

Company Number: 320853

**Brandforce Limited**  
**Abridged Unaudited Financial Statements**  
**for the financial year ended 31 March 2025**

**Brandforce Limited**  
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# **Brandforce Limited**

## **DIRECTORS' RESPONSIBILITIES STATEMENT**

for the financial year ended 31 March 2025

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.

**Signed on behalf of the board**

**Patrick Lynch**  
Director

**Bernadette Lynch**  
Director

**22 February 2026**

# Brandforce Limited

## BALANCE SHEET

as at 31 March 2025

	Notes	2025 €	2024 €
<b>Fixed Assets</b>			
Tangible assets	6	2,041	4,694
Investments	7	500,000	500,000
<b>Fixed Assets</b>		<b>502,041</b>	<b>504,694</b>
<b>Current Assets</b>			
Debtors	8	1,555,308	1,496,629
Cash and cash equivalents		93,363	83,176
		<b>1,648,671</b>	<b>1,579,805</b>
<b>Creditors: amounts falling due within one year</b>	9	<b>(978,910)</b>	<b>(1,061,683)</b>
<b>Net Current Assets</b>		<b>669,761</b>	<b>518,122</b>
<b>Total Assets less Current Liabilities</b>		<b>1,171,802</b>	<b>1,022,816</b>
<b>Capital and Reserves</b>			
Called up share capital presented as equity		6,476	6,476
Share premium account	10	101,071	101,071
Retained earnings		1,064,255	915,269
<b>Equity attributable to owners of the company</b>		<b>1,171,802</b>	<b>1,022,816</b>

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 Brandforce 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 22 February 2026 and signed on its behalf by:**

**Patrick Lynch**  
Director

**Bernadette Lynch**  
Director

**Brandforce Limited**  
**STATEMENT OF CHANGES IN EQUITY**

as at 31 March 2025

	Called up share capital €	Share premium account €	Retained earnings €	Total €
<b>At 1 April 2023</b>	6,476	101,071	845,755	953,302
Profit for the financial year	-	-	69,514	69,514
<b>At 31 March 2024</b>	6,476	101,071	915,269	1,022,816
Profit for the financial year	-	-	148,986	148,986
<b>At 31 March 2025</b>	<b>6,476</b>	<b>101,071</b>	<b>1,064,255</b>	<b>1,171,802</b>

# Brandforce Limited

## NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

### 1. General Information

Brandforce Limited is a company limited by shares incorporated in Ireland

### 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 31 March 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

Turnover comprises the invoice value of goods supplied by the company, exclusive of trade discounts and value added tax.

#### Tangible assets and depreciation

Tangible assets are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible assets, less their estimated residual value, over their expected useful lives as follows:

Motor vehicles	-	25% Straight line
Computer equipment	-	12.5% Straight line

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

#### Investments

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 Profit and Loss Account 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.

#### 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.

#### Employee benefits

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The company also operates a defined benefit pension scheme for its employees providing benefits based on final pensionable pay. The assets of this scheme are also held separately from those of the company, being invested with pension fund managers.

## Brandforce Limited

# NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 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 Balance Sheet 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 Balance Sheet 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 Profit and Loss Account.

### Ordinary share capital

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

<b>3. Operating profit</b>	<b>2025</b>	2024
	€	€
<b>Operating profit is stated after charging:</b>		
Depreciation of tangible assets	<b>2,654</b>	2,654
	<u>          </u>	<u>          </u>
<b>4. Income from investments</b>	<b>2025</b>	2024
	€	€
Profit/(loss) on disposal of investments	-	(7,875)
	<u>          </u>	<u>          </u>

### 5. Employees

The average monthly number of employees, including directors, during the year was 4, (2024 - 4).

	<b>2025</b>	2024
	<b>Number</b>	Number
Admin	<b>2</b>	2
Management	<b>2</b>	2
	<u>          </u>	<u>          </u>
	<b>4</b>	4
	<u>          </u>	<u>          </u>

## Brandforce Limited

# NOTES TO THE ABRIDGED FINANCIAL STATEMENTS

for the financial year ended 31 March 2025

**6. Tangible assets**

	Motor vehicles	Computer equipment	Total
	€	€	€
<b>Cost or Valuation</b>			
At 1 April 2024	36,000	69,175	105,175
At 31 March 2025	36,000	69,175	105,175
<b>Depreciation</b>			
At 1 April 2024	36,000	64,481	100,481
Charge for the financial year	-	2,653	2,653
At 31 March 2025	36,000	67,134	103,134
<b>Net book value</b>			
At 31 March 2025	-	<b>2,041</b>	<b>2,041</b>
At 31 March 2024	-	4,694	4,694

**7. Investments**

	Subsidiary undertakings shares	Total
	€	€
<b>Investments</b>		
<b>Cost or Valuation</b>		
At 31 March 2025	500,000	500,000
<b>Net book value</b>		
At 31 March 2025	<b>500,000</b>	<b>500,000</b>
At 31 March 2024	500,000	500,000

**8. Debtors**

	2025 €	2024 €
Trade debtors	234,381	272,566
Amounts owed by group undertakings	1,310,866	1,201,506
Other debtors	10,061	22,557
	<b>1,555,308</b>	1,496,629

**9. Creditors**  
**Amounts falling due within one year**

	2025 €	2024 €
Trade creditors	8,134	23,341
Amounts owed to group undertakings	796,292	796,292
Taxation	65,839	64,116
Other creditors	108,645	159,767
Accruals	-	18,167
	<b>978,910</b>	1,061,683

**Brandforce Limited**  
**NOTES TO THE ABRIDGED FINANCIAL STATEMENTS**  
for the financial year ended 31 March 2025

**10. Income Statement**

	Share premium account €	Profit and loss account €	Total  €
At 1 April 2024	101,071	915,269	1,016,340
Profit for the financial year	-	148,986	148,986
At 31 March 2025	<u>101,071</u>	<u>1,064,255</u>	<u>1,165,326</u>

**Share Premium Reserve**

The amount carried forward is the premium that arose from the issue of shares in 2010.

**11. Capital commitments**

The company had no material capital commitments at the financial year-ended 31 March 2025.

**12. Directors' remuneration**

	2025 €	2024 €
Remuneration	<u>197,348</u>	<u>129,387</u>

**13. Related party transactions**

There were no transactions with the parent company.

**14. Parent company**

The company regards Midasforce Limited as its parent company.

**15. Post-Balance Sheet Events**

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

**16. Approval of financial statements**

The financial statements were approved and authorised for issue by the board of directors on 22 February 2026.