

Abridged Financial Statements
J Shelley Marketing Limited (formerly
Business Talk-Marketing Limited)

For the financial year ended 30 June 2025

Company Information

Directors Michael Shelley (appointed 2 July 2024)
Joanne Shelley (appointed 20 January 2023)
Peter Mitchell (appointed 20 January 2023, resigned 2 July 2024)

Registered number 733421

Registered office 23 Knocksinna Park
Foxrock
Dublin 18
D18 X0h2

Bankers Bank of Ireland
The Plaza
Beacon South Quarter
Dublin 18
D18 F729

Contents

	Page
Accountant's report	1
Abridged statement of financial position	2
Notes to the abridged financial statements	3 - 5

Independent Accountant's Report to the directors of the unaudited financial statements of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) for the financial year ended 30 June 2025

In order to assist you fulfil your duties under the Companies Act 2014, we have compiled the financial statements of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) for the financial year ended 30 June 2025, which comprise the Statement of financial position and the related notes to the financial statements, including a summary of significant accounting policies, from the company's accounting records and from information and explanations you have given to us.

The financial statements have been prepared on the basis set out in the notes to the financial statements.

This report is made solely to the directors of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited), as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely that we might compile the financial statements that we have been engaged to compile, report to the company's directors that we have done so and state those matters that we have agreed to state to the directors of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited), as a body, 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 J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) and its directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with International Standard on Related Services 4410 (Revised) Compilation Engagements issued by the International Auditing and Assurance Standards Board (the "IAASB") and have complied with the ethical guidance laid down by the IESBA Code and Chartered Accountants Ireland relating to members undertaking the compilation of financial statements.

You have approved the financial statements for the financial year ended 30 June 2025 and you have acknowledged on the Statement of financial position as at 30 June 2025 your duty to ensure that J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view in accordance with the Companies Act 2014. You consider that J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) is exempt from the statutory audit requirement for the financial year ended 30 June 2025.

We have not been instructed to carry out an audit or review the financial statements of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited). For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.



Grant Thornton Business Advisory Services Limited
Chartered Accountants
13 - 18 City Quay
Dublin 2

Date: 9th month 2026

Abridged statement of financial position

As at 30 June 2025

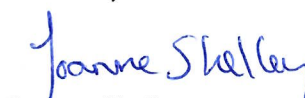
	Note	2025 €	2024 €
Current assets			
Debtors: amounts falling due within one year	4	15,209	100
Cash at bank and in hand		9,817	28,077
		<u>25,026</u>	<u>28,177</u>
Current liabilities			
Creditors: amounts falling due within one year	5	(10,684)	(25,832)
Total assets less current liabilities		<u>14,342</u>	<u>2,345</u>
Net assets		<u><u>14,342</u></u>	<u><u>2,345</u></u>
Capital and reserves			
Called up share capital presented as equity		100	100
Profit and loss account		14,242	2,245
Shareholders' funds		<u><u>14,342</u></u>	<u><u>2,345</u></u>

We, as directors of J Shelley Marketing Limited (formerly Business Talk-Marketing Limited), state that:

- these financial statements have been prepared in accordance with the small companies regime.
- 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 are satisfied.
- the members of the Company have not served a notice on the Company under section 334(1) 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 state 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.
- the Company has relied on the specific exemptions contained in section 352 of the Companies Act 2014; the Company has done so on the grounds that it 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.

The financial statements were approved and authorised for issue by the board:


Michael Shelley
 Director


Joanne Shelley
 Director

Date: *30 June 2026*

The notes on pages 3 to 5 form part of these financial statements.

Notes to the abridged financial statements

For the financial year ended 30 June 2025

1. General information

J Shelley Marketing Limited (formerly Business Talk-Marketing Limited) is a private company, limited by shares, which is registered and incorporated in the Republic of Ireland. The Company's registered office is at 23 Knocksinna Park, Foxrock, Dublin 18, Ireland.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' and the requirements of the Companies Act 2014. The disclosure requirements of Section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The following principal accounting policies have been applied:

2.2 Going concern

After reviewing the company's forecasts and projections, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. The company therefore continues to adopt the going concern basis in preparing its financial statements.

2.3 Revenue

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 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 probable 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.

2.4 Current taxation

The tax expense for the financial year comprises current tax. Tax is recognised in the Statement of comprehensive income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates income.

Notes to the abridged financial statements

For the financial year ended 30 June 2025

2. Accounting policies (continued)

2.5 Debtors

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.6 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.7 Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

3. Employees

The Company has no employees other than the directors.

4. Debtors

	2025	2024
	€	€
Other debtors	15,209	100

Other debtors include director's loan amounting to €8,469 (2024: €Nil). The director's loan is unsecured, interest-free, and repayable on demand. The balance represents funds drawn by the director during the normal course of operations.

Notes to the abridged financial statements

For the financial year ended 30 June 2025

5. Creditors: Amounts falling due within one year

	2025 €	2024 €
Corporation tax	2,387	673
Other taxation and social insurance	2,297	12,220
Other creditors	-	939
Accruals	6,000	12,000
	<u>10,684</u>	<u>25,832</u>

	2025 €	2024 €
Other taxation and social insurance		
PAYE/PRSI	-	5,783
VAT	2,297	6,437
	<u>2,297</u>	<u>12,220</u>

6. Appropriation of Profit and loss account

	2025 €	2024 €
Profit and loss account brought forward at the beginning of the financial year	2,245	-
Profit for the financial year	11,997	2,245
Profit and loss account carried forward at the end of the financial year	<u>14,242</u>	<u>2,245</u>

7. Post balance sheet events

There have been no significant events affecting the Company since the financial period end.

8. Controlling party

The Company is ultimately owned and controlled by its directors.

9. Approval of financial statements

The board of directors approved these financial statements for issue on

9th month 2026.