HAMLEYS (FRANCHISING) LIMITED

Financial Statements

For the year ended 31st December, 2020

Independent Auditor's Report

To the members of Hamleys (Franchising) Limited
Report on the audit of financial statements

Opinion

We have audited the financial statements of Hamleys (Franchising) Limited (the 'company') for the year ended 31 December 2020 which comprise the Statement of Profit or Loss, the Statement of Profit or Loss and Other Comprehensive Income, the Statement of Financial Position, the Statement of Changes in Equity, the Statement of Cash Flows and Notes to the Statement of Cash Flows, Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union.

In our opinion the financial statements:
- give a true and fair view of the state of the company's affairs as at 31 December 2020 and of its profit for the year then ended;
- have been properly prepared in accordance with IFRSs as adopted by the European Union; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The directors are responsible for the other information. The other information comprises the information in the Strategic Report, the Report of the Directors and the Statement of Directors' Responsibilities, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Independent Auditor's Report

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

The directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Devender Arora ACA (Senior Statutory Auditor)
for and on behalf of PBG Associates Limited
Chartered Accountants and Statutory Auditors
65 Delamere Road
Hayes, Middx
UB4 0NN

Date: April 22 2021

Statement of Profit or Loss
for the Year Ended 31 December 2020

	Notes	31.12.20 £'000	31.12.19 £'000
CONTINUING OPERATIONS			
Revenue	3	5,523	9,552
Cost of sales		(2,288)	(4,549)
GROSS PROFIT		3,235	5,003
Other operating income	4	-	3
Administrative expenses		(1,166)	(1,217)
OPERATING PROFIT		2,069	3,789
Finance income	6	-	19
PROFIT BEFORE INCOME TAX		2,069	3,808
Income tax	8	(772)	(609)
PROFIT FOR THE YEAR		1,297	3,199

Statement of Profit or Loss and Other Comprehensive Income for the Year Ended 31 December 2020

	31.12.20 **£'000**	31.12.19 £'000
PROFIT FOR THE YEAR	1,297	3,199
OTHER COMPREHENSIVE INCOME	-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	1,297	3,199

Balance Sheet as at 31 December 2020

	Notes	**31.12.20 £'000**	31.12.19 £'000
ASSETS			
NON-CURRENT ASSETS			
Intangible assets	9	149	170
Property, plant and equipment	10	-	13
Deferred tax Assets	17	7	6
		156	189
CURRENT ASSETS			
Inventories	11	72	252
Trade and other receivables	12	18,432	17,201
Cash and cash equivalents	13	2	138
		18,506	17,591
TOTAL ASSETS		18,662	17,780
EQUITY			
SHAREHOLDERS' EQUITY			
Share Capital	14	-	-
Retained earnings	15	14,542	13,245
TOTAL EQUITY		14,542	13,245
LIABILITIES			
NON-CURRENT LIABILITIES			
Trade and other payables	16	3,330	3,826
CURRENT LIABILITIES			
Trade and other payables	16	790	709
TOTAL LIABILITIES		4,120	4,535
TOTAL EQUITY AND LIABILITIES		18,662	17,780

The financial statements were approved by the Board of Directors and authorised for issue on April 22, 2021 and were signed on its behalf by:

Dilip Kumar Sharma
Director

Statement of Changes in Equity
for the Year Ended 31 December 2020

	Share Capital £'000	Retained earnings £'000	Total equity £'000
Balance at 1 January 2019	-	10,046	10,046
Changes in equity			
Total comprehensive income	-	3,199	3,199
Balance at 31 December 2019	-	13,245	13,245
Changes in equity			
Total comprehensive income	-	1,297	1,297
Balance at 31 December 2020	-	14,542	14,542

Cash Flow Statement for the Year Ended 31 December 2020

	Notes	31.12.20 £'000	31.12.19 £'000
Cash flows from operating activities			
Cash generated from operations	1	636	446
Tax paid		(772)	(608)
Net cash from operating activities		(136)	(162)
Cash flows from investing activities			
Interest received		-	19
Net cash from investing activities		-	19
Decrease in cash and cash equivalents		(136)	(143)
Cash and cash equivalents at beginning of year	2	138	281
Cash and cash equivalents at end of year	2	2	138

Notes to the Statement of Cash Flows for the Year Ended 31 December 2020

RECONCILIATION OF PROFIT BEFORE INCOME TAX TO CASH GENERATED FROM OPERATIONS

	31.12.20	31.12.19
	£'000	£'000
Profit before income tax	**2,069**	3,808
Depreciation charges	**34**	112
Finance income	**-**	(19)
	2,103	3,901
Decrease in inventories	**180**	61
Increase in trade and other receivables	**(1,232)**	(4,215)
(Decrease)/increase in trade and other payables	**(415)**	699
Cash generated from operations	**636**	446

2. **CASH AND CASH EQUIVALENTS**

The amounts disclosed on the Statement of Cash Flows in respect of cash and cash equivalents are in respect of these Statement of Financial Position amounts:

Year ended 31 December 2020

	31.12.20	1.1.20
	£'000	£'000
Cash and cash equivalents	2	138

Year ended 31 December 2019

	31.12.19	1.1.19
	£'000	£'000
Cash and cash equivalents	138	281

Notes to the Financial Statements

1. STATUTORY INFORMATION

Hamleys (Franchising) Limited is a private company, limited by shares, registered in England and Wales. The registered number is 05639053 and the registered address is 4 Floor Suite A, Greencoat House, Francis Street, London, England, SW1P 1DH.

2. ACCOUNTING POLICIES

The Company financial statements have been prepared and approved by the directors in accordance with International Financial Reporting Standards as adopted by the European Union (“Adopted IFRSs”).
The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

2.1 Measurement conversion

The financial statements are prepared on the historical cost basis except where IFRSs require an alternative treatment.

2.2 Going concern

The Directors believe the diversified portfolio of the Franchise business in multiple territories and across a few Franchise Partners will mitigate any macroeconomic factors in the economies we operate in. The continuous implementation of the 5-year plan strategy and the subsequent positive results delivered in 2018 and 2019 to date along with the robust expansion plan for 2020 has set up the Franchise business in a strong position of growth.
Financial forecasts, including sensitivities, for the year have been prepared using conservative sales levels and cost planning accordingly has been aligned to those sales estimates. The Company has made considerable effort to improve cost base management, reduce cash levels tied up in working capital by managing stock orders on a just in time basis, and ease pressures on cash flow by managing supplier expectations.
The Directors, after considering the financial forecasts, appropriate sensitivities, current trading and available facilities expect the Company to have adequate resources to continue in operational existence for the foreseeable future. The Directors also anticipate that the existing funding facilities to remain in place.
Based on all of the evidence available the Directors continue to adopt the going concern basis in preparing the financial statements.

2.3 Non-derivative financial instruments

Non-derivative financial instruments comprise trade and other receivables, cash and cash equivalents, and trade and other payables.

Trade and other receivables

Trade and other receivables are recognised initially at fair value. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any provision for impairment.
A provision for impairment of trade receivables is established when there is objective evidence that the Company will not be able to collect all amounts due according to the original terms of the receivables. The amount of the provision is determined as the difference between the asset’s carrying amount and the present value of estimated future cash flows, and is recognised in the statement of profit and loss in administrative expenses.

Trade and other payables

Trade and other payables are recognised initially at fair value. Subsequent to initial recognition they are measured at amortised cost using the effective interest method.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits.

Notes to the Financial Statements

2.4 Intangible assets

Other intangible assets

Expenditure on internally generated goodwill and brands is recognised in the income statement as an expense as incurred. Other intangible assets that are acquired by the Company are stated at cost less accumulated amortisation and less accumulated impairment losses.

Amortisation

Amortisation is charged to the statement of profit and loss on a straight-line basis over the estimated useful lives of intangible assets unless such lives are indefinite. Intangible assets with an indefinite useful life and goodwill are systematically tested for impairment at each balance sheet date. Other intangible assets are amortised from the date they are available for use. The estimated useful lives are as follows:

- Trademarks: 5 years
- Software: 3 years
- Brand: 4 years / indefinite life

2.5 Property, plant and equipment

Property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses. Where parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items of property, plant and equipment.
Depreciation is charged to the income statement on a straight-line basis over the estimated useful lives of each part of an item of property, plant and equipment. The estimated useful lives are as follows:

- Fixtures and fittings 5-20% per annum

Depreciation methods, useful lives and residual values are reviewed at each balance sheet date.

Classification of financial instruments issued by the company

Following the adoption of IAS 32, financial instruments issued by the Company are treated as equity only to the extent that they meet the following two conditions:

(a) They include no contractual obligations upon the company to deliver cash or other financial assets or to exchange financial assets or financial liabilities with another party under conditions that are potentially unfavourable to the company; and

(b) where the instrument will or may be settled in the company's own equity instruments, it is either a non-derivative that includes no obligation to deliver a variable number of the company's own equity instruments or is a derivative that will be settled by the company's exchanging a fixed amount of cash or other financial assets for a fixed number of its own equity instruments.

To the extent that this definition is not met, the proceeds of issue are classified as a financial liability. Where the instrument so classified takes the legal form of the company's own shares, the amounts presented in these financial statements for called up share capital and share premium account exclude amounts in relation to those shares.

2.6 Impairment excluding inventories, and deferred tax assets

Financial assets (including receivables)

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. Interest on the impaired asset continues to be recognised through the unwinding of the discount. When a subsequent event causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through profit or loss.

Non-financial assets

The carrying amounts of the Company's non-financial assets, other than inventories and deferred tax assets, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. For goodwill, and intangible assets that have indefinite useful lives or that are not yet available for use, the recoverable amount is estimated each year at the same time.

The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. 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 the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or groups of assets (the "cash-generating unit").

An impairment loss is recognised if the carrying amount of an asset or its CGU exceeds its estimated recoverable amount. Impairment losses are recognised in profit or loss.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

2.7 Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the statement of profit and loss and other comprehensive income except to the extent that it relates to items recognised directly in equity, in which case it is recognised in equity.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous periods.

Deferred tax is provided on temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. The following temporary differences are not provided for: the initial recognition of goodwill; the initial recognition of assets or liabilities that affect neither accounting nor taxable profit other than in a business combination, and differences relating to investments in subsidiaries to the extent that they will probably not reverse in the foreseeable future. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the balance sheet date.
A deferred tax asset is recognised only to the extent that it is probable that future profits will be available against which the temporary difference can be utilised.

2.8 Revenue recognition

Revenue comprises the fair value of goods sold to franchisees, net of value added tax and promotional discounts. Revenue is recognised on the sale of goods when the significant risks and rewards of ownership of the goods have passed to the franchisee and the amount of revenue can be measured reliably. The significant risks and rewards of ownership are deemed to have been passed when despatched to franchisees. Territory fees are spread over the term of the initial contract period. Store opening fees paid by franchisees are recognised at the point the store opens. Franchise royalties are based upon a percentage of reported sales and are recognised on a monthly basis when earned.

2.9 Inventories

Inventories are stated at the lower of cost and net realisable value. Cost is based on the weighted average principle and includes expenditure incurred in acquiring the inventories and other costs in bringing them to their existing location and condition.

When necessary, provision is made to reduce the cost to no more than net realisable value having regard to the nature and condition of inventory as well as anticipated utilisation and saleability.

3. REVENUE

Revenue from contracts with customers

	2020 £000	2019 £000
Sales of goods	2,244	4,647
Franchise income	3,279	4,905
Total revenues	5,523	9,552

Revenue split by geography	2020 £000	2019 £000
UK	-	25
Europe	570	1,370
Rest of World	4,953	8,157
	5,523	9,552

4. OTHER OPERATING INCOME

	31.12.20 £'000	31.12.19 £'000
Other income	-	3

5. STAFF NUMBERS AND COSTS

The average number of persons employed by the Company (excluding directors) during the year, analysed by category, was as follows:

	Number of employees 2020	2019
Administration	3	3

The aggregate payroll costs of these persons were as follows:	2020 £000	2019 £000
Wages and salaries	199	191
Social security costs	27	27
Contributions to defined contribution plans	17	18
	243	236

Auditor's remuneration:

The audit fee has been borne by Hamleys of London of limited, a group company.

Amounts receivable by the Company's auditors and their associates in respect of services to the Company and its associates, other than the audit of the Company's financial statements, have not been disclosed as the information is required instead to be disclosed on a consolidated basis in the financial statements of the Company's UK parent, Reliance Brands Holding UK Limited

6. NET FINANCE INCOME

	31.12.20 £'000	31.12.19 £'000
Finance income:		
Interest income	-	19

7. PROFIT BEFORE INCOME TAX

The profit before income tax is stated after charging:

	31.12.20 £'000	31.12.19 £'000
Cost of inventories recognised as expense	**2,288**	4,549
Depreciation - owned assets	**13**	12
Amortisation on intangible assets	**21**	-
Foreign exchange losses	**65**	75

8. INCOME TAX

Recognised in the statement of profit and loss

	2020 £000	2019 £000
Current tax expense		
Current period	393	582
Foreign corporation tax charge for the period	-	150
Double taxation relief	-	(150)
Adjustments for prior periods	380	26
Current tax expense	773	608
Deferred tax expense		
Current period	(1)	1
Adjustments for prior periods	-	-
Total tax expense	772	609

Reconciliation of effective tax rate	2020 £000	2019 £000
Profit for the year	1,297	3,199
Total tax expense	773	609
Profit excluding taxation	2,069	3,808
Tax using the UK corporation tax rate of 19.00% (2019: 19.00%)	393	723
Non-deductible expenses	-	10
Foreign tax	-	(150)
Adjustments in respect of prior periods	380	26
Total tax expense	773	609

9. INTANGIBLE ASSETS

	Trade marks & Branding £'000	Computer software £'000	Totals £'000
COST			
At 1 January 2020 and 31 December 2020	630	9	639
AMORTISATION			
At 1 January 2020	460	9	469
Amortisation for year	21	-	21
At 31 December 2020	481	9	490
NET BOOK VALUE			
At 31 December 2020	149	-	149
At 31 December 2019	170	-	170

10. PROPERTY, PLANT AND EQUIPMENT

	Fixtures and fittings £'000
COST	
At 1 January 2020 and 31 December 2020	114
DEPRECIATION	
At 1 January 2020	101
Charge for year	13
At 31 December 2020	114
NET BOOK VALUE	

At 31 December 2020	-
At 31 December 2019	13

11. INVENTORIES

	31.12.20	31.12.19
	£'000	£'000
Stocks	72	252

12. TRADE AND OTHER RECEIVABLES

	31.12.20	31.12.19
	£'000	£'000
Current:		
Trade debtors	257	1,504
Amounts owed by group undertakings	17,344	15,151
Other debtors	3	13
Accrued income	621	45
Other tax and social security	-	1
Advance Corporation tax and withholding taxes	122	380
VAT Recoverable	14	-
Prepayments	71	107
	18,432	17,201

Aging of trade receivables (which are included in trade and other receivables), based on invoice date and net of allowance of doubtful debts, is as follows:

	2020	2019
	£000	£000
Within 30 days	222	749
31-60 days	5	560
61-121 days	6	189
121+ days	24	6
Total	257	1,504

The movement in the allowance for impairment in respect of trade receivables during the year was as follows:

	2020	2019
	£000	£000
Opening balance	37	369
Impairment loss recognised	(18)	(332)
Closing balance	19	37

The allowance account for trade receivables is used to record impairment losses unless the Company is satisfied that no recovery of the amount owing is possible; at that point the amounts considered irrecoverable are written off against the trade receivables directly.

13. CASH AND CASH EQUIVALENTS

	31.12.20	31.12.19
	£'000	£'000
Cash in hand	2	138

14. SHARE CAPITAL

	31.12.20	31.12.19
Allotted, called up and fully paid:		
	£	£
100 Ordinary Shares of £1 each	100	100

15. RESERVES

	Retained earnings £'000
At 1 January 2020	13,245
Profit for the year	1,297
At 31 December 2020	14,542

16. TRADE AND OTHER PAYABLES

	31.12.20 £'000	31.12.19 £'000
Current:		
Trade creditors	194	74
Trade payable to related parties	-	39
Other creditors	94	-
Deferred income	489	534
Accruals	13	62
	790	709

	31.12.20 £'000	31.12.19 £'000
Non-current:		
Accruals and deferred income	3,330	3,826
Aggregate amounts	4,120	4,535

Included in deferred income, both current and non-current is deferred income in respect of territory fees which are being recognised over the life of the initial contract.

17. FINANCIAL INSTRUMENTS

Financial risk management
Senior management and the directors have overall responsibility for the oversight of the Company's risk management framework. Senior management and directors review and manage risk on an ad hoc basis when required through specific consideration of transactions. When identified, agreed actions are taken to mitigate these risks.

Credit risk

Credit risk is the risk of financial loss to the Company if a counterparty to a financial instrument fails to meet its contractual obligation and arises principally from the Company's receivables from franchisees.

The Company has no significant concentrations of credit risk. The trade receivables balance is spread across a large number of different franchisees. The Company has policies in place to ensure that agreements are made with franchisees with an appropriate credit history. The Company only sells to franchisees that are credit-worthy and mitigates the risk in certain markets by bank guarantees. The Company monitors the credit-worthiness of counterparties using publicly available information. As a result, the Company's exposure to bad debts is not significant and default rates have historically been very low.

The company is also exposed to credit risk arising from other financial assets, which comprise of cash. The Company's exposure to credit risk arises from the default of the counterparty with a maximum exposure equal to the carrying value of these instruments if a counterparty to a financial instrument fails to meet its contractual obligation.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due by ensuring that there is sufficient cash or working capital facilities to meet the Company's cash requirements.

The risk is measured by review of forecast liquidity each month to determine whether there are sufficient credit facilities to meet forecast requirements. Cash flow forecasts are submitted monthly to the Directors. These continue to demonstrate the strong cash generating ability of the business and its ability to operate within existing agreed facilities.

Market risk

Market risk is the risk that changes in the market prices, such as foreign exchange rates and interest rates will affect the Company's income. The Company's exposure to market risk predominately relates to foreign currency risk. The Company has no long-term borrowings, resulting in no interest rate risk.

Foreign currency risk

The Company operates internationally and is, therefore, exposed to the foreign exchange risk which can negatively impact revenue, costs, margins and profits.

The Company transacts with franchisees in US dollar. In addition to this, the Company is exposed to transaction risk on the translation and conversion of surplus US dollar cash balances into pounds sterling.

The following table shows the extent to which the Company has monetary assets at the balance sheet date in currencies other than the local currency of operation. Monetary assets refer to cash and trade receivables. There are no monetary liabilities in foreign currency.

	2020	2019
	Monetary assets	
	£000	£000
US dollar	497	1,824

Capital risk management

The Company’s objectives when managing capital are to safeguard its ability to continue as a going concern in order to optimise returns to its shareholders. The Board’s policy is to retain a strong capital base so as to maintain investor, creditor, and market confidence and to sustain future growth. The directors regularly monitor the level of capital in the Group to ensure that this can be achieved.

Fair value disclosures

The fair value of each class of financial assets and liabilities is the carrying amount, based on the following assumptions:
Trade receivables and trade payables

The fair value approximates to the carrying value because of the short maturity of these instruments.

Fair value hierarchy

Financial instruments carried at fair value should be measured with reference to the following levels:
- Level 1: quoted prices in active markets for identical assets or liabilities
- Level 2: inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices) and
- Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs)

All financial instruments carried at fair value have been measured using a Level 2 valuation method.

The fair value (which is equal to carrying value) of financial assets and liabilities are as follows:

	2020	2019
	£000	£000
Cash and cash equivalents	2	138
Trade and other receivables	18,432	17,201
Total financial assets	18,434	17,339
Trade and other payables	(4,120)	(4,000)
Total financial liabilities	(4,120)	(4,000)

Foreign exchange rate sensitivity analysis
The table below shows the Company's sensitivity to foreign exchange rates for its US dollar financial instruments, the major currency in which the Company's derivatives are denominated.

	2020	2019
	Increase/ (decrease in equity)	
	£000	£000
10% appreciation in the US dollar	50	182
10% depreciation in the US dollar	(50)	(182)

A strengthening / weakening of sterling, as indicated, against the US dollar at each period would have increased / (decreased) retained earnings by the amounts shown above. This analysis is based on foreign exchange rate variances that the Company considers to be reasonably possible at the end of the reporting period. The analysis assumes that all other variables remain constant.

18. DEFERRED TAX ASSETS AND LIABILITIES

Recognised deferred tax assets and liabilities
Deferred tax assets are attributable to the following:

	2020	**2019**
	£000	**£000**
Property, plant and equipment	7	6
Trade and other receivables	-	
	7	6

Movement in deferred tax during the year

	01-Jan-20	Recognised in income	31-Dec-20
	£000	£000	£000
Property, plant and equipment	6	1	7

Movement in deferred tax during the prior year

	01-Jan-18	Recognised in income	31-Dec-19
	£000	£000	£000
Property, plant and equipment	5	1	6
Trade and other receivables			

19. ULTIMATE PARENT COMPANY

The Company is a subsidiary undertaking of Reliance Brands Holding UK Limited, a company incorporated in England and Wales. This is the smallest group in which the results of the Company are consolidated. Copies of the group financial statements will be available on the website of Companies House, Cardiff. The Company's ultimate parent company and controlling party is Reliance Industries Limited, a company incorporated in India and listed on the Indian Stock Exchange. The company office address is 3rd Floor, Maker Chambers IV, 222, Nariman Point, Mumbai, Maharashtra 400021.

20. CONTINGENCIES

There is a cross-guarantee in place between certain group companies in respect of the current year bank facilities. The Company exposure at the end of the year is £nil (2019: £nil).

21. RELATED PARTY DISCLOSURES

	2020	2019
Holding Company	£000	£000
Revenue (Sale of Stock & Royalty Income) -Reliance Brands Limited	1,568	485
Fellow Subsidiary	594	958
Management fee – Hamleys of London Limited		
	2,162	1,443

	Receivables outstanding		Payables outstanding	
	2020	2019	2020	2019
	£000	£000	£000	£000
Fellow Subsidiaries				
The Hamleys Group Limited	-	9,563	-	-
Hamleys Global Holdings Limited	-	3,555	-	-
Hamleys of London Limited	7,243	2,033	-	-
Holding Companies				
Reliance Brands Limited	273	-	-	-
Reliance Brands Holding UK Limited	9,828	-	-	39
	17,344	15,151	-	39

Note that there is a balance of £ 277 thousand owing from Hamleys Toys (Ireland) Limited. This entity ceased trading and therefore it is considered prudent to provide against this balance.

22. ACCOUNTING ESTIMATES AND JUDGEMENTS

The preparation of the financial information requires the directors to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances. Actual results may differ from these estimates.

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 and in any future periods impacted.

The key judgements and estimates employed in the financial statements are considered below.

Depreciation and amortisation

Judgement is required in assessing the useful economic lives of tangible fixed assets and intangible assets. These assumptions are based on the directors' best estimate of the life of the asset and its residual value at the end of its economic value.

Recoverability of trade receivables including territory fees

Trade receivables are assessed for impairment and are impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably. The Directors use historic experience and assessment of future profitability to assess whether an impairment is required.

Recoverability of intercompany receivables

Intercompany receivables are assessed for impairment and are impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably. The Directors use historic experience and assessment of future profitability to assess whether an impairment is required.

23. PREVIOUS YEAR FIGURES

The previous year figures have been regrouped/reclassified, whenever necessary, to conform to the current year presentation.