

Report of the Directors and
Unaudited Financial Statements for the Year Ended 31 December 2013
for
Sequel Group Limited

Sequel Group Limited (Registered number: 00934848)

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for the Year Ended 31 December 2013

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Sequel Group Limited

Company Information

for the Year Ended 31 December 2013

DIRECTORS: P V Ciccone FCA
S Peck
N G Andrews
C P J Fenoughty

SECRETARY: P V Ciccone FCA

REGISTERED OFFICE: 79 Essex Road
London
N1 2SF

REGISTERED NUMBER: 00934848 (England and Wales)

ACCOUNTANTS: Kingston Smith LLP
141 Wardour Street
London
W1F 0UT

Sequel Group Limited (Registered number: 00934848)

Report of the Directors
for the Year Ended 31 December 2013

The directors present their report with the financial statements of the Company for the year ended 31 December 2013.

PRINCIPAL ACTIVITY

The principal activity of the Company in the year under review was that of business employees and business customer communications.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2013 to the date of this report.

P V Ciccone FCA
S Peck
N G Andrews
C P J Fenoughty

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

P V Ciccone FCA - Director

24 April 2014

Sequel Group Limited (Registered number: 00934848)Profit and Loss Account
for the Year Ended 31 December 2013

	Notes	31.12.13 £	31.12.12 £
TURNOVER		2,374,373	2,144,906
Cost of sales		<u>390,827</u>	<u>371,907</u>
GROSS PROFIT		1,983,546	1,772,999
Administrative expenses		<u>1,758,255</u>	<u>1,625,563</u>
OPERATING PROFIT	2	225,291	147,436
Interest payable and similar charges		<u>7,237</u>	<u>7,328</u>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		218,054	140,108
Tax on profit on ordinary activities	3	<u>49,330</u>	<u>31,952</u>
PROFIT FOR THE FINANCIAL YEAR		<u><u>168,724</u></u>	<u><u>108,156</u></u>

Sequel Group Limited (Registered number: 00934848)Balance Sheet31 December 2013

	Notes	31.12.13		31.12.12	
		£	£	£	£
FIXED ASSETS					
Intangible assets	4		249,237		265,487
Tangible assets	5		13,908		20,220
Investments	6		-		-
			<u>263,145</u>		<u>285,707</u>
CURRENT ASSETS					
Stocks		5,178		2,714	
Debtors	7	748,218		720,781	
Cash at bank and in hand		<u>140,513</u>		<u>558</u>	
		893,909		724,053	
CREDITORS					
Amounts falling due within one year	8	<u>479,376</u>		<u>529,889</u>	
NET CURRENT ASSETS			<u>414,533</u>		<u>194,164</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			677,678		479,871
CREDITORS					
Amounts falling due after more than one year	9		63,510		34,427
NET ASSETS			<u>614,168</u>		<u>445,444</u>
CAPITAL AND RESERVES					
Called up share capital	10		11,525		11,525
Share premium	11		17,450		17,450
Profit and loss account	11		<u>585,193</u>		<u>416,469</u>
SHAREHOLDERS' FUNDS			<u>614,168</u>		<u>445,444</u>

The Company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2013.

The members have not required the Company to obtain an audit of its financial statements for the year ended 31 December 2013 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the Company keeps accounting records which comply with Sections 386 and
- (a) 387 of the Companies Act 2006 and
 - preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end
 - of each financial year and of its profit or loss for each financial year in accordance with the
- (b) requirements of
 - Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to
 - financial statements, so far as applicable to the Company.

Sequel Group Limited (Registered number: 00934848)

Balance Sheet - continued

31 December 2013

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Directors on 24 April 2014 and were signed on its behalf by:

P V Ciccone FCA - Director

Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements
for the Year Ended 31 December 2013

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Preparation of consolidated financial statements

In the opinion of the directors, the company and its subsidiary undertaking comprise a small group. The company has therefore taken advantage of the exemption provided by section 383 of the Companies Act 2006 not to produce group accounts.

Exemption from preparing a cash flow statement

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

Turnover

Turnover represents revenue due from the normal activities of the business to the extent that the seller obtains the right to consideration in exchange for its performance of those activities, exclusive of VAT.

The revenue recognised is measured by reference to the amounts likely to be chargeable to clients, less a suitable allowance to recognise the uncertainties remaining in the completion of obligations.

Goodwill

Positive purchased goodwill arising on acquisitions is capitalised, classified as an asset on the Balance Sheet and amortised over its estimated useful life up to a maximum of 20 years. This length of time is presumed to be the maximum useful life of purchased goodwill because it is difficult to make projections beyond this period.

Goodwill is reviewed for impairment at the end of the first full financial year following each acquisition and subsequently as and when necessary if circumstances emerge that the carrying value may not be recoverable.

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:-

Office equipment, fixtures and fittings 20%-33.3%

Leasehold improvements 20%

Work in progress

Work in progress is valued at the lower of cost and net realisable value and represents bought-in costs and direct staff costs appropriate to the stage of completion of each project.

Deferred tax

The charge for taxation takes into account taxation deferred as a result of timing differences between the treatment of certain items that have originated but not reversed at the balance sheet date. However, deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred taxation is measured on a non-discounted basis at the average tax rates that would apply when the timing differences are expected to reverse, based on tax rates and laws that have been enacted by the balance sheet date.

Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2013

1. ACCOUNTING POLICIES - continued

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives. Assets acquired under hire purchase contracts are depreciated over their useful lives. Finance leases are those where substantially all the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods, the finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals applicable to operating leases where substantially all of the benefits and risk of ownership remain with the lessor are charged to profit and loss account as incurred.

Pension costs and other post-retirement benefits

The company operates defined contribution pension schemes. The assets of the schemes are held separately from those of the company in independently administered funds. The pension cost charge represents contributions payable by the company to the funds and amounted to £45,838 (2012 - £33,808).

The company also makes discretionary contributions to the personal pension plans of certain directors which are charged to profit and loss account when paid.

Investments

Fixed asset investments are stated at cost less provision for diminution in value.

2. OPERATING PROFIT

The operating profit is stated after charging:

	31.12.13	31.12.12
	£	£
Depreciation - owned assets	14,896	22,961
Goodwill amortisation	16,250	16,250
Pension costs	<u>45,838</u>	<u>33,808</u>
Directors' remuneration and other benefits etc	<u>361,086</u>	<u>328,839</u>

3. TAXATION

Analysis of the tax charge

The tax charge on the profit on ordinary activities for the year was as follows:

31.12.13	31.12.12
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Free company information from Datalog <http://www.datalog.co.uk>

	£	£
Current tax:		
UK corporation tax	49,330	34,818
Deferred tax	-	(2,866)
Tax on profit on ordinary activities	<u>49,330</u>	<u>31,952</u>

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Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2013

3. TAXATION - continued

Factors affecting the tax charge

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below:

	31.12.13	31.12.12
	£	£
Profit on ordinary activities before tax	<u>218,054</u>	<u>140,108</u>
Profit on ordinary activities multiplied by the standard rate of corporation tax in the UK of 20% (2012 - 20%)	43,611	28,022
Effects of:		
Expenses not deductible for tax purposes	1,039	1,443
Depreciation in excess of capital allowances	3,753	6,280
Adjustments to tax charge in respect of previous periods	927	-
Tax under provided in period	-	(927)
Current tax charge	<u>49,330</u>	<u>34,818</u>

4. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 January 2013 and 31 December 2013	<u>325,425</u>
AMORTISATION	
At 1 January 2013	59,938
Charge for year	<u>16,250</u>
At 31 December 2013	<u>76,188</u>
NET BOOK VALUE	
At 31 December 2013	<u>249,237</u>
At 31 December 2012	<u>265,487</u>

Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2013

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 January 2013	133,903
Additions	8,584
Disposals	<u>(7,271)</u>
At 31 December 2013	<u>135,216</u>
DEPRECIATION	
At 1 January 2013	113,683
Charge for year	14,896
Eliminated on disposal	<u>(7,271)</u>
At 31 December 2013	<u>121,308</u>
NET BOOK VALUE	
At 31 December 2013	<u>13,908</u>
At 31 December 2012	<u>20,220</u>

6. FIXED ASSET INVESTMENTS

The company's investment at the balance sheet date in the share capital in group undertakings comprises:

Pans Ltd (dormant)

100% holding Ordinary Shares

Cost £2 less cost written off £2.

Net Book Value at 31.12.12 and 31.12.11 £Nil

Aggregate capital and reserves at 28.2.12 and 28.2.11 £2.

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.13 £	31.12.12 £
Trade debtors	685,653	645,421
Other debtors	<u>62,565</u>	<u>75,360</u>
	<u>748,218</u>	<u>720,781</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.13 £	31.12.12 £
Trade creditors	94,772	105,006
Taxation and social security	153,047	126,758
Other creditors	<u>231,557</u>	<u>298,125</u>
	<u>479,376</u>	<u>529,889</u>

Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2013

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR - continued

Included in other creditors was £Nil (2012 £49,945) due to Royal Bank of Scotland Invoice Discounting which is secured on trade debtors.

Included in other creditors was £4,616 (2012 £4,637) of accrued pension contributions.

9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

Other creditors falling due after more than one year represent a directors loan from P V J Ciccone. Interest is payable on these loans at 3.5% above base rate.

10. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.13 £	31.12.12 £
5,525	A	1	5,525	5,525
6,000	B	1	6,000	6,000
			<u>11,525</u>	<u>11,525</u>

11. RESERVES

	Profit and loss account £	Share premium £	Totals £
At 1 January 2013	416,469	17,450	433,919
Profit for the year	<u>168,724</u>		<u>168,724</u>
At 31 December 2013	<u>585,193</u>	<u>17,450</u>	<u>602,643</u>

12. CONTINGENT LIABILITIES

The company's accounting and finance functions are outsourced on a rolling annual contract. Under the terms of the contract, in the event of a change in ownership of the company, the annual value of the contract (presently £59,000) becomes payable by the company.

13. TRANSACTIONS WITH DIRECTORS

During the year the company paid £2,088 (2012 £596) in respect of interest on a loan advanced to the company by P V Ciccone. At the end of the year the balance of the loan from P V Ciccone was £63,510 (2012 £18,758). The loan has no fixed repayment date.

During the year the company paid £193 (2012 £493) in respect of interest on a loan advanced by S Peck. At the end of the year the balance of the loan from S Peck was £Nil (2012 £15,669).

During the year the company paid £3,416 (2012 £3,290) in respect of a loan advanced to the company by L. Ciccone. At the end of the year the balance of the loan from L.Ciccone was £108,018 (2012 £104,603). The loan is repayable on demand.

Sequel Group Limited (Registered number: 00934848)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2013

14. RELATED PARTY DISCLOSURES

During the year accountancy services were provided by CPP Chartered Accountants of which P V Ciccone, a director and shareholder of the company, is sole proprietor. The value of the services provided during the year amounted to £59,000 (2012 £59,000). A balance of £Nil (2012 £Nil) was due to CPP Chartered Accountants at the year end.

During the year the company sold services to the value of £10,970 (2012 £20,430) and purchased services to the value of £1,405 (2012 £2,718) from Reed & Write Ltd a company owned by the husband of S Peck. A balance of £Nil (2012 £1,911) was due to Reed & Write Ltd at the year end.

The company provides interest free season ticket loans to all employees. At the end of the year the season ticket loans to directors were P V Ciccone £1,132 (2012 £1,088), S Peck £2,066 (2012 £2,064), C Fenoughty £Nil (2012 £1,548) and N Andrews £464 (2012 £Nil).

15. ULTIMATE CONTROLLING PARTY

The controlling party is P V Ciccone FCA.

