

REGISTERED NUMBER: 06721570 (England and Wales)

**UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017
FOR
BECAUSE EXPERIENTIAL MARKETING LTD**

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FOR THE YEAR ENDED 31 DECEMBER 2017

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BECAUSE EXPERIENTIAL MARKETING LTD

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2017**

DIRECTORS:	Ms S Richey J Davidge
REGISTERED OFFICE:	39 High Street Ascot Berkshire SL5 7HY
REGISTERED NUMBER:	06721570 (England and Wales)
ACCOUNTANTS:	Hilton Sharp & Clarke Limited Chartered Accountants 30 New Road Brighton East Sussex BN1 1BN

BALANCE SHEET
31 DECEMBER 2017

	Notes	2017	2016
		£	£
FIXED ASSETS			
Intangible assets	4	-	7,288
Tangible assets	5	21,120	54,433
Investments	6	<u>215</u>	<u>-</u>
		21,335	61,721
CURRENT ASSETS			
Debtors	7	2,903,594	1,927,669
Cash at bank and in hand		<u>706,183</u>	<u>1,144,402</u>
		3,609,777	3,072,071
CREDITORS			
Amounts falling due within one year	8	<u>1,860,147</u>	<u>1,850,687</u>
NET CURRENT ASSETS		1,749,630	1,221,384
TOTAL ASSETS LESS CURRENT LIABILITIES		1,770,965	1,283,105
PROVISIONS FOR LIABILITIES		<u>-</u>	<u>4,506</u>
NET ASSETS		<u>1,770,965</u>	<u>1,278,599</u>
CAPITAL AND RESERVES			
Called up share capital		100	100
Retained earnings		<u>1,770,865</u>	<u>1,278,499</u>
SHAREHOLDERS' FUNDS		<u>1,770,965</u>	<u>1,278,599</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 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 requirements of Sections 394 and 395 and
- (b) which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 27 September 2018 and were signed on its behalf by:

Ms S Richey - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017

1. **STATUTORY INFORMATION**

Because Experiential Marketing Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

Turnover comprises marketing services provided to customers during the financial period. It is recognised after the service has been provided. It is valued according to the rate agreed with the customer, which is usually based on time spent on the project multiplied by a charge-out rate.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 33% on cost and 25% on cost

Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

Operating leases

Rentals under operating leases are charged to the profit and loss account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

Intellectual property

Being the amount paid to acquire the right to use the intellectual property of Simply Because Limited employees, will be amortised evenly over its estimated useful life of 3 years.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2017

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 26 (2016 - 28) .

4. INTANGIBLE FIXED ASSETS

	Goodwill	Other intangible assets	Totals
	£	£	£
COST			
At 1 January 2017 and 31 December 2017	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
AMORTISATION			
At 1 January 2017	183,271	112,712	295,983
Charge for year	-	<u>7,288</u>	<u>7,288</u>
At 31 December 2017	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
NET BOOK VALUE			
At 31 December 2017	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2016	<u>-</u>	<u>7,288</u>	<u>7,288</u>

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc
	£
COST	
At 1 January 2017	362,650
Additions	<u>9,987</u>
At 31 December 2017	<u>372,637</u>
DEPRECIATION	
At 1 January 2017	308,217
Charge for year	<u>43,300</u>
At 31 December 2017	<u>351,517</u>
NET BOOK VALUE	
At 31 December 2017	<u>21,120</u>
At 31 December 2016	<u>54,433</u>

6. FIXED ASSET INVESTMENTS

	Shares in group undertakings
	£
COST	
Additions	<u>215</u>
At 31 December 2017	<u>215</u>
NET BOOK VALUE	
At 31 December 2017	<u>215</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2017

7.	DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	2017	2016
		£	£
	Trade debtors	2,050,962	1,753,348
	Other debtors	<u>852,632</u>	<u>174,321</u>
		<u>2,903,594</u>	<u>1,927,669</u>
8.	CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	2017	2016
		£	£
	Trade creditors	632,368	201,067
	Taxation and social security	361,569	281,986
	Other creditors	<u>866,210</u>	<u>1,367,634</u>
		<u>1,860,147</u>	<u>1,850,687</u>
9.	LEASING AGREEMENTS		
	Minimum lease payments under non-cancellable operating leases fall due as follows:		
		2017	2016
		£	£
	Within one year	102,419	93,784
	Between one and five years	307,257	409,676
	In more than five years	<u>-</u>	<u>40,406</u>
		<u>409,676</u>	<u>543,866</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.