Registered number: 05579671

# ADEEVO LIMITED

## FINANCIAL STATEMENTS

## For the Year Ended 31 December 2017

**ADEEVO LIMITED**
**Registered number: 05579671**

**BALANCE SHEET**
**As at 31 December 2017**

| | Note | | 2017 £ | | 2016 £ |
|---|---|---|---|---|---|
| **Fixed assets** | | | | | |
| Intangible assets | 5 | | - | | *100* |
| Tangible assets | 6 | | 778 | | *2,191* |
| | | | 778 | | *2,291* |
| **Current assets** | | | | | |
| Debtors: amounts falling due within one year | 7 | 71,828 | | *100,789* | |
| Cash at bank and in hand | 8 | 266,936 | | *783,122* | |
| | | 338,764 | | *883,911* | |
| Creditors: amounts falling due within one year | 9 | (105,978) | | *(112,924)* | |
| **Net current assets** | | | 232,786 | | *770,987* |
| **Total assets less current liabilities** | | | 233,564 | | *773,278* |
| **Net assets** | | | 233,564 | | *773,278* |
| **Capital and reserves** | | | | | |
| Called up share capital | | | 923 | | *2,722* |
| Share premium account | | | 294,347 | | *795,136* |
| Profit and loss account | | | (61,706) | | *(24,580)* |
| | | | 233,564 | | *773,278* |

**ADEEVO LIMITED**
**Registered number: 05579671**

**BALANCE SHEET (CONTINUED)**
**As at 31 December 2017**

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

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.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 25 July 2018.

**Simon Appleton**
Director

**Tony Jewell**
Director

The notes on pages 3 to 8 form part of these financial statements.

## 1. General information

The company is registered in England with a registered office situated at Suite 3B2, Northside House, Mount Pleasant, Cockfosters, Herts. EN4 9EB which is also its principal place of business.

## 2. Accounting policies

### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company's accounting policies (see note 3).

The following principal accounting policies have been applied:

### 2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

**Rendering of services**

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of 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.

### 2.3 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

The estimated useful lives range as follows:

| | | | |
|---|---|---|---|
| Trademarks | - | 10 | years |

### 2.4 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

**2. Accounting policies (continued)**

**2.4 Tangible fixed assets (continued)**

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

| | | | |
|---|---|---|---|
| Computer equipment | - | 25% | on a straight line basis |

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Comprehensive Income.

**2.5 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**2.6 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**2.7 Financial instruments**

The Company only enters into basic financial instrument 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 related parties and investments in non-puttable ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or financed at a rate of interest that is not a market rate or in the case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Comprehensive Income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

**2. Accounting policies (continued)**

**2.7 Financial instruments (continued)**

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an 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.

**2.8 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**2.9 Foreign currency translation**

**Functional and presentation currency**

The Company's functional and presentational currency is GBP.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Statement of Comprehensive Income except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Statement of Comprehensive Income within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Statement of Comprehensive Income within 'other operating income'.

**2.10 Dividends**

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting. Dividends on shares recognised as liabilities are recognised as expenses and classified within interest payable.

## 2. Accounting policies (continued)

### 2.11 Pensions

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Comprehensive Income when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

### 2.12 Interest income

Interest income is recognised in the Statement of Comprehensive Income using the effective interest method.

### 2.13 Taxation

Tax is recognised in the Statement of Comprehensive Income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

## 3. Judgments in applying accounting policies and key sources of estimation uncertainty

The preparation of financial statements requires management and the Board of Directors to make estimates and judgements that affect reported amounts of assets, liabilities, revenues and expenses, and related disclosure of contingent assets and liabilities. These estimates are based on historical experience and various other assumptions that management and the Board believe are reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions, significantly impacting the group's earnings and financial position.

## 4. Employees

The average monthly number of employees, including directors, during the year was 3 *(2016 - 5)*.

## 5. Intangible assets

| | Trademarks |
|---|---|
| | £ |
| **Cost** | |
| At 1 January 2017 | **1,000** |
| At 31 December 2017 | **1,000** |
| **Amortisation** | |
| At 1 January 2017 | **900** |
| Charge for the year | **100** |
| At 31 December 2017 | **1,000** |
| **Net book value** | |
| At 31 December 2017 | **-** |
| ***At 31 December 2016*** | *100* |

## 6. Tangible fixed assets

| | Computer equipment |
|---|---|
| | £ |
| **Cost or valuation** | |
| At 1 January 2017 | **19,706** |
| At 31 December 2017 | **19,706** |
| **Depreciation** | |
| At 1 January 2017 | **17,515** |
| Charge for the year on owned assets | **1,413** |
| At 31 December 2017 | **18,928** |
| **Net book value** | |
| At 31 December 2017 | **778** |
| ***At 31 December 2016*** | *2,191* |

**7. Debtors**

| | 2017 £ | *2016 £* |
|---|---|---|
| Trade debtors | **65,677** | *89,067* |
| Other debtors | **28** | *-* |
| Prepayments and accrued income | **6,123** | *11,722* |
| | **71,828** | *100,789* |

**8. Cash and cash equivalents**

| | 2017 £ | *2016 £* |
|---|---|---|
| Cash at bank and in hand | **266,936** | *783,121* |
| | **266,936** | *783,121* |

**9. Creditors: Amounts falling due within one year**

| | 2017 £ | *2016 £* |
|---|---|---|
| Trade creditors | **48,612** | *50,197* |
| Corporation tax | **10** | *265* |
| Other taxation and social security | **21,082** | *50,504* |
| Other creditors | **24,393** | *400* |
| Accruals and deferred income | **11,881** | *11,558* |
| | **105,978** | *112,924* |

**10. Financial instruments**

| | 2017 £ | *2016 £* |
|---|---|---|
| **Financial assets** | | |
| Financial assets measured at fair value through profit or loss | **266,936** | *783,121* |
| | **266,936** | *783,121* |

Financial assets measured at fair value through profit or loss comprise cash and bank.