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Company Registration No. 05094474 (England and Wales)

APPLICATION PERFORMANCE LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2013

WEDNESDAY



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21/05/2014
COMPANIES HOUSE

APPLICATION PERFORMANCE LIMITED

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APPLICATION PERFORMANCE LIMITED

ABBREVIATED BALANCE SHEET

AS AT 30 SEPTEMBER 2013

	Notes	2013		2012	
		£	£	£	£
Fixed assets					
Intangible assets	2	405,270			-
Tangible assets	2	3,095			5,293
		<u>408,365</u>			<u>5,293</u>
Current assets					
Debtors		174,646		172,089	
Cash at bank and in hand		270,037		213,955	
		<u>444,683</u>		<u>386,044</u>	
Creditors. amounts falling due within one year		<u>(752,420)</u>		<u>(293,814)</u>	
Net current (liabilities)/assets		<u>(307,737)</u>		<u>92,230</u>	
Total assets less current liabilities		<u>100,628</u>		<u>97,523</u>	
Capital and reserves					
Called up share capital	3	1,000		1,000	
Profit and loss account		99,628		96,523	
		<u>100,628</u>		<u>97,523</u>	
Shareholders' funds		<u>100,628</u>		<u>97,523</u>	

For the financial year ended 30 September 2013 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 14 May 2014


R Luke

Director

Company Registration No 05094474

APPLICATION PERFORMANCE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 SEPTEMBER 2013

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

1.5 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

1.6 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 2013

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 October 2012	-	10,878	10,878
Additions	474,462	1,064	475,526
At 30 September 2013	<u>474,462</u>	<u>11,942</u>	<u>486,404</u>
Depreciation			
At 1 October 2012	-	5,585	5,585
Charge for the year	69,192	3,262	72,454
At 30 September 2013	<u>69,192</u>	<u>8,847</u>	<u>78,039</u>
Net book value			
At 30 September 2013	<u>405,270</u>	<u>3,095</u>	<u>408,365</u>
At 30 September 2012	<u>-</u>	<u>5,293</u>	<u>5,293</u>

3 Share capital

	2013 £	2012 £
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
	<u>1,000</u>	<u>1,000</u>