

Company Registration No. 05094474 (England and Wales)

APPLICATION PERFORMANCE LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2014

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APPLICATION PERFORMANCE LIMITED

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APPLICATION PERFORMANCE LIMITED

ABBREVIATED BALANCE SHEET

AS AT 30 SEPTEMBER 2014

	Notes	2014		2013	
		£	£	£	£
Fixed assets					
Intangible assets	2		286,654		405,270
Tangible assets	2		2,140		3,095
			<u>288,794</u>		<u>408,365</u>
Current assets					
Debtors		114,931		174,646	
Cash at bank and in hand		179,774		270,037	
		<u>294,705</u>		<u>444,683</u>	
Creditors: amounts falling due within one year	3	<u>(291,395)</u>		<u>(752,420)</u>	
Net current assets/(liabilities)			<u>3,310</u>		<u>(307,737)</u>
Total assets less current liabilities			<u>292,104</u>		<u>100,628</u>
Creditors: amounts falling due after more than one year			<u>(226,342)</u>		<u>-</u>
			<u>65,762</u>		<u>100,628</u>
Capital and reserves					
Called up share capital	4		1,000		1,000
Profit and loss account			64,762		99,628
Shareholders' funds			<u>65,762</u>		<u>100,628</u>

APPLICATION PERFORMANCE LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED)

AS AT 30 SEPTEMBER 2014

For the financial year ended 30 September 2014 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 27/9/15



R Luke

Director

Company Registration No. 05094474

APPLICATION PERFORMANCE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 SEPTEMBER 2014

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 April 2008).

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	33% Straight line

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 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.

1.7 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 2014

2 Fixed assets

	Intangible assets	Tangible assets	Total
	£	£	£
Cost			
At 1 October 2013	474,462	11,942	486,404
Additions	-	1,981	1,981
Disposals	-	(1,088)	(1,088)
	<hr/>	<hr/>	<hr/>
At 30 September 2014	474,462	12,835	487,297
	<hr/>	<hr/>	<hr/>
Depreciation			
At 1 October 2013	69,192	8,847	78,039
On disposals	-	(1,088)	(1,088)
Charge for the year	118,616	2,936	121,552
	<hr/>	<hr/>	<hr/>
At 30 September 2014	187,808	10,695	198,503
	<hr/>	<hr/>	<hr/>
Net book value			
At 30 September 2014	286,654	2,140	288,794
	<hr/>	<hr/>	<hr/>
At 30 September 2013	405,270	3,095	408,365
	<hr/>	<hr/>	<hr/>

3 Creditors: amounts falling due within one year

Within short term creditors is a loan of £75,000 to the company, made by the director R Luke.

4 Share capital

	2014	2013
	£	£
Allotted, called up and fully paid		
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
	<hr/>	<hr/>
	1,000	1,000
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