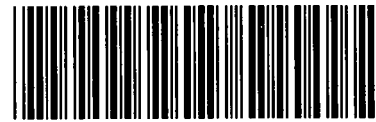




Company Registration No. 03492137 (England and Wales)

PULSE INSURANCE LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019

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PULSE INSURANCE LIMITED

COMPANY INFORMATION

Directors	T McLusky D Boyles A Pilcher P Sandilands J Balsom
Company number	03492137
Registered office	6 Oxford Court St James Road Brackley Northamptonshire NN13 7XY
Accountants	Ellacotts LLP Countrywide House 23 West Bar Banbury Oxfordshire OX16 9SA
Bankers	Barclays Bank Plc 10 South Street Dorchester Dorset DT1 1BT Allied Irish Banks Plc Bankcentre Branch Ballsbridge Dublin 4 Eire
Solicitors	Holman Fenwick Willan LLP Friary Court 65 Crutched Friars London EC2N 2AE



PULSE INSURANCE LIMITED

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PULSE INSURANCE LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2019

The directors present their annual report and financial statements for the period ended 31 December 2019.

Principal activities

The principal activity of the company continued to be that of insurance brokers.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

T McLusky
D Boyles
A Pilcher
P Sandilands
J Balsom

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

T McLusky

Director

Date: 17th July 2020



PULSE INSURANCE LIMITED

ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF PULSE INSURANCE LIMITED FOR THE YEAR ENDED 31 DECEMBER 2019

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Pulse Insurance Limited for the year ended 31 December 2019 which comprise the profit and loss account, the balance sheet, the statement of changes in equity 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 <http://www.icaew.com/en/members/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Pulse Insurance Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the financial statements of Pulse Insurance Limited and state those matters that we have agreed to state to the Board of Directors of Pulse Insurance Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Pulse Insurance Limited and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that Pulse Insurance 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 loss of Pulse Insurance Limited. You consider that Pulse Insurance Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Pulse Insurance 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.

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Ellacotts LLP
Chartered Accountants
Countrywide House
23 West Bar
Banbury
Oxfordshire
England
OX16 9SA

Date: 29.7.2020



PULSE INSURANCE LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2019

	Notes	2019 £	2018 £
Turnover		845,543	476,960
Administrative expenses		(904,330)	(645,200)
Operating loss		(58,787)	(168,240)
Interest receivable and similar income		807	538
Interest payable and similar expenses		(1,039)	(1,511)
Loss before taxation		(59,019)	(169,213)
Tax on loss	4	12,186	27,135
Loss for the financial year		(46,833)	(142,078)



PULSE INSURANCE LIMITED

BALANCE SHEET AS AT 31 DECEMBER 2019

	Notes	2019 £	£	2018 £	£
Fixed assets					
Intangible assets	5	299,510		48,932	
Tangible assets	6	17,180		4,518	
			<u>316,690</u>		<u>53,450</u>
Current assets					
Debtors falling due after more than one year	7	602,510		662,905	
Debtors falling due within one year	7	356,604		288,331	
Cash at bank and in hand		39,200		82,405	
			<u>998,314</u>		<u>1,033,641</u>
Creditors: amounts falling due within one year	8	<u>(76,390)</u>		<u>(60,980)</u>	
Net current assets			<u>921,924</u>		<u>972,661</u>
Total assets less current liabilities			1,238,614		1,026,111
Creditors: amounts falling due after more than one year	9		(254,395)		(11,030)
Provisions for liabilities	10		(733,060)		(763,855)
Net assets			<u>251,159</u>		<u>251,226</u>
Capital and reserves					
Called up share capital	11	159,825		131,962	
Share premium account		95,034		76,131	
Profit and loss reserves		(3,700)		43,133	
Total equity			<u>251,159</u>		<u>251,226</u>



PULSE INSURANCE LIMITED

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2019

For the financial year ended 31 December 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 13th July 2020 and are signed on its behalf by:

A handwritten signature in black ink, appearing to read 'T McLusky'.

T McLusky
Director

Company Registration No. 03492137



PULSE INSURANCE LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2019

		Share capital £	Share premium account £	Profit and loss reserves £	Total £
Balance at 1 January 2018		55,179	10,096	185,211	250,486
Year ended 31 December 2018					
Loss and total comprehensive income for the year		-	-	(142,078)	(142,078)
Issue of share capital	11	76,783	66,035	-	142,818
Balance at 31 December 2018		131,962	76,131	43,133	251,226
Year ended 31 December 2019					
Loss and total comprehensive income for the year		-	-	(46,833)	(46,833)
Issue of share capital	11	27,863	18,903	-	46,766
Balance at 31 December 2019		159,825	95,034	(3,700)	251,159



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

Company information

Pulse Insurance Limited is a private company limited by shares incorporated in England and Wales. The registered office is 6 Oxford Court, St James Road, Brackley, Northamptonshire, NN13 7XY.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

1.2 Turnover

Turnover represents commissions and fees for the arrangement of insurance and fees for consultancy services.

Credit is taken for brokerage, commission and fees on inception of the policy.

On certain lines of insurance business, a provision is made for cancellations which is unwound over the life of the insurance policy.

1.3 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of unincorporated businesses over the fair value of net assets acquired. It is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is considered to have a finite useful life and is amortised on a systematic basis over its expected life, which is considered to be 10 years.

1.4 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Software development	20% on cost
Customer contracts	10 years straight line

1.5 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

(Continued)

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Office equipment - 25% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.6 Cash at bank and in hand

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

1.7 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.8 Taxation

The tax expense represents the sum of the tax currently payable.



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

(Continued)

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

1.9 Provisions

Provisions are recognised when the company has a legal or constructive present obligation as a result of a past event, it is probable that the company will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation. Provisions are also based on an estimate of the likelihood of cancellation of policies during their policy term.

Provisions are charged as an expense to profit or loss in the year that the Company becomes aware of the obligation and are measured at the best estimate in the Balance Sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Balance Sheet.

1.10 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

1.11 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions which affect reported income, expenses, assets, liabilities and disclosure of contingent assets and liabilities. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

A key estimate within the financial statements is the level of provision for commission clawback. This is explained further in note 10.

3 Employees

The average monthly number of persons (including directors) employed by the company during the year was 19 (2018 - 15).



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

4 Taxation

	2019 £	2018 £
Current tax		
Adjustments in respect of prior periods	(12,186)	(27,135)

5 Intangible fixed assets

	Goodwill £	Software Developme nt £	Customer contracts £	Total £
Cost				
At 1 January 2018	-	48,932	-	48,932
Additions	41,352	19,359	199,434	260,145
At 31 December 2019	41,352	68,291	199,434	309,077
Amortisation and impairment				
At 1 January 2019	-	-	-	-
Amortisation charged for the year	2,068	-	7,499	9,567
At 31 December 2019	2,068	-	7,499	9,567
Carrying amount				
At 31 December 2019	39,284	68,291	191,935	299,510
At 31 December 2018	-	48,932	-	48,932



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

6 Tangible fixed assets

	Office Equipment £
Cost	
At 1 January 2019	73,552
Additions	15,677
Disposals	(7,609)
	<hr/>
At 31 December 2019	81,620
	<hr/>
Depreciation and impairment	
At 1 January 2019	69,033
Depreciation charged in the year	2,966
Eliminated in respect of disposals	(7,559)
	<hr/>
At 31 December 2019	64,440
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Carrying amount	
At 31 December 2019	17,180
	<hr/> <hr/>
At 31 December 2018	4,519
	<hr/> <hr/>

7 Debtors

	2019 £	2018 £
Amounts falling due within one year:		
Trade debtors	207,854	206,053
Other debtors	148,750	82,278
	<hr/>	<hr/>
	356,604	288,331
	<hr/> <hr/>	<hr/> <hr/>
Amounts falling due after more than one year:		
Trade debtors	602,510	662,905
	<hr/> <hr/>	<hr/> <hr/>
Total debtors	959,114	951,236
	<hr/> <hr/>	<hr/> <hr/>



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

8 Creditors: amounts falling due within one year

	2019 £	2018 £
Bank loans	6,824	6,354
Trade creditors	21,355	10,911
Taxation and social security	16,819	11,078
Other creditors	31,392	32,637
	<u>76,390</u>	<u>60,980</u>

The bank loan is secured by a limited guarantee given by 3 directors of the company.

9 Creditors: amounts falling due after more than one year

	2019 £	2018 £
Bank loans	4,206	11,030
Other creditors	250,189	-
	<u>254,395</u>	<u>11,030</u>

The bank loan is secured by a limited guarantee given by 3 directors of the company.



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

10 Provisions for liabilities

	2019 £	2018 £
Provision for commission clawback	733,060	763,855

Many of the policies the Company arranges are long term. On long-term business, commission is paid to the Company on both an indemnity and non-indemnity basis. If the policy is cancelled early future annual commission would not be paid and any indemnity commission would have to be repaid. In the case of indemnity commission the Company has established a provision for this commission clawback. This provision is based on an estimate of the likelihood of cancellation of policies during the first four years of the policy term (clawback is not usually payable after four years). The estimate considers the risk of cancellation as a result of either a housing market crash or the risk of cancellation as a result of changes to relevant rules due to political intervention. The provision is established on inception of the policy and unwound on a straight line basis over the first four years of the policy terms.

Where commission is paid annually for the duration of the policy, the provision is based on an estimate of the likelihood of cancellation of policies during the full policy term. The estimate considers the risk of cancellation as a result of either a housing market crash or the risk of cancellation as a result of changes to relevant rules due to political intervention. The provision is established on inception of the policy and unwound on a straight line basis over the life of the policy. There is a high level of uncertainty around this annual commission provision given that the events that could trigger payments are unpredictable. The appropriateness of the assumptions in this provision are reconsidered annually by the board.

Movements on provisions:

	Provision for commission clawback £
At 1 January 2019	763,855
Credited to profit and loss account	(30,795)
At 31 December 2019	733,060

11 Called up share capital

	2019 £	2018 £
Ordinary share capital Issued and fully paid		
639,300 (2018: 527,848) ordinary shares of 25p each	159,825	131,962



PULSE INSURANCE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

12 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases of £108,183 (2018: £120,625).