

Company registration number: 347516

**HH Global Marketing Solutions Ireland Ltd
Trading as HH Global Ireland**

Financial statements

for the financial year ended 31 March 2025

HH Global Marketing Solutions Ireland Ltd

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HH Global Marketing Solutions Ireland Ltd

Directors and other information

Director	Peter John Drydon
Secretary	Mark O'Connor
Company number	347516
Registered office	HH Global Ireland Unit M, M7 Business Park Newhall Naas Co Kildare
Business address	Unit M, M7 Business Park Newhall Naas Co Kildare
Auditor	Kildare Audit & Accountancy Services Lower Eyre Street Newbridge Co Kildare
Bankers	HSBC Ireland 1 Grand Canal Square Grand Canal Harbour Dublin 2

HH Global Marketing Solutions Ireland Ltd

Director's report

The director presents this annual report and the audited financial statements of the company for the financial year ended 31 March 2025.

Director

The names of the persons who at any time during the financial year were director of the company are as follows:

Peter John Drydon

Principal activities

The company's primary activity is that of managing end to end communications and marketing activities for it's clients.

Development and performance

The turnover for the year decreased by 6.9% year on year, due to ongoing market pressures. However with focus and drive on cost reduction and margin expansion, this resulted in an increase in operating profit of 32.6%.

Assets and liabilities and financial position

Total net asset position increased in line with the net profits for the period.

Principal risks and uncertainties

The key risks in respect of the company trading activity relate to the exposure to foreign currency movements and maintaining a competitive market offering.

Likely future developments

The management consider that there will be no material changes in the activities of the company into the future.

Dividends

During the financial year the director has not paid any dividends or recommended payment of a final dividend.

Directors and secretary and their interests

The director and the secretary, at the financial year end, had no interests in shares in, or debentures of, the company or any group undertaking of the company.

Accounting records

The measures taken by the directors to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records are the implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The accounting records of the company are located at Unit M. M7 Business Park, Naas, Co Kildare.

HH Global Marketing Solutions Ireland Ltd

Director's report (continued)

Relevant audit information

In the case of each of the persons who are directors at the time this report is approved in accordance with section 332 of Companies Act 2014:

- so far as each director is aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

This report was approved by the director of the company on 7 January 2026 and signed by:

Peter John Drydon
Director

HH Global Marketing Solutions Ireland Ltd

Director's responsibilities statement

The director is responsible for preparing the director's report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the director to prepare financial statements for each financial year. Under the law, the director has 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 director must not approve the financial statements unless is 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 director is 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 director is 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 to ensure that the financial statements and director's report comply with the Companies Act 2014 and enable the financial statements to be audited. is 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.

**Independent auditor's report to the member of
HH Global Marketing Solutions Ireland Ltd**

Report on the audit of the financial statements

Opinion

We have audited the financial statements of HH Global Marketing Solutions Ireland Ltd (the 'company') for the financial year ended 31 March 2025 which comprise the profit and loss account, statement of income and retained earnings, balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 March 2025 and of its profit for the financial year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the auditor's 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 Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), 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 director's 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 director with respect to going concern are described in the relevant sections of this report.

Other Information

The director is responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

**Independent auditor's report to the member of
HH Global Marketing Solutions Ireland Ltd (continued)**

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited, and financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on 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 director's report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the director's responsibilities statement, the director is 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 director determines is 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 director is 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 management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Auditor's 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 an auditor's report 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 (Ireland) 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.

**Independent auditor's report to the member of
HH Global Marketing Solutions Ireland Ltd (continued)**

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the director.
- Conclude on the appropriateness of the director's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's member, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's member those matters we are required to state to them in an auditor's 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 member, as a body, for our audit work, for this report, or for the opinions we have formed.

Claire Kelly (Senior Statutory Auditor)
For and on behalf of
Kildare Audit & Accountancy Services
Chartered Accountant and Statutory Auditor
Lower Eyre Street
Newbridge
Co Kildare

8 January 2026

HH Global Marketing Solutions Ireland Ltd

Profit and loss account Financial year ended 31 March 2025

	Note	2025 €	2024 €
Turnover	4	18,084,551	19,420,480
Cost of sales		(12,140,149)	(13,011,274)
Gross profit		5,944,402	6,409,206
Administrative expenses		(5,299,868)	(6,005,162)
Other operating income	5	286,246	297,929
Operating profit	6	930,780	701,973
Loss on financial assets at fair value through profit or loss		(7,028)	(21,604)
Loss on financial liabilities at fair value through profit or loss		(15,161)	(11,646)
Other interest receivable and similar income	8	217,767	21,840
Interest payable and similar expenses	9	(3,349)	(25,291)
Profit before taxation		1,123,009	665,272
Tax on profit	10	(200,042)	(145,284)
Profit for the financial year		<u>922,967</u>	<u>519,988</u>

All the activities of the company are from continuing operations.

The company has no other recognised items of income and expenses other than the results for the financial year as set out above.

HH Global Marketing Solutions Ireland Ltd

**Statement of income and retained earnings
Financial year ended 31 March 2025**

	2025	2024
	€	€
Profit for the financial year	922,967	519,988
Retained earnings at the start of the financial year	<u>4,020,163</u>	<u>3,500,175</u>
Retained earnings at the end of the financial year	<u><u>4,943,130</u></u>	<u><u>4,020,163</u></u>

HH Global Marketing Solutions Ireland Ltd

Balance sheet As at 31 March 2025

		2025		2024	
	Note	€	€	€	€
Fixed assets					
Tangible assets	12	315,440		385,475	
Financial assets	13	122		122	
			315,562		385,597
Current assets					
Stocks	14	156,855		248,597	
Debtors	15	8,894,269		6,695,741	
Cash at bank and in hand		32,357		226,060	
		9,083,481		7,170,398	
Creditors: amounts falling due within one year	16	(4,401,372)		(3,535,733)	
Net current assets			4,682,109		3,634,665
Total assets less current liabilities			4,997,671		4,020,262
Provisions for liabilities	17		(54,442)		-
Net assets			4,943,229		4,020,262
Capital and reserves					
Called up share capital presented as equity	20		99		99
Profit and loss account	21		4,943,130		4,020,163
Shareholder funds			4,943,229		4,020,262

These financial statements were approved by the director of the company on 7 January 2026 and signed by:

Peter John Drydon
Director

The notes on pages 12 to 23 form part of these financial statements.

HH Global Marketing Solutions Ireland Ltd

Statement of cash flows Financial year ended 31 March 2025

	2025	2024
	€	€
Cash flows from operating activities		
Profit for the financial year	922,967	519,988
<i>Adjustments for:</i>		
Depreciation of tangible assets	97,148	211,923
(Gain)/loss on financial assets at fair value through profit or loss	7,028	21,604
(Gain)/loss on financial liabilities at fair value through profit or loss	15,161	11,646
Other interest receivable and similar income	(217,767)	(21,840)
Interest payable and similar expenses	3,349	25,291
Tax on profit	200,042	145,284
Accrued expenses/(income)	181,051	226,924
<i>Changes in:</i>		
Stocks	91,742	(35,990)
Trade and other debtors	(2,227,351)	(3,575,955)
Trade and other creditors	864,417	(225,051)
Cash generated from operations	<u>(62,213)</u>	<u>(2,696,176)</u>
Interest paid	(3,349)	(25,291)
Interest received	217,767	21,840
Tax paid	(106,732)	(42,643)
Net cash from/(used in) operating activities	<u>45,473</u>	<u>(2,742,270)</u>
Cash flows from investing activities		
Purchase of tangible assets	<u>(27,112)</u>	<u>(313,207)</u>
Net cash used in investing activities	<u>(27,112)</u>	<u>(313,207)</u>
Cash flows from financing activities		
Proceeds from loans from group undertakings	(189,874)	409,577
Proceeds from loans from participating interests	-	(32,636)
Net cash (used in)/from financing activities	<u>(189,874)</u>	<u>376,941</u>
Net increase/(decrease) in cash and cash equivalents	(171,513)	(2,678,536)
Cash and cash equivalents at beginning of financial year	226,060	2,904,596
Exchange (losses)/gains on cash and cash equivalents	(22,190)	-
Cash and cash equivalents at end of financial year	<u>32,357</u>	<u>226,060</u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements Financial year ended 31 March 2025

1. General information

The company is a private company limited by shares, registered in Ireland. The address of the registered office is HH Global Ireland, Unit M, M7 Business Park, Newhall, Naas, Co Kildare.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

3. 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.

Consolidation

The company has taken advantage of the exemption from preparing consolidated financial statements contained in Section 300 of the Companies Act 2014 on the basis that the company is itself a subsidiary undertaking and its holding undertaking is not established under the laws of an EEA State.

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.

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Notes to the financial statements (continued) Financial year ended 31 March 2025

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.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

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:

Short leasehold property	- 20%
Computer & IT	- 33.3% straight line
Fittings fixtures and equipment	- 33% 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.

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Notes to the financial statements (continued) Financial year ended 31 March 2025

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.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event; it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the balance sheet and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised in finance costs in profit or loss in the period it arises.

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued) Financial year ended 31 March 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.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised in finance costs in profit or loss in the period in which it arises.

Dilapidations

The company in 2023, implemented a policy of providing for expected re-instatement costs due to dilapidation of the leasehold building over the lease term, such costs are due on completion of current leases, in accordance with the lease terms for re-instatement of the property in its original state. The dilapidations are written down over the lease term.

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

4. Turnover

The whole of the turnover is attributable to the principal activity of the company which is wholly undertaken in Ireland.

5. Other operating income

	2025	2024
	€	€
Rental income	120,000	124,046
Management charges receivable	166,246	173,883
	286,246	297,929
	286,246	297,929

6. Operating profit

Operating profit is stated after charging/(crediting):

	2025	2024
	€	€
Depreciation of tangible assets	97,148	211,923
Impairment of trade debtors	3,974	-
Operating lease rentals	28,802	25,274
Fees payable for the audit of the financial statements	6,750	6,725
	136,674	243,922
	136,674	243,922

7. Staff costs

The average number of persons employed by the company during the financial year, including the director, was as follows:

	2025	2024
	Number	Number
Distribution	55	57
	55	57
	55	57

The aggregate payroll costs incurred during the financial year were:

	2025	2024
	€	€
Wages and salaries	2,672,836	2,779,411
Social insurance costs	285,291	305,457
Other retirement benefit costs	94,821	97,410
	3,052,948	3,182,278
	3,052,948	3,182,278

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

8. Other interest receivable and similar income

	2025	2024
	€	€
Loans to group undertakings	217,767	21,840
Interest is received from funds deposited with group treasury		

9. Interest payable and similar expenses

	2025	2024
	€	€
Loans from group undertakings	-	25,291
Other interest payable and similar expenses	3,349	-
	<u>3,349</u>	<u>25,291</u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

10. Tax on profit

Major components of tax expense

	2025	2024
	€	€
Current tax:		
Irish current tax expense	145,600	88,707
Adjustments in respect of previous periods	-	22,312
Total current tax	<u>145,600</u>	<u>111,019</u>
Deferred tax:		
Origination and reversal of timing differences	54,442	34,265
Tax on profit	<u><u>200,042</u></u>	<u><u>145,284</u></u>

Reconciliation of tax expense

The tax assessed on the profit for the financial year is higher than (2024: higher than) the standard rate of corporation tax in Ireland of 12.50% (2024: 12.50%).

	2025	2024
	€	€
Profit before taxation	<u>1,123,009</u>	<u>665,272</u>
Profit multiplied by rate of tax	140,376	83,159
Adjustments in respect of prior periods	-	22,312
Effect of capital allowances and depreciation	(4,399)	-
Effect of revenue exempt from tax	(27,221)	-
Effect of different Irish tax rates on some earnings	15,500	5,548
Close Company Surcharge	21,344	-
Deferred Tax	54,442	34,265
Tax on profit	<u><u>200,042</u></u>	<u><u>145,284</u></u>

11. Appropriations of profit and loss account

	2025	2024
	€	€
At the start of the financial year	4,020,163	3,500,175
Profit for the financial year	922,967	519,988
At the end of the financial year	<u><u>4,943,130</u></u>	<u><u>4,020,163</u></u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

12. Tangible assets

	Long leasehold property €	Short leasehold property €	Plant and machinery €	Fixtures, fittings and equipment €	Motor vehicles €	Total €
Cost						
At 1 April 2024	762,705	236,823	68,717	15,550	41,900	1,125,695
Additions	-	-	27,112	-	-	27,112
At 31 March 2025	<u>762,705</u>	<u>236,823</u>	<u>95,829</u>	<u>15,550</u>	<u>41,900</u>	<u>1,152,807</u>
Depreciation						
At 1 April 2024	413,133	236,243	46,159	2,786	41,900	740,221
Charge for the financial year	76,269	348	15,345	5,184	-	97,146
At 31 March 2025	<u>489,402</u>	<u>236,591</u>	<u>61,504</u>	<u>7,970</u>	<u>41,900</u>	<u>837,367</u>
Carrying amount						
At 31 March 2025	<u>273,303</u>	<u>232</u>	<u>34,325</u>	<u>7,580</u>	<u>-</u>	<u>315,440</u>
At 31 March 2024	<u>349,572</u>	<u>580</u>	<u>22,558</u>	<u>12,764</u>	<u>-</u>	<u>385,474</u>

13. Financial assets

	Shares in group undertakings €	Total €
Cost		
At 1 April 2024 and 31 March 2025	<u>122</u>	<u>122</u>
Provision for diminution in value		
At 1 April 2024 and 31 March 2025	<u>-</u>	<u>-</u>
Carrying amount		
At 31 March 2025	<u>122</u>	<u>122</u>
At 31 March 2024	<u>122</u>	<u>122</u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued) Financial year ended 31 March 2025

Investments in group undertakings

	Registered office	Nature of business	Class of share	Shares held	
				2025 %	2024 %
Subsidiary undertakings					
Innerworkings NI Ltd	Murray House, Murray street, Belfast, N. Ireland, BT1 6DN	Communication s and print	Ordinary	100	100

14. Stocks

	2025 €	2024 €
Finished goods and goods for resale	156,855	248,597

15. Debtors

	2025 €	2024 €
Trade debtors	4,570,504	3,632,328
Amounts owed by group undertakings	4,076,543	2,812,876
Other debtors	23,680	-
Prepayments	53,795	51,967
Accrued income	169,747	198,570
	<u>8,894,269</u>	<u>6,695,741</u>

16. Creditors: amounts falling due within one year

	2025 €	2024 €
Trade creditors	1,337,024	648,125
Amounts owed to group undertakings	824,936	1,014,810
Pension contributions	27,342	8,983
Other creditors	(2,994)	-
Tax and social insurance:		
PAYE and social welfare	63,758	67,103
Corporation tax	101,820	62,952
VAT	251,200	131,680
Accruals	1,712,422	1,560,194
Deferred income	85,864	41,886
	<u>4,401,372</u>	<u>3,535,733</u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

17. Provisions

	Deferred tax (note 18)	Total
	€	€
At 1 April 2024	-	-
Additions	54,442	54,442
At 31 March 2025	<u>54,442</u>	<u>54,442</u>

18. Deferred tax

The deferred tax included in the balance sheet is as follows:

	2025	2024
	€	€
Included in provisions (note 17)	<u>54,442</u>	<u>-</u>

The deferred tax account consists of the tax effect of timing differences in respect of:

	2025	2024
	€	€
Interest receivable	<u>54,442</u>	<u>-</u>

19. Employee benefits

The amount recognised in profit or loss in relation to defined contribution plans was €94,821 (2024: €97,410).

The company contributes to a pension plan for its employees which is a defined contribution plan.

20. Share capital

Authorised share capital

	2025		2024	
	Number	€	Number	€
Ordinary shares of € 1.00 each	<u>99</u>	<u>99</u>	<u>99</u>	<u>99</u>

Issued, called up and fully paid

	2025		2024	
	Number	€	Number	€
Amounts presented in equity:				
Ordinary shares of € 1.00 each	<u>99</u>	<u>99</u>	<u>99</u>	<u>99</u>

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued) Financial year ended 31 March 2025

21. Reserves

Profit and loss account:

This reserve records retained earnings and accumulated losses.

22. Analysis of changes in net debt

	At 1 April 2024	Cash flows	At 31 March 2025
	€	€	€
Cash and cash equivalents	226,060	(193,703)	32,357
Debt due within one year	(1,014,810)	189,874	(824,936)
	<u>(788,750)</u>	<u>(3,829)</u>	<u>(792,579)</u>

23. Related party transactions

The company has availed of the disclosure exemption under FRS102 in relation to the transactions with the group companies.

24. Key management personnel

Key management personal controlling the company are employed by the parent company located in the UK and have no remuneration costs within the company accounts presented.

25. Controlling party

The controlling party is the immediate parent company Innerworkings Europe Ltd, incorporated in the UK, with the ultimate parent company being the company into which the results are consolidated for the entire group HH Global Finance Limited registered in the United Kingdom.

The company's ultimate parent undertaking is HH Global Enterprise Network Ltd (previously known as BTO Balance BidCo Limited), a company registered in Jersey, company under number 130404, and the largest Group for which the result of the Company are consolidated.

The registered office of HH Global Enterprise Network Ltd is 44 Esplanade, St Helier, Jersey JE4 9WG.

26. Dilapidation Provision

The group has adopted an accounting policy in respect of expected costs of reinstatement of the property to original condition at the end of the lease term being Oct 2028. The expected costs of same are capitalised into the cost of the leasehold and depreciated over the term of the lease, to reflect the expected liability for re-instatement at the end of the lease period.

HH Global Marketing Solutions Ireland Ltd

Notes to the financial statements (continued)
Financial year ended 31 March 2025

27. Approval of financial statements

The board of directors approved these financial statements for issue on 7 January 2026.