

UK CONTENT AGENCY CREATES ESTONIAN COMPANY TO GUARD AGAINST BREXIT

Submitted by: Red Robot Media

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UK copywriting company launches EU company to maintain EU links

On the day the UK government triggers Article 50 to exit the EU, Red Robot Media has today formally applied for registration of a new Estonian sister company.

The new Estonian company will allow Red Robot to retain a presence in the EU after Brexit. For EU clients, the move will also guard against Brexit uncertainty and give the company more flexibility post-Brexit.

Red Robot's director and technical writer Claire Broadley is a member of the Estonian e-residency program. The program allows individuals from anywhere in the world to set up an Estonian company and maintain close links with the EU after Brexit. There are currently approximately 1,000 UK citizens registered as Estonian e-residents.

Claire's new company, Red Robot OÜ, will operate out of Tallinn, Estonia. It will offer the same services that the UK company Red Robot Media offers now, including technical blogging, business blogging, system documentation, and video production.

We produce content for clients worldwide. Estonian e-residency offers a simple way to maintain strong EU links after Brexit.

UK Estonian e-residents are creating companies to guard against Brexit uncertainty and ensure they can access valuable benefits of EU membership. Red Robot OÜ will also be able to access all of the benefits of the Digital Single Market, a program which the UK intends to exit over the course of the next two years.

Red Robot OÜ hopes to accept payments in euro from June, direct to its Estonian bank account, which will help it to protect against any further devaluation of the pound. Customers of the UK company can still pay in pounds sterling.

All of Red Robot Media's clients will have the option of transferring their business to Red Robot OÜ in Estonia if they wish. This will allow them to enjoy the same service that they currently enjoy, provisioned within the EU legal and data protection framework.

For micro businesses like Red Robot Media, Brexit presents challenges in terms of costs and legal compliance. In particular, it is difficult for a very small business to attract significant EU business in an unclear post-Brexit environment. The Estonian e-residency program allows micro businesses to put contingency plans in place.

Red Robot OÜ is being registered with the Estonian Business Registry by LeapIn.eu. LeapIn provides management services for Estonian companies that are administered by Estonian e-residents overseas.

ABOUT RED ROBOT MEDIA

Red Robot Media is a UK company specialising in technical writing and business copywriting. It is located in Horsforth, close to Leeds Bradford Airport. The company was founded in 2010.

Claire Broadley started the company formation with the Estonian Business Registry in March 2017, on the day Article 50 was triggered by the UK government.

All media enquiries can be sent to office@red-robot.net

For more information, visit Red Robot Media (<https://red-robot.net>)