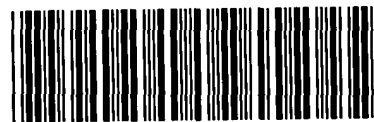


Company Registration No. 05094474 (England and Wales)

**APPLICATION PERFORMANCE LIMITED**  
**UNAUDITED ABBREVIATED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2016**

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# APPLICATION PERFORMANCE LIMITED

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# APPLICATION PERFORMANCE LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 30 SEPTEMBER 2016

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	Notes	2016		2015	
		£	£	£	£
<b>Fixed assets</b>					
Intangible assets	2		49,422		168,038
Tangible assets	2		2,927		4,929
			<u>52,349</u>		<u>172,967</u>
<b>Current assets</b>					
Debtors		86,383		157,960	
Cash at bank and in hand		187,232		164,988	
		<u>273,615</u>		<u>322,948</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(199,134)</u>		<u>(284,931)</u>	
<b>Net current assets</b>			<u>74,481</u>		<u>38,017</u>
<b>Total assets less current liabilities</b>			126,830		210,984
<b>Creditors: amounts falling due after more than one year</b>			(127,354)		(185,350)
<b>Provisions for liabilities</b>			<u>(195)</u>		<u>(509)</u>
			<u>(719)</u>		<u>25,125</u>
<b>Capital and reserves</b>					
Called up share capital	3		1,000		1,000
Profit and loss account			<u>(1,719)</u>		<u>24,125</u>
<b>Shareholders' funds</b>			<u>(719)</u>		<u>25,125</u>

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# APPLICATION PERFORMANCE LIMITED

## ABBREVIATED BALANCE SHEET (CONTINUED)

**AS AT 30 SEPTEMBER 2016**

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For the financial year ended 30 September 2016 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 year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on ...3/9/17...



M R Luke  
Director

Company Registration No. 05094474

# APPLICATION PERFORMANCE LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 SEPTEMBER 2016

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### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

#### 1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts. The company policy is to recognise licensing revenue at the date of invoice and not apportioned over the duration of the licence since there are negligible ongoing costs incurred.

#### 1.3 Licence fee

The licence fee is valued at cost less accumulated amortisation. Amortisation is calculated to write off the cost in equal annual instalments over its estimated useful life.

#### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Hardware	Straight line over 3 years
Office equipment	Straight line over 3 years
Bicycles	Straight line over 18 months

#### 1.5 Pensions

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

#### 1.6 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

#### 1.7 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

#### 1.8 Going concern

The financial statements are prepared on the going concern basis. The use of the going concern basis of accounting is appropriate because there are no material uncertainties related to events or conditions that may cast significant doubt about the ability of the company to continue as a going concern.

# APPLICATION PERFORMANCE LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2016

### 2 Fixed assets

	Intangible £	Tangible £	Total £
<b>Cost</b>			
At 1 October 2015	474,462	8,904	483,366
Additions	-	300	300
Disposals	-	(994)	(994)
At 30 September 2016	474,462	8,210	482,672
<b>Depreciation</b>			
At 1 October 2015	306,424	3,975	310,399
On disposals	-	(994)	(994)
Charge for the year	118,616	2,302	120,918
At 30 September 2016	425,040	5,283	430,323
<b>Net book value</b>			
At 30 September 2016	49,422	2,927	52,349
At 30 September 2015	168,038	4,929	172,967

### 3 Share capital

	2016 £	2015 £
<b>Allotted, called up and fully paid</b>		
800 Ordinary A shares of £1 each	800	800
100 Ordinary B shares of £1 each	100	100
100 Ordinary C shares of £1 each	100	100
	1,000	1,000