

REGISTERED NUMBER: 06721570 (England and Wales)

**UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016
FOR
BECAUSE EXPERIENTIAL MARKETING LTD**

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FOR THE YEAR ENDED 31 DECEMBER 2016

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BECAUSE EXPERIENTIAL MARKETING LTD

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2016**

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 2016

	Notes	2016	2015
		£	£
FIXED ASSETS			
Intangible assets	4	7,288	47,288
Tangible assets	5	<u>54,433</u>	<u>116,474</u>
		61,721	163,762
CURRENT ASSETS			
Debtors	6	1,927,669	1,606,853
Cash at bank and in hand		<u>1,144,402</u>	<u>354,759</u>
		3,072,071	1,961,612
CREDITORS			
Amounts falling due within one year	7	<u>1,850,687</u>	<u>1,313,665</u>
NET CURRENT ASSETS		<u>1,221,384</u>	647,947
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,283,105</u>	811,709
PROVISIONS FOR LIABILITIES	9	<u>4,506</u>	<u>12,965</u>
NET ASSETS		<u>1,278,599</u>	<u>798,744</u>
CAPITAL AND RESERVES			
Called up share capital	10	100	100
Retained earnings	11	<u>1,278,499</u>	<u>798,644</u>
SHAREHOLDERS' FUNDS		<u>1,278,599</u>	<u>798,744</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2016 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 29 September 2017 and were signed on its behalf by:

Ms S Richey - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016

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.

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.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of the assets of Because Limited (In administration) on 22 June 2011. This has now been fully amortised.

Tangible fixed assets

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

Fixtures and fittings	- 33% on cost
Motor vehicles	- 25% on cost
Computer equipment	- 33% on 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 2016

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 28 .

4. INTANGIBLE FIXED ASSETS

	Goodwill £	Intellectual Property £	Totals £
COST			
At 1 January 2016 and 31 December 2016	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
AMORTISATION			
At 1 January 2016	183,271	72,712	255,983
Amortisation for year	-	40,000	40,000
At 31 December 2016	<u>183,271</u>	<u>112,712</u>	<u>295,983</u>
NET BOOK VALUE			
At 31 December 2016	<u>-</u>	<u>7,288</u>	<u>7,288</u>
At 31 December 2015	<u>-</u>	<u>47,288</u>	<u>47,288</u>

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 January 2016	214,302	54,013	116,819	385,134
Additions	591	-	12,131	12,722
Disposals	-	(35,206)	-	(35,206)
At 31 December 2016	<u>214,893</u>	<u>18,807</u>	<u>128,950</u>	<u>362,650</u>
DEPRECIATION				
At 1 January 2016	179,259	25,715	63,686	268,660
Charge for year	20,398	6,071	28,020	54,489
Eliminated on disposal	-	(14,932)	-	(14,932)
At 31 December 2016	<u>199,657</u>	<u>16,854</u>	<u>91,706</u>	<u>308,217</u>
NET BOOK VALUE				
At 31 December 2016	<u>15,236</u>	<u>1,953</u>	<u>37,244</u>	<u>54,433</u>
At 31 December 2015	<u>35,043</u>	<u>28,298</u>	<u>53,133</u>	<u>116,474</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Trade debtors	1,753,348	1,366,871
Other debtors	10,792	32,818
Because Experiential Sydney	16,058	-
Because Experiential Dublin	1,086	-
Rent Deposit	33,940	35,400
Prepayments	112,445	171,764
	<u>1,927,669</u>	<u>1,606,853</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015
	£	£
Trade creditors	201,067	313,216
Tax	89,360	137,541
Social security and other taxes	-	98,819
VAT	192,626	117,028
Other creditors	12,481	22,209
Deferred income	192,830	-
Accrued expenses	<u>1,162,323</u>	<u>624,852</u>
	<u><u>1,850,687</u></u>	<u><u>1,313,665</u></u>

8. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2016	2015
	£	£
Within one year	93,784	78,777
Between one and five years	409,676	31,772
In more than five years	<u>40,406</u>	<u>-</u>
	<u><u>543,866</u></u>	<u><u>110,549</u></u>

9. PROVISIONS FOR LIABILITIES

	2016	2015
	£	£
Deferred tax	<u>4,506</u>	<u>12,965</u>

	Deferred tax
	£
Balance at 1 January 2016	12,965
Credit to Income Statement during year	<u>(8,459)</u>
Balance at 31 December 2016	<u><u>4,506</u></u>

10. CALLED UP SHARE CAPITAL

Allotted and issued:			2016	2015
Number:	Class:	Nominal value:	£	£
100	Share capital 1	£1	<u>100</u>	<u>100</u>

11. RESERVES

	Retained earnings
	£
At 1 January 2016	798,644
Profit for the year	595,855
Dividends	<u>(116,000)</u>
At 31 December 2016	<u><u>1,278,499</u></u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016

12. **ULTIMATE CONTROLLING PARTY**

The company is ultimately controlled by Ms S Richey and J R Davidge

13. **FIRST YEAR ADOPTION**

These are the company's first set of financial statements prepared in accordance with FRS 102.

The transition to FRS 102 Section 1A occurred on 1 January 2015 with the end of the comparative period being 31 December 2015. There have been no changes to accounting policies nor to any balances in the financial statements.

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.