854)
Net decrease in cash and cash equivalents			(261,056)		(254,692)
Cash and cash equivalents at beginning of year			1,361,696		1,576,215
Effect of foreign exchange rates			(11,620)		40,173
Cash and cash equivalents at end of year			1,089,020		1,361,696
Relating to:					
Cash at bank and in hand			1,093,150		1,361,696
Bank overdrafts included in creditors payable within one year			(4,130)		-

1 Accounting policies

Company information

DesignStudio Group Ltd ("the company") is a private company limited by shares and is registered and incorporated in England and Wales. The registered office is 3 Dufferin Street, London, EC1Y 8NA.

The group consists of DesignStudio Group Ltd and all of its subsidiaries.

The company's and the group's principal activities and nature of its operations are disclosed in the Directors' Report.

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.

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.

The company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements for parent company information presented within the consolidated financial statements:

- Section 7 'Statement of Cash Flows' – Presentation of a statement of cash flow and related notes and disclosures;

Basis of consolidation

The consolidated financial statements incorporate those of DesignStudio Group Ltd and all of its subsidiaries (i.e. entities that the group controls through its power to govern the financial and operating policies so as to obtain economic benefits). Subsidiaries acquired during the year are consolidated using the purchase method. Their results are incorporated from the date that control passes.

All financial statements are made up to 31 December 2021. Where necessary, adjustments are made to the financial statements of subsidiaries to bring the accounting policies used into line with those used by other members of the group.

All intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

The cost of a business combination is the fair value at the acquisition date of the assets given, equity instruments issued and liabilities incurred or assumed, plus costs directly attributable to the business combination. The excess of the cost of a business combination over the fair value of the identifiable assets, liabilities and contingent liabilities acquired is recognised as goodwill.

Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the group and 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 Accounting policies (Continued)

Turnover

Turnover represents amounts receivable for services net of VAT and trade discounts.

Fee income represents revenue earned under a wide variety of contracts to provide professional services. Revenue is recognised as earned when, and to the extent that, the firm obtains the right to consideration in exchange for its performance under these contracts. It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including expenses and disbursements but excluding value added tax.

Revenue is generally recognised as contract activity progresses so that for incomplete contracts it reflects the partial performance of the contractual obligations. For such contracts the amount of revenue reflects the accrual of the right to consideration by reference to the value of work performed. Revenue not billed to clients is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation 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:

Computer software	50% straight line
Domain name	20% straight line

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
Fixtures, fittings and equipment	20% - 50% straight line
Computer equipment	50% 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.

Fixed asset investments

In the separate accounts of the company, interests in subsidiaries are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

A subsidiary is an entity controlled by the group. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1 Accounting policies (Continued)

Impairment of fixed assets
At each reporting period end date, the group reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Cash and cash equivalents
Cash and cash equivalents are basic financial instruments and include cash in hand, deposits held at call with banks.

Financial instruments
The group 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 when the group becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset and 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 trade and other debtors and amounts owed by group undertakings, 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 financial asset is measured at the present value of the future receipts discounted at a market rate of interest.

Impairment of financial assets
Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

1 Accounting policies (Continued)

Derecognition of financial assets
Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the group transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

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 group after deducting all of its liabilities.

Basic financial liabilities
Basic financial liabilities, including trade and other creditors, bank overdrafts and amounts owed to group undertakings, 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.

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

Derecognition of financial liabilities
Financial liabilities are derecognised when, and only when, the group's contractual obligations are discharged, cancelled, or they expire.

Equity instruments
Equity instruments issued by the group are recorded at the fair value of 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 group.

Taxation
The tax expense represents the sum of the current tax expense and deferred tax expense. Current tax assets are recognised when tax paid exceeds the tax payable.

Current and deferred tax is charged or credited to profit or loss, except when it relates to items charged or credited to other comprehensive income or equity, when the tax follows the transaction or event it relates to and is also charged or credited to other comprehensive income, or equity.

Current tax assets and current tax liabilities and deferred tax assets and deferred tax liabilities are offset, if and only if, there is a legally enforceable right to set off the amounts and the entity intends either to settle on the net basis or to realise the asset and settle the liability simultaneously.

Current tax is based on taxable profit for the year. Current tax assets and liabilities are measured using tax rates that have been enacted or substantively enacted by the reporting date.

1 Accounting policies (Continued)

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled based on tax rates that have been enacted or substantively enacted by the reporting date.

Deferred tax liabilities are recognised in respect of all timing differences that exist at the reporting date. Timing differences are differences between taxable profits and total comprehensive income that arise from the inclusion of income and expenses in tax assessments in different periods from their recognition in the financial statements. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered by the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is recognised on income and expenses from subsidiaries, associates, branches and interests in jointly controlled entities, that will be assessed to or allow for tax in a future period except where the group is able to control the reversal of the timing difference and it is probable that the timing difference will not reverse in the foreseeable future.

Provisions
Provisions are recognised when the group has a legal or constructive present obligation as a result of a past event, it is probable that the group will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation.

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.

Retirement benefits
For defined contribution schemes the amount charged to profit or loss is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments.

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 leased asset are consumed.

Government grants
Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

1 Accounting policies (Continued)

Foreign exchange
Transactions in currencies other than the functional currency (foreign currency) are initially recorded at the exchange rate prevailing on the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the reporting date. Non-monetary assets and liabilities denominated in foreign currencies are translated at the rate ruling at the date of the transaction, or, if the asset or liability is measured at fair value, the rate when that fair value was determined.

All translation differences are taken to profit or loss, except to the extent that they relate to gains or losses on non-monetary items recognised in other comprehensive income, when the related translation gain or loss is also recognised in other comprehensive income.

2 Judgements and key sources of estimation uncertainty

In the application of the group'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 Turnover and other revenue

	2021	2020
	£	£
Turnover analysed by class of business		
Graphic design	12,180,060	9,192,553

	2021	2020
	£	£
Other revenue		
Interest income	18	178
Grants received	-	88,558

	2021	2020
	£	£
Turnover analysed by geographical market		
United Kingdom	1,096,206	827,329
Rest of Europe	3,897,619	2,941,617
North America	1,827,009	1,378,883
South America	365,402	275,777
Middle East	243,601	183,851
Asia	3,897,619	2,941,617
Australia	852,604	643,479
	12,180,060	9,192,553

4 Employees

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

	Group 2021 Number	2020 Number	Company 2021 Number	2020 Number
Chargeable staff	72	58	-	-
Freelancer	22	10	-	-
Non-chargeable staff	14	12	12	8
Total	108	80	12	8

4 Employees (Continued)

Their aggregate remuneration comprised:

	Group 2021	2020	Company 2021	2020
	£	£	£	£
Wages and salaries	5,492,364	4,687,930	1,141,083	768,855
Social security costs	553,810	455,755	140,180	95,234
Pension costs	231,892	172,744	26,202	13,612
	6,278,066	5,316,429	1,307,465	877,701

5 Directors' remuneration

	2021	2020
	£	£
Remuneration for qualifying services	416,400	416,400

Remuneration disclosed above includes the following amounts paid to the highest paid director:

	2021	2020
	£	£
Remuneration for qualifying services	208,200	208,200

6 Operating profit

	2021	2020
	£	£
Operating profit for the year is stated after charging/(crediting):		
Exchange differences apart from those arising on financial instruments measured at fair value through profit or loss	(54,812)	(66,889)
Government grants	-	(88,558)
Depreciation of owned tangible fixed assets	110,979	69,972
(Profit)/loss on disposal of tangible fixed assets	-	19,753
Amortisation of intangible assets	1,629	2,534
Operating lease charges	355,618	414,303

7 Interest receivable and similar income

	2021	2020
	£	£
Interest income		
Interest on bank deposits	18	178

7 Interest receivable and similar income (Continued)

Investment income includes the following:

Interest on financial assets not measured at fair value through profit or loss	18	178

8 Taxation

	2021	2020
	£	£
Current tax		
UK corporation tax on profits for the current period	474,733	222,420
Adjustments in respect of prior periods	(424)	-
Total UK current tax	474,309	222,420
Foreign current tax on profits for the current period	22,681	(18,516)
Total current tax	496,990	203,904
Deferred tax		
Origination and reversal of timing differences	10,213	-
Total tax charge	507,203	203,904

The total tax charge for the year included in the income statement can be reconciled to the profit before tax multiplied by the standard rate of tax as follows:

	2021	2020
	£	£
Profit before taxation	2,587,624	883,962
Expected tax charge based on the standard rate of corporation tax in the UK of 19.00% (2020: 19.00%)	491,649	167,953
Tax effect of expenses that are not deductible in determining taxable profit	1,001	-
Change in unrecognised deferred tax assets	3,763	-
Adjustments in respect of prior years	(424)	-
Effect of change in corporation tax rate	3,185	-
Double tax relief	20,313	-
Permanent capital allowances in excess of depreciation	(7,194)	-
Other permanent differences	195	-
Effect of overseas tax rates	(5,285)	35,951
Taxation charge	507,203	203,904

9 Dividends

	2021	2020
Recognised as distributions to equity holders:	£	£
Final paid	1,320,000	1,907,854

10 Intangible fixed assets

Group	Computer software	Domain name	Total
	£	£	£
Cost			
At 1 January 2021 and 31 December 2021	29,391	6,161	35,552
Amortisation and impairment			
At 1 January 2021	28,995	4,928	33,923
Amortisation charged for the year	396	1,233	1,629
At 31 December 2021	29,391	6,161	35,552
Carrying amount			
At 31 December 2021	-	-	-
At 31 December 2020	396	1,233	1,629

The company had no intangible fixed assets at 31 December 2021 or 31 December 2020.

11 Tangible fixed assets

Group	Leasehold land and buildings	Fixtures, fittings and equipment	Computer equipment	Total
	£	£	£	£
Cost				
At 1 January 2021	190,429	172,152	368,251	730,832
Additions	-	1,785	130,630	132,415
Exchange adjustments	(55)	(1,462)	(1,719)	(3,236)
At 31 December 2021	190,374	172,475	497,162	860,011
Depreciation and impairment				
At 1 January 2021	189,487	144,840	278,310	612,637
Depreciation charged in the year	364	13,125	97,490	110,979
Exchange adjustments	(14)	(582)	(1,197)	(1,793)
At 31 December 2021	189,837	157,383	374,603	721,823
Carrying amount				
At 31 December 2021	537	15,092	122,559	138,188
At 31 December 2020	942	27,312	89,941	118,195

Company	Computer equipment
	£
Cost	
At 1 January 2021	4,811
Additions	3,304
At 31 December 2021	8,115
Depreciation and impairment	
At 1 January 2021	-
Depreciation charged in the year	4,367
At 31 December 2021	4,367
Carrying amount	
At 31 December 2021	3,748
At 31 December 2020	4,811

12 Fixed asset investments

		Group 2021	2020	Company 2021	2020
	Notes	£	£	£	£
Investments in subsidiaries	13	-	-	4	4

Movements in fixed asset investments
Company

	Shares in group undertakings
	£
Cost or valuation	
At 1 January 2021 and 31 December 2021	4
Carrying amount	
At 31 December 2021	4
At 31 December 2020	4

13 Subsidiaries

Details of the company's subsidiaries at 31 December 2021 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held Direct
Design Studio Associates Inc.	9 Decatur St, San Francisco, CA 94103	Graphic design	Ordinary	100.00
Design Studio Associates Limited	3 Dufferin Street, London, EC1Y 8NA	Graphic design	Ordinary	100.00
DesignStudio Group Sydney PTY Ltd	100 Harris Street, Sydney, NSW 2009, Australia	Design consultancy	Ordinary	100.00

14 Debtors

	Group 2021	2020	Company 2021	2020
Amounts falling due within one year:	£	£	£	£
Trade debtors	1,048,165	763,698	-	-
Amounts owed by group undertakings	-	-	224,163	197,404
Other debtors	502,514	295,827	372,029	244,218
Prepayments and accrued income	1,655,922	567,024	70,182	42,382
	3,206,601	1,626,549	666,374	484,004
Deferred tax asset (note 18)	-	-	849	-
	3,206,601	1,626,549	667,223	484,004

Amounts owed by group undertakings are interest free and repayable on demand.

15 Creditors: amounts falling due within one year

		Group		Company	
		2021	2020	2021	2020
	Notes	£	£	£	£
Bank loans and overdrafts	16	4,130	-	-	-
Trade creditors		594,350	583,698	32,966	80,774
Amounts owed to group undertakings		-	-	531,832	315,200
Corporation tax payable		410,037	144,308	1,819	10,196
Other taxation and social security		482,544	202,942	92,565	43,199
Other creditors		78,038	37,598	7,145	2,337
Accruals		956,238	984,578	-	-
		2,525,337	1,953,124	666,327	451,706

Amounts owed to group undertakings are interest free and repayable on demand.

16 Borrowings

	Group		Company	
	2021	2020	2021	2020
	£	£	£	£
Bank overdrafts	4,130	-	-	-
Payable within one year	4,130	-	-	-

17 Provisions for liabilities

		Group		Company	
		2021	2020	2021	2020
	Notes	£	£	£	£
Dilapidation provision		20,000	20,000	-	-
Deferred tax liabilities	18	13,269	3,056	-	-
		33,269	23,056	-	-

Movements on provisions apart from deferred tax liabilities:

	Dilapidation provision
Group	£
At 1 January 2021 and 31 December 2021	20,000

18 Deferred taxation

The major deferred tax liabilities and assets recognised by the group and company are:

Group	Liabilities 2021 £	Liabilities 2020 £	Assets 2021 £	Assets 2020 £
Accelerated capital allowances	21,410	6,110	-	-
Short term timing differences	(8,141)	(3,054)	-	-
	13,269	3,056	-	-

Company	Liabilities 2021 £	Liabilities 2020 £	Assets 2021 £	Assets 2020 £
Accelerated capital allowances	-	-	(937)	-
Short term timing differences	-	-	1,786	-
	-	-	849	-

Movements in the year:	Group 2021 £	Company 2021 £
Liability at 1 January 2021	3,056	-
Charge/(credit) to profit or loss	10,213	(849)
Liability/(Asset) at 31 December 2021	13,269	(849)

19 Retirement benefit schemes

Defined contribution schemes	2021 £	2020 £
Charge to profit or loss in respect of defined contribution schemes	231,892	172,744

A defined contribution pension scheme is operated for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund. Contributions totalling £78,038 (2020: £36,583) were payable to the fund at the year end and are included in other creditors.

20 Share capital

	Group and Company			
	2021	2020	2021	2020
Ordinary share capital	**Number**	**Number**	**£**	**£**
Issued and fully paid				
Ordinary shares of £0.1p each	90,000	4,000	90	4

The company's ordinary shares have full rights in the company with respect to voting, dividends and distributions. The shares are not redeemable.

21 Reserves

Profit and loss reserves
This reserve represents the cumulative profit and loss net of distribution to owners

22 Cash generated from group operations

	2021 £	2020 £
Profit for the year after tax	2,080,421	680,058
Adjustments for:		
Taxation charged	507,203	203,904
Investment income	(18)	(178)
(Gain)/loss on disposal of tangible fixed assets	-	19,753
Amortisation and impairment of intangible assets	1,629	2,534
Depreciation and impairment of tangible fixed assets	110,979	69,972
Movements in working capital:		
(Increase)/decrease in debtors	(1,579,966)	702,985
Increase in creditors	302,354	775,433
Decrease in deferred income	-	(345,907)
Cash generated from operations	1,422,602	2,108,554

23 Analysis of changes in net funds - group

	1 January 2021 £	Cash flows £	Exchange rate movements £	31 December 2021 £
Cash at bank and in hand	1,361,696	(256,926)	(11,620)	1,093,150
Bank overdrafts	-	(4,130)	-	(4,130)
	1,361,696	(261,056)	(11,620)	1,089,020

24 Operating lease commitments

Lessee

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

	Group 2021 £	2020 £	Company 2021 £	2020 £
Within one year	231,138	298,344	-	-
Between one and five years	20,781	267,434	-	-
	251,919	565,778	-	-

25 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel of the group, who are also directors, is as follows.

	2021 £	2020 £
Aggregate compensation	811,425	471,449

26 Directors' transactions

One of the directors maintained a director's loan account with the company where a dividend of £660,000 (2020: £953,927) was declared, £660,000 (2020: £953,297) of which was paid. Personal expenses of £57,231 (2020: £259,237) were paid for by the company and additional expenses of £Nil (2020: £Nil) were paid for on behalf of group companies. The balance at the year end due from the director was £168,905 (2020: £111,674). This amount is interest free and repayable on demand.

Another director maintained a director's loan account with the company where a dividend of £660,000 (2020: £953,927) was declared, £660,000 (2020: £953,927) of which was paid. Personal expenses of £57,196 (2020: £260,664) were paid for by the company, and additional expenses of £Nil (2020: £Nil) were paid for on behalf of group companies. The balance at the year end due from the director was £182,990 (2020: £125,794). This amount is interest free and repayable on demand.

27 Controlling party

The directors do not consider there to be an ultimate controlling party.