

**Company registration number: 493008**

**Winlink Marketing Limited**  
**Unaudited abridged financial statements**  
**for the financial year ended 30 June 2025**

## Winlink Marketing Limited

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## **Winlink Marketing Limited**

### **Directors responsibilities statement**

These abridged financial statements have been extracted, pursuant to section 353 of the Companies Act 2014, from the statutory financial statements prepared under section 290 of that Act. The following is the Directors Responsibilities Statement accompanying those financial statements.

The directors are responsible for preparing the directors report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors report comply with the Companies Act 2014. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Winlink Marketing Limited**

**Accountants' Report to the board of directors**  
**on the Unaudited abridged financial statements of Winlink Marketing Limited**

In accordance with the engagement letter dated 14 October 2020, and in order to assist you to fulfil your duties under the Companies Act 2014, we have compiled the financial statements which comprise the , balance sheet and related notes from the accounting records and information and explanations you have given to us.

This report is made to the company's board of directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the company's board of directors that we have done so, and state those matters that we have agreed to state to them in this report 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 board of directors for our work or for this report.

We have carried out this engagement in accordance with guidance issued by the Institute of Chartered Accountants in Ireland and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the financial year ended 30 June 2025 your duty under the Companies Act 2014 to ensure that the company has kept adequate accounting records and prepared financial statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for that financial year, and otherwise comply with the provisions of Companies Act 2014 relating to financial statements so far as they are applicable to the company. You consider that the company is exempt from the statutory requirement for an audit for the financial year.

We have not been instructed to carry out an audit of the financial statements. 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 financial statements.

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**ASM (N) Limited**  
**Chartered Accountants**

**First Floor, Block One**  
**Quayside Business Park**  
**Mill Street, Dundalk**  
**Co. Louth**  
**A91 DP8R**

**Date: 26 March 2026**

**Winlink Marketing Limited**

**Balance sheet**  
**As at 30 June 2025**

		2025		2024	
	Note	€	€	€	€
<b>Fixed assets</b>					
Tangible assets	5	901,087		902,394	
Financial assets	6	2,416,567		3,087,398	
			3,317,654		3,989,792
<b>Current assets</b>					
Debtors	7	489,658		384,576	
Cash at bank and in hand		865,223		273,998	
		1,354,881		658,574	
<b>Creditors: amounts falling due within one year</b>					
	8	(2,105,456)		(2,413,267)	
<b>Net current liabilities</b>			(750,575)		(1,754,693)
<b>Total assets less current liabilities</b>			2,567,079		2,235,099
<b>Net assets</b>			2,567,079		2,235,099
<b>Capital and reserves</b>					
Called up share capital presented as equity			2		2
Profit and loss account			2,567,077		2,235,097
<b>Shareholders funds</b>			2,567,079		2,235,099

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 Financial Reporting Standard applicable in the UK and Republic of Ireland'.

**The notes on pages 5 to 9 form part of these abridged financial statements.**

**Winlink Marketing Limited**

**Balance sheet (continued)**

**As at 30 June 2025**

We, as directors of Winlink Marketing Limited state that:

- the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014;
- the company is availing itself of the exemption on the grounds that the conditions specified in section 358 of the Companies Act 2014 are satisfied;
- the shareholders of the company have not served a notice on the company under section 334(1) of the Companies Act 2014 in accordance with section 334(2);
- We acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare financial statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a financial year and to otherwise comply with the provisions of Companies Act 2014 relating to financial statements so far as they are applicable to the company; and
- the company has relied on the specified exemption contained in section 352 of the Companies Act 2014; has done so on the grounds that the company is entitled to the benefit of that exemption as a small company and the abridged financial statements have been properly prepared in accordance with section 353 of the Companies Act 2014.

These abridged financial statements were approved by the board of directors on 26 March 2026 and signed on behalf of the board by:

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**Fintan Farrell**  
**Director**

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**Sinead O'Reilly**  
**Director**

**Company registration number: 493008**

**The notes on pages 5 to 9 form part of these abridged financial statements.**

## Winlink Marketing Limited

### Notes to the abridged financial statements Financial year ended 30 June 2025

#### 1. General information

The company is a private company limited by shares, registered in Ireland. The address of the registered office is First Floor, Block One, Quayside Business Park, Mill Street, Dundalk, Co. Louth, A91 DP8R.

#### 2. Accounting policies and measurement bases

##### **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in Euro, which is the functional currency of the entity.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

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

##### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

## Winlink Marketing Limited

### Notes to the abridged financial statements (continued) Financial year ended 30 June 2025

#### **Tangible assets**

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

#### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fittings fixtures and equipment                      - 12.5% straight line

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

#### **Financial assets**

Financial assets are initially recorded at cost, and subsequently stated at cost less any provision for diminution in value. Listed investments are measured at fair value with changes in fair value being recognised in profit or loss.

#### **Impairment**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

## Winlink Marketing Limited

### Notes to the abridged financial statements (continued) Financial year ended 30 June 2025

#### **Financial instruments**

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

#### **3. Profit before tax**

Profit is stated after charging/(crediting):

	<b>2025</b>	2024
	€	€
Depreciation of tangible assets	1,307	1,644
Fair value adjustments to financial assets measured at fair value through profit or loss	72,843	134,365
Gain/loss on sale of financial assets	(284,772)	-
	<u>                    </u>	<u>                    </u>

Winlink Marketing Limited

**Notes to the abridged financial statements (continued)**  
**Financial year ended 30 June 2025**

**4. Appropriations of profit and loss account**

	<b>2025</b>	2024
	€	€
At the start of the financial year	2,235,097	1,857,446
Profit for the financial year	331,980	377,651
<b>At the end of the financial year</b>	<u><u>2,567,077</u></u>	<u><u>2,235,097</u></u>

**5. Tangible assets**

	Investment property	Fixtures, fittings and equipment	<b>Total</b>
	€	€	€
<b>Cost</b>			
<b>At 1 July 2024 and 30 June 2025</b>	<u><u>900,000</u></u>	<u><u>16,159</u></u>	<u><u>916,159</u></u>
<b>Depreciation</b>			
At 1 July 2024	-	13,765	13,765
Charge for the financial year	-	1,307	1,307
<b>At 30 June 2025</b>	<u><u>-</u></u>	<u><u>15,072</u></u>	<u><u>15,072</u></u>
<b>Carrying amount</b>			
<b>At 30 June 2025</b>	<u><u>900,000</u></u>	<u><u>1,087</u></u>	<u><u>901,087</u></u>
At 30 June 2024	<u><u>900,000</u></u>	<u><u>2,394</u></u>	<u><u>902,394</u></u>

**6. Financial assets**

	Unlisted Investments	<b>Total</b>
	€	€
<b>Cost</b>		
At 1 July 2024	3,087,398	3,087,398
Additions	30,135	30,135
Fair value adjustments	(72,843)	(72,843)
Disposals	(628,123)	(628,123)
<b>At 30 June 2025</b>	<u><u>2,416,567</u></u>	<u><u>2,416,567</u></u>
<b>Provision for diminution in value</b>		
<b>At 1 July 2024 and 30 June 2025</b>	<u><u>-</u></u>	<u><u>-</u></u>
<b>Carrying amount</b>		
<b>At 30 June 2025</b>	<u><u>2,416,567</u></u>	<u><u>2,416,567</u></u>
At 30 June 2024	<u><u>3,087,398</u></u>	<u><u>3,087,398</u></u>

**Winlink Marketing Limited**

**Notes to the abridged financial statements (continued)**  
**Financial year ended 30 June 2025**

**7. Debtors**

	<b>2025</b>	<b>2024</b>
	<b>€</b>	<b>€</b>
Trade debtors	16,224	5,523
Amounts owed by group undertakings	82,219	31,988
Other debtors	473,434	379,053
	<u>571,877</u>	<u>416,564</u>

**8. Creditors: amounts falling due within one year**

	<b>2025</b>	<b>2024</b>
	<b>€</b>	<b>€</b>
Amounts owed to credit institutions	853	8,179
Trade creditors	3,648	24,896
Other creditors	2,151,186	2,380,192
	<u>2,155,687</u>	<u>2,413,267</u>

**9. Related party transactions**

During the financial year the company entered into the following transactions with related parties:

	Transaction value		Balance owed by/(owed to)	
	<b>2025</b>	2024	<b>2025</b>	2024
	<b>€</b>	<b>€</b>	<b>€</b>	<b>€</b>
Higgs Sport Limited	50,231	-	50,231	-
Winlink Ltd	-	-	31,988	31,988
	<u>-</u>	<u>-</u>	<u>31,988</u>	<u>31,988</u>

Winlink Marketing Ltd own 100% of the share capital in Higgs Sport Ltd at 30th June 2025.

Winlink Marketing Ltd and Higgs Ltd have directors in common.

**10. Approval of financial statements**

The board of directors approved these abridged financial statements for issue on 26 March 2026.