

MMGY Global Limited

Annual Report and Financial Statements

For the year ended 31 December 2023

Company Registration No. 05355559 (England and Wales)

MMGY Global Limited

Company Information

Directors	H McConnell	
	J A Sloan	
	K Briscoe	(Appointed 1 January 2023)
	C Moultrie	(Appointed 26 October 2023)
Company number	05355559	
Registered office	58 Southwark Bridge Road London England SE1 0AS	
Auditor	Moore Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL	

MMGY Global Limited

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MMGY Global Limited

Strategic Report

For the year ended 31 December 2023

The directors present the strategic report for the year ended 31 December 2023.

Principal activities and business model

MMGY Global Limited (previously Ophir PR Limited) provides integrated marketing to convert consumers by implementing results-driven plans during every part of the purchase path including advertising creative, media planning and buying, social media and marketing technology.

The company supplies the marketing services to improve communication on behalf of the travel, tourism, and hospitality industry. Its current operating model provides travel sector-focused marketing communications services including design and creative content development, public relations (PR), and media buying on behalf of clients using a variety of platforms. This approach looks at every step from creating creative assets to liaising with journalists. The core focus of the group is to inspire people to go places.

Business review and results

MMGY Global Limited was incorporated on 7 February 2005. The strategy in creating MMGY Global Limited was to serve as a main company for all of MMGY's UK Client operations. The focus is to integrate all existing client operations into MMGY Global Limited, from the wider UK companies in the Group.

This year for MMGY Global Limited, the priority of the business has been to continue to work with Group companies to focus on growth strategies, investment in people, and process integration to increase the capability and efficiency within the organization. The companies' ongoing strategy of investment in products, client satisfaction, and people has resulted in a successful outcome for the financial year's results.

	FY 23	FY22
	£'000	£'000
Turnover	£32,734	£10,897
Operating profit	£7,472	£4,021
Cash	£1,716	£576

The companies' key performance indicators are fee income derived from its clients and the cost to deliver those services in terms of staff and other operating costs to derive operating profit. These are an important measure of productivity and efficiency of the business and as such are used as management performance measures. The operating profit for 2023 was £7,471,644 (2022: £4,020,802) and operating profit margin of 23% (2022: 37%).

During the year, the company has continued to develop and build strong relationships with its customers which are based mainly abroad and include major hotel chains and tourist boards.

The company saw its operating profit margin improve from 0% in 2021 to 37% in 2022. This was driven by the increase in turnover (discussed above).

With the UK having a great creative services industry and the group having some leading brands, it is perceived that there are multiple opportunities for sustaining and building on a strong recovery and further growth thereafter.

MMGY Global Limited

Strategic Report (Continued)

For the year ended 31 December 2023

Key performance indicators

The board considers the matters described below to be the principal risks and uncertainties the business faces.

Market risk

Decreases in client demand driven by their own internal financial priorities or changes in government policy present a financial risk to the company. The company responds to this through the continuous development of new products to enable a broader offering to its core clients with an emphasis on improving sustainability and returns on investment to maintain its value proposition.

Operational risk

Senior management has assessed all risks and deemed that attracting and retaining key personnel may be a risk. The competitive market in the UK for skilled personnel has ensured that wage inflation remains high and so managing a stable staff-revenue ratio remains important.

There are potential global trade wars as hostility continues across Europe which could affect the economic outlook in all sectors of the UK economy. This uncertainty can reduce the amount of international travel and change the spending patterns of travellers, which is a key driver of revenue for many of our clients and can result in reduced revenue opportunities or other adjustments such as longer payment terms.

Cyber and data security is another key identified area of risk. The company handles a range of client information as part of its day to day operations. The group has a variety of policies, processes and systems in place to ensure it manages such information securely and complies with data protection legislation.

Financial risk management objectives

The company uses cash and other items such as trade debtors and creditors that arise directly from its operations to raise capital for the group's operations. The main risk for the company is debt collection. The directors review and agree the policy for managing these risks.

Liquidity risk

The company aims to mitigate liquidity risk by close management of operational cash generation including weekly cash forecasts and a close understanding of its clients' procurement processes backed up by diligent credit control processes.

On behalf of the board

H McConnell
Director

20 December 2024

MMGY Global Limited

Directors' Report

For the year ended 31 December 2023

The directors present their annual report and financial statements for the year ended 31 December 2023.

Principal activities

The principal activity of the company continued to be that of the provision of public relations services.

Results and dividends

The results for the year are set out on page 9.

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

K Lapeer	(Resigned 26 October 2023)
H McConnell	
D Murphy	(Resigned 26 October 2023)
C Reid	(Resigned 1 January 2023)
J A Sloan	
A Wiegand	(Resigned 26 October 2023)
K Briscoe	(Appointed 1 January 2023)
R Dafydd	(Resigned 1 January 2023)
C Moultrie	(Appointed 26 October 2023)

Auditor

The auditor, Moore Kingston Smith LLP, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

Statement of directors' responsibilities

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

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 United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). 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 state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- 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 keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

MMGY Global Limited

Directors' Report (Continued)

For the year ended 31 December 2023

Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.
On behalf of the board

H McConnell

Director

20 December 2024

MMGY Global Limited

Independent Auditor's Report

To the Members of MMGY Global Limited

Opinion

We have audited the financial statements of MMGY Global Limited (the 'company') for the year ended 31 December 2023 which comprise the Statement of Income and Retained Earnings, the Balance Sheet and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2023 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) 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 the UK, including the FRC's Ethical Standard, 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 directors' 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 directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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.

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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

MMGY Global Limited

Independent Auditor's Report (Continued)

To the Members of MMGY Global Limited

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of 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 Strategic Report or the Directors' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement, the directors are 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 directors determine 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 directors are 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 directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

MMGY Global Limited

Independent Auditor's Report (Continued)

To the Members of MMGY Global Limited

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 (UK) 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.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement 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 purposes of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' 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 deficiencies in internal control that we identified during our audit.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the company.

MMGY Global Limited

Independent Auditor's Report (Continued)

To the Members of MMGY Global Limited

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the company and considered that the most significant are the Companies Act 2006, UK financial reporting standards as issued by the Financial Reporting Council, and UK taxation legislation.
- We obtained an understanding of how the company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a **Other matters which we are required to address** the risk of not detecting one resulting from error, the financial statements of the company for the year ended 31 December 2024 were not audited. The financial statements of the company for the year ended 31 December 2023 were not audited. misrepresentations, or through collusion.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Esther Carder

Senior Statutory Auditor

for and on behalf of Moore Kingston Smith LLP

20 December 2024

Chartered Accountants

Statutory Auditor

Charlotte Building
17 Gresse Street
London
W1T 1QL

MMGY Global Limited

Statement of Income and Retained Earnings

For the year ended 31 December 2023

		2023 £	2022 £
	Notes		
Turnover	3	32,733,574	10,896,620
Cost of sales		(17,779,870)	(3,754,305)
Gross profit		14,953,704	7,142,315
Administrative expenses		(7,482,095)	(3,121,513)
Other operating income		35	-
Operating profit	4	7,471,644	4,020,802
Interest payable and similar expenses	7	-	(446)
Profit before taxation		7,471,644	4,020,356
Tax on profit	8	(1,086,001)	(295,706)
Profit for the financial year		6,385,643	3,724,650
Retained earnings brought forward		3,770,397	45,747
Retained earnings carried forward		10,156,040	3,770,397

The Profit and Loss Account has been prepared on the basis that all operations are continuing operations.

MMGY Global Limited

Balance Sheet

As at 31 December 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Debtors	9	11,631,984		8,706,164	
Cash at bank and in hand		1,715,676		576,466	
		<u>13,347,660</u>		<u>9,282,630</u>	
Creditors: amounts falling due within one year	10	(3,183,620)		(5,504,233)	
Net current assets		<u>10,164,040</u>		<u>3,778,397</u>	
Capital and reserves					
Called up share capital	13	1,333		1,333	
Share premium account		6,667		6,667	
Profit and loss reserves		<u>10,156,040</u>		<u>3,770,397</u>	
Total equity		<u>10,164,040</u>		<u>3,778,397</u>	

The financial statements were approved by the board of directors and authorised for issue on 20 December 2024 and are signed on its behalf by:

H McConnell
Director

Company Registration No. 05355559

MMGY Global Limited

Notes to the Financial Statements

For the year ended 31 December 2023

1 Accounting policies

Company information

MMGY Global Limited is a private company limited by shares incorporated in England and Wales. The registered office is 58 Southwark Bridge Road, London, England, SE1 0AS.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 7 'Statement of Cash Flows': Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues: Interest income/expense and net gains/losses for financial instruments not measured at fair value; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;
- Section 26 'Share based Payment': Share-based payment expense charged to profit or loss, reconciliation of opening and closing number and weighted average exercise price of share options, how the fair value of options granted was measured, measurement and carrying amount of liabilities for cash-settled share-based payments, explanation of modifications to arrangements;
- Section 33 'Related Party Disclosures': Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of MMGY Global UK Holding Ltd. These consolidated financial statements are available from its registered office, 58 Southwark Bridge Road, London, England, SE1 0AS.

1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

1 Accounting policies

(Continued)

1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

Retainer income

Retainer income relates to fees for services performed during a contractual period. These are recognised straight line on a monthly basis over the contract period as they cannot be directly attributed to a specific cost.

Rechargeable expenses

Turnover in relation to rechargeable expenses for services are recognised when the cost was incurred.

Project fees

Turnover is recognised in accordance with the percentage 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.

Fee income on media

Fees on media are recognised as income when the related media is aired. Where revenue has been earned before the end of the accounting period but it has not been billed, revenue is accrued into the financial statements.

1.4 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.5 Financial instruments

The Company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

Other financial assets

Other financial assets, including investments in equity instruments which are not subsidiaries, associates or joint ventures, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in profit or loss, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

1 Accounting policies

(Continued)

Impairment of financial assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

Other financial liabilities

Derivatives, including interest rate swaps and forward foreign exchange contracts, are not basic financial instruments. Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss in finance costs or finance income as appropriate, unless hedge accounting is applied and the hedge is a cash flow hedge.

Debt instruments that do not meet the conditions in FRS 102 paragraph 11.9 are subsequently measured at fair value through profit or loss. Debt instruments may be designated as being measured at fair value through profit or loss to eliminate or reduce an accounting mismatch or if the instruments are measured and their performance evaluated on a fair value basis in accordance with a documented risk management or investment strategy.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1.6 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

1.7 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

1 Accounting policies

(Continued)

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and 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. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity.

- Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.
- 1.8 Employee benefits**
- The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.10 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

1.11 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Revenue Recognition

Turnover is recognised to the extent economic benefits will flow to the company and that turnover can be reliably measured. Turnover represents amounts received or receivable from clients, exclusive of Value Added Tax, for the rendering of services, and comprises charges for fees, commissions and rechargeable expenses and marketing products incurred on behalf of the clients. Turnover derived from retainers is recognised on a straight line basis in accordance with the contract. Where the term of a project straddles the period end, the client has applied an element of judgement to determine the turnover to recognise in the period; being the percentage completion of the work specified in the contract.

3 Turnover

	2023 £	2022 £
Turnover analysed by class of business		
Fees	23,555,707	7,292,116
Reimbursements	9,177,867	3,604,504
	<u>32,733,574</u>	<u>10,896,620</u>
	<u><u>32,733,574</u></u>	<u><u>10,896,620</u></u>
	2023 £	2022 £
Turnover analysed by geographical market		
United Kingdom	5,079,010	321,057
Europe	2,873,390	1,483,944
United States	17,283,819	252,361
Rest of the world	7,497,355	8,839,258
	<u>32,733,574</u>	<u>10,896,620</u>
	<u><u>32,733,574</u></u>	<u><u>10,896,620</u></u>

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

4 Operating profit

	2023 £	2022 £
Operating profit for the year is stated after charging/(crediting):		
Exchange losses/(gains)	207,174	(101,786)
Fees payable to the company's auditor for the audit of the company's financial statements	-	-
Operating lease charges	874	518
	<u> </u>	<u> </u>

5 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

2023 Number	2022 Number
131	85
<u> </u>	<u> </u>

Their aggregate remuneration comprised:

	2023 £	2022 £
Wages and salaries	6,234,627	2,590,061
Social security costs	620,785	209,721
Pension costs	145,888	119,840
	<u> </u>	<u> </u>
	7,001,300	2,919,622
	<u> </u>	<u> </u>

6 Directors' remuneration

	2023 £	2022 £
Remuneration for qualifying services	1,073,360	427,284
Company pension contributions to defined contribution schemes	3,390	4,843
	<u> </u>	<u> </u>
	1,076,750	432,127
	<u> </u>	<u> </u>

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 2 (2022 - 3).

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

6 Directors' remuneration

(Continued)

Remuneration disclosed above include the following amounts paid to the highest paid director:

	2023 £	2022 £
Remuneration for qualifying services	669,632	181,845
Company pension contributions to defined contribution schemes	1,629	1,761
	<u>671,261</u>	<u>183,606</u>

7 Interest payable and similar expenses

	2023 £	2022 £
Other interest	-	446
	<u>-</u>	<u>446</u>

8 Taxation

	2023 £	2022 £
Current tax		
UK corporation tax on profits for the current period	1,086,001	298,845
	<u>1,086,001</u>	<u>298,845</u>
Deferred tax		
Origination and reversal of timing differences	-	(3,139)
	<u>-</u>	<u>(3,139)</u>
Total tax charge	1,086,001	295,706
	<u>1,086,001</u>	<u>295,706</u>

The actual charge for the year can be reconciled to the expected charge for the year based on the profit or loss and the standard rate of tax as follows:

	2023 £	2022 £
Profit before taxation	7,471,644	4,020,356
	<u>7,471,644</u>	<u>4,020,356</u>
<i>Expected tax charge based on the standard rate of corporation tax in the UK of 23.52% (2022: 19.00%)</i>	1,757,331	763,868
Tax effect of expenses that are not deductible in determining taxable profit	3,598	118
Group relief	(674,928)	(466,371)
Other permanent differences	-	234
Under/(over) provided in prior years	-	(1,389)
Remeasurement of deferred tax for changes in tax rates	-	(754)
	<u>-</u>	<u>-</u>
Taxation charge for the year	1,086,001	295,706
	<u>1,086,001</u>	<u>295,706</u>

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

9 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Trade debtors	5,129,307	1,751,337
Corporation tax recoverable	-	818
Amounts owed by group undertakings	5,518,138	6,595,933
Other debtors	191,930	21,568
Prepayments and accrued income	789,470	333,369
	<u>11,628,845</u>	<u>8,703,025</u>
Amounts falling due after more than one year:		
Deferred tax asset (note 11)	<u>3,139</u>	<u>3,139</u>
Total debtors	<u>11,631,984</u>	<u>8,706,164</u>

10 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	1,394,666	221,176
Amounts owed to group undertakings	87,851	3,902,079
Corporation tax	515,354	-
Other taxation and social security	220,736	261,963
Other creditors	47,308	-
Accruals and deferred income	<u>917,705</u>	<u>1,119,015</u>
	<u>3,183,620</u>	<u>5,504,233</u>

11 Deferred taxation

The following are the major deferred tax liabilities and assets recognised by the company and movements thereon:

	Assets 2023 £	Assets 2022 £
Balances:		
Accelerated capital allowances	<u>3,139</u>	<u>3,139</u>

There were no deferred tax movements in the year.

MMGY Global Limited

Notes to the Financial Statements (Continued)

For the year ended 31 December 2023

12 Retirement benefit schemes

	2023 £	2022 £
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	145,888	119,840

A defined contribution pension scheme is operated for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund. At the balance sheet date, contributions totalling £27,647 (2022: £29,255) were payable to the fund.

13 Share capital

	2023 Number	2022 Number	2023 £	2022 £
Ordinary share capital				
Issued and fully paid				
Ordinary shares of £1 each	1,333	1,333	1,333	1,333

1,000 of the 1,333 total shares issued are unpaid and are currently included in trade debtors.

14 Related party transactions

Transactions with related parties

There were no related party transactions during the year.

15 Ultimate Controlling Party

At the balance sheet date the immediate parent company was MMGY Global UK Holding Ltd, a company incorporated in England and Wales with a registered office of 58 Southwark Bridge Road, London, SE1 0AS.

The parent of the smallest group for which consolidated financial statements are drawn up of which the company is a member is MMGY Global UK Holding Ltd.

MMGY Global Holding LLC is the ultimate controlling party and is the smallest and largest group for which consolidated financial statements are drawn up of which the company is a member. The consolidated financial statements are available from their registered office of 4601 Madison Avenue, Kansas City, MO 64112.

