

CHECKPOINT GG LIMITED
Unaudited Financial Statements
For the financial year ended 31 December 2024
Pages for filing with the registrar

CHECKPOINT GG LIMITED
UNAUDITED FINANCIAL STATEMENTS
For the financial year ended 31 December 2024

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CHECKPOINT GG LIMITED
STATEMENT OF FINANCIAL POSITION
As at 31 December 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	3	149,019	34,796
Investments	4	100	100
		149,119	34,896
Current assets			
Debtors	5	1,215,479	1,037,088
Cash at bank and in hand		2,522,344	4,680,265
		3,737,823	5,717,353
Creditors: amounts falling due within one year	6	(701,267)	(703,652)
		3,036,556	5,013,701
Net current assets		3,036,556	5,013,701
Total assets less current liabilities		3,185,675	5,048,597
Net assets		3,185,675	5,048,597
Capital and reserves			
Called-up share capital	7	250	250
Share premium account		8,420,483	8,420,483
Other reserves	10	61,622	0
Profit and loss account		(5,296,680)	(3,372,136)
Total shareholders' funds		3,185,675	5,048,597

CHECKPOINT GG LIMITED
STATEMENT OF FINANCIAL POSITION (CONTINUED)
As at 31 December 2024

For the financial year ending 31 December 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the financial year in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements; and
- These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime and a copy of the Statement of Comprehensive Income has not been delivered.

The financial statements of Checkpoint GG Limited (registered number: 11701417) were approved and authorised for issue by the Board of Directors. They were signed on its behalf by:

J C Burden
Director

C J Hambro
Director

28 July 2025

CHECKPOINT GG LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the financial year ended 31 December 2024

1. Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the financial year and to the preceding financial year, unless otherwise stated.

General information and basis of accounting

Checkpoint GG Limited (the Company) is a private company, limited by shares, incorporated in the United Kingdom under the Companies Act 2006 and is registered in England and Wales. The address of the company's registered office is 18 Claremont Avenue, Sunbury-On-Thames, TW16 5LX, United Kingdom.

The principal activity of the company is insights and market intelligence for brands advertising in virtual worlds.

The financial statements have been prepared under the historical cost convention and in accordance with Section 1A of Financial Reporting Standard 102 (FRS 102) 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued by the Financial Reporting Council and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The principal activity of the company is esports and gaming partnership strategy.

The financial statements are presented in pounds sterling which is the functional currency of the Company and rounded to the nearest £.

Going concern

The directors have assessed the Statement of Financial Position and likely future cash flows at the date of approving these financial statements. The directors have a reasonable expectation that the company has adequate resources to continue in operational existence and to meet its financial obligations as they fall due for at least 12 months from the date of signing these financial statements. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.

Group accounts exemption

Group accounts exemption s399

The Company has taken advantage of the exemption under section 399 of the Companies Act 2006 not to prepare consolidated accounts, on the basis that the group of which this is the parent qualifies as a small group. The financial statements present information about the Company as an individual entity and not about its group.

Foreign currency

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the Statement of Financial Position date are reported at the rates of exchange prevailing at that date.

Exchange differences are recognised in the Statement of Comprehensive Income in the period in which they arise except for exchange differences arising on gains or losses on non-monetary items which are recognised in the Statement of Comprehensive Income.

Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and 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.

Turnover is recognised when the significant risks and rewards are considered to have been transferred to the customer.

Other income relates to management consultancy fees charged to the subsidiary called Geeiq Consultancy Limited.

Employee benefits

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Defined contribution schemes

The company operates a defined contribution scheme. The amount charged to the Statement of Comprehensive Income in respect of pension costs and other post-retirement benefits is the contributions payable in the financial year. Differences between contributions payable in the financial year and contributions actually paid are included as either accruals or prepayments in the Statement of Financial Position.

Share-based payment

Where share options are awarded to employees, the fair value of the options at the date of grant is charged to profit or loss over the vesting period. Non-market vesting conditions are taken into account by adjusting the number of equity instruments expected to vest at each reporting date so that, ultimately, the cumulative amount recognised over the vesting period is based on the number of options that eventually vest. Market vesting conditions are factored into the fair value of the options granted. The cumulative expense is not adjusted for failure to achieve a market vesting condition.

The fair value of the award also takes into account non-vesting conditions. These are either factors beyond the control of either party (such as a target based on an index) or factors which are within the control of one or other of the parties (such as the Company keeping the scheme open or the employee maintaining any contributions required by the scheme).

Where the terms and conditions of options are modified before they vest, the increase in the fair value of the options, measured immediately before and after the modification, is also charged to profit or loss over the remaining vesting period.

Where equity instruments are granted to persons other than employees, profit or loss is charged with fair value of goods and services received.

Taxation

Current tax

Current tax is provided at amounts expected to be paid (or recoverable) using the tax rates and laws that have been enacted or substantively enacted at the Statement of Financial Position date.

Tangible fixed assets

Tangible fixed assets are stated at cost or valuation, net of depreciation and any provision for impairment. Depreciation is provided on all tangible fixed assets, other than investment property and freehold land, at rates calculated to write off the cost or valuation, less estimated residual value, of each asset on a straight-line or reducing balance basis over its expected useful life, as follows:

Leasehold improvements	1.5 years straight line
Office equipment	25 % reducing balance
Computer equipment	25 % reducing balance

Residual value represents the estimated amount which would currently be obtained from disposal of an asset, after deducting estimated costs of disposal, if the asset were already of the age and in the condition expected at the end of its useful life.

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

CHECKPOINT GG LIMITED
NOTES TO THE FINANCIAL STATEMENTS
For the financial year ended 31 December 2024

Fixed asset investments

Investments are recognised initially at fair value which is normally the transaction price excluding transaction costs. Subsequently, they are measured at fair value through profit or loss if the shares are publicly traded or their fair value can otherwise be measured reliably. Other investments are measured at cost less impairment.

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 creditors: amounts falling due within one year.

Financial instruments

The Company only enters into basic financial instruments and transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to and from related parties and investments in non-puttable ordinary shares.

Financial assets

Basic financial assets, including trade and other debtors, and amounts owed by group undertakings, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

Such assets are subsequently carried at amortised cost using the effective interest method.

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. 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 the Statement of Comprehensive Income.

Financial assets are derecognised when (a) the contractual rights to the cash flows from the asset expire or are settled, or (b) substantially all the risks and rewards of the ownership of the asset are transferred to another party or (c) control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions.

Financial liabilities

Basic financial liabilities, including trade and other creditors and accruals, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2. Employees

	2024	2023
	Number	Number
Monthly average number of persons employed by the company during the year, including directors	39	30

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NOTES TO THE FINANCIAL STATEMENTS
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3. Tangible assets

	Leasehold improve- ments	Office equipment	Computer equipment	Total
	£	£	£	£
Cost				
At 01 January 2024	0	12,717	45,319	58,036
Additions	158,734	3,881	19,141	181,756
At 31 December 2024	158,734	16,598	64,460	239,792
Accumulated depreciation				
At 01 January 2024	0	5,781	17,459	23,240
Charge for the financial year	55,305	2,146	10,082	67,533
At 31 December 2024	55,305	7,927	27,541	90,773
Net book value				
At 31 December 2024	103,429	8,671	36,919	149,019
At 31 December 2023	0	6,936	27,860	34,796

4. Fixed asset investments

Investments in subsidiaries

	2024
	£
Cost	
At 01 January 2024	100
At 31 December 2024	100
Carrying value at 31 December 2024	
Carrying value at 31 December 2023	100

Investments in shares

Name of entity	Registered office	Principal activity	Class of shares	Ownership 31.12.2024	Ownership 31.12.2023	Held
GEEIQ Consultancy Limited	18 Claremont Avenue, Sunbury-On-Thames, Surrey, England, TW16 5LX	Esports and gaming partnership strategy	Ordinary	100.00%	100.00%	Direct

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5. Debtors

	2024	2023
	£	£
Trade debtors	571,485	308,131
Amounts owed by group undertakings	274,031	269,693
Corporation tax	195,715	158,107
Other debtors	174,248	301,157
	1,215,479	1,037,088

Amounts owed by group undertakings are unsecured, interest-free, have no fixed date of repayment and are repayable on demand.

6. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	104,091	106,666
Other taxation and social security	83,339	71,073
Other creditors	513,837	525,913
	701,267	703,652

7. Called-up share capital

	2024	2023
	£	£
Allotted, called-up and fully-paid		
1,778,166 Ordinary shares of £ 0.0001 each	178	178
528,226 Ordinary A1 shares of £ 0.0001 each	53	53
193,549 Ordinary A2 shares of £ 0.0001 each	19	19
	250	250

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8. Financial commitments

Commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2024	2023
	£	£
within one year	39,900	0
between one and five years	9,975	0
	49,875	0

Pensions

The company operates a defined contribution pension scheme for the directors and employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

	2024	2023
	£	£
Unpaid contributions due to the fund (inc. in other creditors)	26,888	28,196

9. Related party transactions

Where possible, the company has taken advantage of the exemption conferred by FRS 102 section 33.1A from the requirement to disclose transactions with other wholly owned group undertakings.

10. Share-based payment reserve

The company operates both an approved EMI share option scheme and an unapproved option scheme for the benefit of employees and advisors of the company. The options have an exercise price of £4.24 and are only to be exercised in the event of a sale or listing of the company.

In the year, Options were granted over 48,852 Ordinary shares with a vesting period of 4 years.

The company recognised total expense of £61,662 (2023: £nil) relating to equity-settled share-based payment transactions. This was due to a revision in the vesting period of all the share options granted by the company.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.