

REGISTERED NUMBER: 06721570 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 1 JULY 2013 TO 31 DECEMBER 2014
FOR
SIMPLY BECAUSE LIMITED**

SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)

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FOR THE PERIOD 1 JULY 2013 TO 31 DECEMBER 2014**

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SIMPLY BECAUSE LIMITED

**COMPANY INFORMATION
FOR THE PERIOD 1 JULY 2013 TO 31 DECEMBER 2014**

DIRECTORS:

Ms S Richey
J R Davidge

REGISTERED OFFICE:

Studio 201
Berkshire House
39-51 High Street
Ascot
Berkshire
SL5 7HY

REGISTERED NUMBER:

06721570 (England and Wales)

ACCOUNTANTS:

Davis Burton Sellek
Chartered Accountants
The Galleries
Charters Road
Sunningdale
Berkshire
SL5 9QJ

ABBREVIATED BALANCE SHEET
31 DECEMBER 2014

	Notes	2014	2013
		£	£
FIXED ASSETS			
Intangible assets	2	87,288	58,302
Tangible assets	3	<u>153,083</u>	<u>137,692</u>
		240,371	195,994
CURRENT ASSETS			
Debtors		1,014,336	1,760,648
Cash at bank and in hand		<u>1,035,879</u>	<u>459,976</u>
		2,050,215	2,220,624
CREDITORS			
Amounts falling due within one year		<u>1,888,099</u>	<u>2,142,327</u>
NET CURRENT ASSETS		<u>162,116</u>	<u>78,297</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		402,487	274,291
PROVISIONS FOR LIABILITIES		<u>19,470</u>	<u>16,737</u>
NET ASSETS		<u>383,017</u>	<u>257,554</u>
CAPITAL AND RESERVES			
Called up share capital	4	100	100
Profit and loss account		<u>382,917</u>	<u>257,454</u>
SHAREHOLDERS' FUNDS		<u>383,017</u>	<u>257,554</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2014.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2014 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 which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2014

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 17 June 2015 and were signed on its behalf by:

Ms S Richey - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 1 JULY 2013 TO 31 DECEMBER 2014

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

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, will be amortised evenly over its estimated useful life of 3 years.

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

Deferred tax

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

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 ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 1 JULY 2013 TO 31 DECEMBER 2014

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2013	183,271
Additions	<u>120,000</u>
At 31 December 2014	<u>303,271</u>
AMORTISATION	
At 1 July 2013	124,969
Amortisation for period	<u>91,014</u>
At 31 December 2014	<u>215,983</u>
NET BOOK VALUE	
At 31 December 2014	<u>87,288</u>
At 30 June 2013	<u>58,302</u>

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2013	186,439
Additions	152,534
Disposals	<u>(7,439)</u>
At 31 December 2014	<u>331,534</u>
DEPRECIATION	
At 1 July 2013	48,747
Charge for period	134,028
Eliminated on disposal	<u>(4,324)</u>
At 31 December 2014	<u>178,451</u>
NET BOOK VALUE	
At 31 December 2014	<u>153,083</u>
At 30 June 2013	<u>137,692</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2014 £	2013 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS
ON THE UNAUDITED FINANCIAL STATEMENTS OF
SIMPLY BECAUSE LIMITED**

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Simply BEcause Limited for the period ended 31 December 2014 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Simply BEcause Limited, as a body, in accordance with the terms of our engagement letter dated 8 August 2011. Our work has been undertaken solely to prepare for your approval the financial statements of Simply BEcause Limited and state those matters that we have agreed to state to the Board of Directors of Simply BEcause Limited, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Simply BEcause Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Simply BEcause Limited. You consider that Simply BEcause Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the financial statements of Simply BEcause Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Davis Burton Sellek
Chartered Accountants
The Galleries
Charters Road
Sunningdale
Berkshire
SL5 9QJ

29 June 2015

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.