

**ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2015
FOR
BECAUSE EXPERIENTIAL MARKETING LTD
PREVIOUSLY KNOWN AS
BECAUSE BRAND EXPERIENCE LIMITED**

**BECAUSE EXPERIENTIAL MARKETING LTD (REGISTERED NUMBER: 06721570)
PREVIOUSLY KNOWN AS BECAUSE BRAND EXPERIENCE LIMITED**

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FOR THE YEAR ENDED 31 DECEMBER 2015**

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**BECAUSE EXPERIENTIAL MARKETING LTD
PREVIOUSLY KNOWN AS BECAUSE BRAND EXPERIENCE LIMITED**

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2015**

DIRECTORS: Ms S Richey
J Davidge

REGISTERED OFFICE: 39 High Street
Ascot
Berkshire
SL5 7HY

REGISTERED NUMBER: 06721570 (England and Wales)

ACCOUNTANTS: Haywards Heath
4 Heath Square, Boltro Rd
Haywards Heath
West Sussex
RH16 1BL

**BECAUSE EXPERIENTIAL MARKETING LTD (REGISTERED NUMBER: 06721570)
PREVIOUSLY KNOWN AS BECAUSE BRAND EXPERIENCE LIMITED**

**ABBREVIATED BALANCE SHEET
31 DECEMBER 2015**

	Notes	2015 £	2014 £
FIXED ASSETS			
Intangible assets	2	47,288	87,288
Tangible assets	3	<u>116,474</u>	<u>153,083</u>
		<u>163,762</u>	<u>240,371</u>
CURRENT ASSETS			
Debtors		1,606,853	992,610
Cash at bank and in hand		<u>354,759</u>	<u>1,035,879</u>
		1,961,612	2,028,489
CREDITORS			
Amounts falling due within one year		<u>(1,313,665)</u>	<u>(1,866,373)</u>
NET CURRENT ASSETS		<u>647,947</u>	<u>162,116</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		811,709	402,487
PROVISIONS FOR LIABILITIES		<u>(12,965)</u>	<u>(19,470)</u>
NET ASSETS		<u>798,744</u>	<u>383,017</u>
CAPITAL AND RESERVES			
Called up share capital	4	100	100
Profit and loss account		<u>798,644</u>	<u>382,917</u>
SHAREHOLDERS' FUNDS		<u>798,744</u>	<u>383,017</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2015 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 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 31 March 2016 and were signed on its behalf by:

Ms S Richey - Director

**BECAUSE EXPERIENTIAL MARKETING LTD (REGISTERED NUMBER: 06721570)
PREVIOUSLY KNOWN AS BECAUSE BRAND EXPERIENCE LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2015**

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 January 2015).

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.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2015 and 31 December 2015	<u>303,271</u>
AMORTISATION	
At 1 January 2015	215,983
Amortisation for year	<u>40,000</u>
At 31 December 2015	<u>255,983</u>
NET BOOK VALUE	
At 31 December 2015	<u><u>47,288</u></u>
At 31 December 2014	<u><u>87,288</u></u>

**BECAUSE EXPERIENTIAL MARKETING LTD (REGISTERED NUMBER: 06721570)
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**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2015**

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2015	331,534
Additions	54,764
Disposals	<u>(1,164)</u>
At 31 December 2015	<u>385,134</u>
DEPRECIATION	
At 1 January 2015	178,451
Charge for year	91,373
Eliminated on disposal	<u>(1,164)</u>
At 31 December 2015	<u>268,660</u>
NET BOOK VALUE	
At 31 December 2015	<u>116,474</u>
At 31 December 2014	<u>153,083</u>

4. CALLED UP SHARE CAPITAL

Allotted and issued:				
Number:	Class:	Nominal value:	2015 £	2014 £
100	Share capital 1	£1	<u>100</u>	<u>100</u>

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.