

C 11019

Company Registration No 05094474 (England and Wales)

**APPLICATION PERFORMANCE LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2012**

WEDNESDAY



A10 \*A25J6063\* 03/04/2013 #364  
COMPANIES HOUSE

# APPLICATION PERFORMANCE LIMITED

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# APPLICATION PERFORMANCE LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 30 SEPTEMBER 2012

|   | Notes | 2012<br>£        | £             | 2011<br>£        | £              |
|---|-------|------------------|---------------|------------------|----------------|
| <b>Fixed assets</b>                                   |       |                  |               |                  |                |
| Tangible assets                                       | 2     |                  | 5,293         |                  | 5,910          |
| <b>Current assets</b>                                 |       |                  |               |                  |                |
| Debtors   |       | 172,089          |               | 130,647          |                |
| Cash at bank and in hand                              |       | 213,955          |               | 243,251          |                |
|   |       | <u>386,044</u>   |               | <u>373,898</u>   |                |
| <b>Creditors: amounts falling due within one year</b> |       | <u>(293,814)</u> |               | <u>(256,425)</u> |                |
| <b>Net current assets</b>                             |       |                  | <u>92,230</u> |                  | <u>117,473</u> |
| <b>Total assets less current liabilities</b>          |       |                  | <u>97,523</u> |                  | <u>123,383</u> |
| <b>Capital and reserves</b>                           |       |                  |               |                  |                |
| Called up share capital                               | 3     |                  | 1,000         |                  | 1,000          |
| Profit and loss account                               |       |                  | <u>96,523</u> |                  | <u>122,383</u> |
| <b>Shareholders' funds</b>                            |       |                  | <u>97,523</u> |                  | <u>123,383</u> |

For the financial year ended 30 September 2012 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 31/3/13



R Luke  
Director

Company Registration No. 05094474

# APPLICATION PERFORMANCE LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 SEPTEMBER 2012

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### 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 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 |

#### 1.4 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.

#### 1.5 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 2012

### 2 Fixed assets

|                       | <b>Tangible<br/>assets<br/>£</b> |
|-----------------------|----------------------------------|
| <b>Cost</b>           |                                  |
| At 1 October 2011     | 13,305                           |
| Additions             | 2,651                            |
| Disposals             | (5,078)                          |
| At 30 September 2012  | <u>10,878</u>                    |
| <b>Depreciation</b>   |                                  |
| At 1 October 2011     | 7,395                            |
| On disposals          | (5,078)                          |
| Charge for the year   | 3,268                            |
| At 30 September 2012  | <u>5,585</u>                     |
| <b>Net book value</b> |                                  |
| At 30 September 2012  | <u><u>5,293</u></u>              |
| At 30 September 2011  | <u><u>5,910</u></u>              |

### 3 Share capital

|   | <b>2012<br/>£</b> | <b>2011<br/>£</b> |
|---|-------------------|-------------------|
| <b>Allotted, called up and fully paid</b> |                   |                   |
| 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>      |