

**Company Number: 561788**

**Maverick Media Limited**  
**Abridged Unaudited Financial Statements**  
**for the financial year ended 28 February 2025**

## **Maverick Media Limited**

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# Maverick Media Limited

## DIRECTORS' RESPONSIBILITIES STATEMENT

for the financial year ended 28 February 2025

The directors made the following statement in respect of the unaudited financial statements:

### "General responsibilities

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 that 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", applying Section 1A of that Standard, 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 for the company financial statements and then apply them consistently;
- make judgements 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.

### Directors' declaration on unaudited financial statements

In relation to the financial statements which comprise the Statement of Financial Position and the related notes:

The directors approve these financial statements and confirm that they are responsible for them, including selecting the appropriate accounting policies, applying them consistently and making, on a reasonable and prudent basis, the judgements underlying them. They have been prepared on the going concern basis on the grounds that the company will continue in business.

The directors confirm that they have made available to Vistra Ireland, (Chartered Accountants & Advisors), all the company's accounting records and provided all the information, books and documents necessary for the compilation of the financial statements.

The directors confirm that to the best of their knowledge and belief, the accounting records reflect all the transactions of the company for the financial year ended 28 February 2025."

### Signed on behalf of the board

DocuSigned by:  


David Schamroth  
Director

8 January 2026

Signed by:  


Elena Lucia Pampurini  
Director

8 January 2026

## Maverick Media Limited

# STATEMENT OF FINANCIAL POSITION

as at 28 February 2025

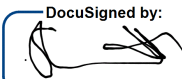
	Notes	2025 €	2024 €
<b>Non-Current Assets</b>			
Financial assets	7	<u>27,579</u>	<u>27,579</u>
<b>Current Assets</b>			
Debtors	8	510,651	250,984
Cash and cash equivalents		<u>4,303,987</u>	<u>4,633,044</u>
		<u>4,814,638</u>	<u>4,884,028</u>
<b>Creditors: amounts falling due within one year</b>	10	<u>(1,293,670)</u>	<u>(1,662,516)</u>
<b>Net Current Assets</b>		<u>3,520,968</u>	<u>3,221,512</u>
<b>Total Assets less Current Liabilities</b>		<u>3,548,547</u>	<u>3,249,091</u>
<b>Capital and Reserves</b>			
Called up share capital presented as equity		100	100
Retained earnings		<u>3,548,447</u>	<u>3,248,991</u>
<b>Equity attributable to owners of the company</b>		<u>3,548,547</u>	<u>3,249,091</u>


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

We as Directors of Maverick Media Limited, state that -

- (a) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014,
- (b) the company is availing itself of the exemption on the grounds that the conditions specified in section 359 are satisfied,
- (c) the shareholders of the company have not served a notice on the company under section 334(1) in accordance with section 334(2),
- (d) 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 the Companies Act 2014 relating to financial statements so far as they are applicable to the company,
- (e) the company has relied on the specified exemption contained in section 352 Companies Act 2014. The company 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 Companies Act 2014 and the small companies' regime.

**Approved by the board on 8 January 2026 and signed on its behalf by:**

DocuSigned by:  
  
 B9C3E373BD464AF  
**David Schamroth**  
 Director

Signed by:  
  
 FB97252F6B48479  
**Elena Lucia Pampurini**  
 Director

# Maverick Media Limited

## NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 28 February 2025

### 1. General Information

Maverick Media Limited is a company limited by shares incorporated and registered in Ireland. The registered number of the company is 561788. The registered office of the company is Block A, George's Quay Plaza, George's Quay, Dublin 2. The business address of the company is Unit 13, 28 Pembroke Street, Dublin 2. The company is a global digital advertising company dedicated to delivering results to advertisers and media partners, providing integrated media solutions and marketing support services across all digital channels. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

### 2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

#### Statement of compliance

The financial statements of the company for the year ended 28 February 2025 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

#### Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

#### Turnover

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

##### Rendering of services

Revenue from a contract to provide services is recognised in the period in which the goods & services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probably that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

#### 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.

**Maverick Media Limited**  
**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS**  
for the financial year ended 28 February 2025

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.

**Financial assets**

Investments held as fixed assets are stated at cost less provision for any permanent diminution in value. Income from other investments together with any related withholding tax is recognised in the Income Statement in the year in which it is receivable.

**Trade and other debtors**

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method less impairment losses for bad and doubtful debts except where the effect of discounting would be immaterial. In such cases the receivables are stated at cost less impairment losses for bad and doubtful debts.

**Cash and cash equivalents**

Cash and cash equivalents comprise cash at bank and in hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the Statement of Financial Position bank overdrafts are shown within Creditors.

**Trade and other creditors**

Trade and other creditors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest rate method, unless the effect of discounting would be immaterial, in which case they are stated at cost.

**Related parties**

For the purposes of these financial statements a party is considered to be related to the company if:

- the party has the ability, directly or indirectly, through one or more intermediaries to control the company or exercise significant influence over the company in making financial and operating policy decisions or has joint control over the company;
- the company and the party are subject to common control;
- the party is an associate of the company or forms part of a joint venture with the company;
- the party is a member of key management personnel of the company or the company's parent, or a close family member of such as an individual, or is an entity under the control, joint control or significant influence of such individuals;
- the party is a close family member of a party referred to above or is an entity under the control or significant influence of such individuals; or
- the party is a post-employment benefit plan which is for the benefit of employees of the company or of any entity that is a related party of the company.

Close family members of an individual are those family members who may be expected to influence, or be influenced by, that individual in their dealings with the company.

## Maverick Media Limited

# NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 28 February 2025

### Taxation and deferred taxation

Current tax represents the amount expected to be paid or recovered in respect of taxable profits for the financial year and is calculated using the tax rates and laws that have been enacted or substantially enacted at the Statement of Financial Position date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable profits and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

### Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the Statement of Financial Position date. Non-monetary items that are measured in terms of historical cost in a foreign currency are translated at the rates of exchange ruling at the date of the transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined. The resulting exchange differences are dealt with in the Income Statement.

### Ordinary share capital

The ordinary share capital of the company is presented as equity.

## 3. Significant accounting judgements and key sources of estimation uncertainty

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are listed below:

#### Provisions and accruals

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

## 4. Going concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of the approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. On this basis the directors considers it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

## 5. Operating profit

	2025	2024
	€	€
<b>Operating profit is stated after crediting:</b>		
Profit on foreign currencies	<u>(111,684)</u>	<u>(124,203)</u>

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for the financial year ended 28 February 2025

**6. Employees**

The average monthly number of employees during the financial year was as follows:

	<b>2025 Number</b>	2024 Number
Administration	<u>2</u>	<u>1</u>

**7. Financial fixed assets**

	<b>Listed investments</b>	<b>Total</b>
<b>Investments Cost</b>	<b>€</b>	<b>€</b>
At 28 February 2025	<u>27,579</u>	<u>27,579</u>
<b>Net book value</b> At 28 February 2025	<u><b>27,579</b></u>	<u><b>27,579</b></u>
At 29 February 2024	<u>27,579</u>	<u>27,579</u>

**8. Debtors**

	<b>2025 €</b>	2024 €
Trade debtors	<b>427,950</b>	214,734
Amounts owed by group undertakings	<b>713</b>	-
Other debtors	<b>1,032</b>	908
Taxation	<b>52,718</b>	35,342
Prepayments	<b>28,238</b>	-
	<u><b>510,651</b></u>	<u>250,984</u>

All debtor amounts above are due within twelve months.

Other amounts included within debtors not covered by specific note disclosures are unsecured, interest free and receivable on demand.

**9. Cash and cash equivalents**

	<b>2025 €</b>	2024 €
Cash and bank balances	<u><b>4,303,987</b></u>	<u>4,633,044</u>

Reclassification of Comparative Amounts:

During the current year, management reviewed the presentation of cash and cash equivalents and determined that the 2024 comparative figures included a bank overdraft balance of €182,405, which has been reclassified from bank overdrafts to cash and bank balances to align with the current year's presentation.

This amount has been reclassified from bank overdrafts to cash and bank balances to more appropriately reflect the underlying position. This represents a presentation reclassification only, with no impact on profit or loss or overall financial performance.

As a result of this reclassification for 2024, the current assets increased by €182,405; current liabilities decreased by €182,405; and total assets, total liabilities, and equity remain unchanged.

The Cash Flow Statement for 2024 has been restated for consistency of presentation. This reclassification does not affect total cash movements or the closing cash and cash equivalents reported for that year.

continued

## Maverick Media Limited

# NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 28 February 2025

10. Creditors	2025	2024
Amounts falling due within one year	€	€
Trade creditors	1,280,088	1,206,717
Amounts owed to group undertakings	-	27,587
Taxation	932	2,399
Other creditors	4,350	419,713
Accruals	8,300	6,100
	<u>1,293,670</u>	<u>1,662,516</u>

The repayment terms of trade creditors vary between on demand and thirty days. No interest is payable on trade creditors.

The terms of the accruals are based on the underlying contracts.

Taxation is subject to the terms of the relevant legislation.

Other amounts included within creditors not covered by specific note disclosures are unsecured, interest free and repayable on demand.

## 11. Income Statement

	2025	2024
	€	€
At 1 March 2024	3,248,991	2,920,200
Profit for the financial year	299,456	643,017
Payment of dividends	-	(314,226)
At 28 February 2025	<u>3,548,447</u>	<u>3,248,991</u>

## 12. Capital commitments

The company had no material capital commitments at the financial year-ended 28 February 2025.

## 13. Related party transactions

The company has availed of the exemption under FRS 102 Section 1A in relation to the disclosure of transactions with group undertakings.

## 14. Parent company

The company is a wholly owned subsidiary of Maverick Media SL, a company registered in Spain with the registered address of Via Laietana, 47 1-1, Barcelona, Spain.

## 15. Controlling interest

The company is ultimately controlled by David Schamroth through his majority shareholding in parent company, Maverick Media SL.

## 16. Events After the End of the Reporting Period

There have been no significant events affecting the company since the financial year-end.

## 17. Approval of financial statements

The financial statements were approved and authorised for issue by the board of directors on 8 January 2026.