

Strategic Report, Report of the Directors and  
Financial Statements for the Year Ended 30 September 2019  
for  
Prydis Wealth Limited

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for the Year Ended 30 September 2019

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Prydis Wealth Limited

Company Information  
for the Year Ended 30 September 2019

**DIRECTORS:**

J A H Priday  
P A White  
E Andrews  
A C Prestwood

**REGISTERED OFFICE:**

Senate Court  
Southernhay Gardens  
Exeter  
Devon  
EX1 1NT

**REGISTERED NUMBER:**

04319996 (England and Wales)

**AUDITOR:**

Stephen Bright  
Senior Statutory Auditor  
For and on behalf of  
Stephen J Bright  
Statutory Auditor  
10 High Croft  
Exeter  
Devon  
EX4 4JQ

Strategic Report  
for the Year Ended 30 September 2019

The directors present their strategic report for the year ended 30 September 2019.

**REVIEW OF BUSINESS**

Prydis Wealth is a regulated financial planning firm providing a full range of advisory services to private clients, Trusts and businesses. Prydis Wealth seeks to provide bespoke advisory solutions to clients with more complex financial affairs, working closely with them to achieve their financial goals. We seek to be as efficient as possible in all we do, achieving this by process mapping our business and embracing technology where possible to automate tasks and engage with clients. This not only reduces compliance risk, it also reduces human error and the burden on the support team.

**Results and performance**

The results of the company for the year, as set out on page 7, show a profit before tax of £122,419. This is lower than the previous year (£318,250), however there was a strategic shift to grow the self-employed adviser numbers within Financial Solutions Group Limited, a majority owned subsidiary of Prydis Wealth. This shift has proven fruitful, with a large growth in assets under advice (AUA) and revenue within that subsidiary. AUA have grown across the two entities by over 10%, and are growing month on month at an increasing rate. The key performance indicators for the business include the growth of AUA by 10% or more within a financial year. This KPI has been met. Other KPIs such as increasing revenue directly from recurring fees off of AUA have also been met within the year.

**Research and development**

Prydis Wealth is a business continually looking to improve, ensuring its services meet the changing needs of its clients. Continued developments include:

- Automation of workflows
- Provision of information and documentation through online portals
- Removal of paper from our operations by using technology such as electronic signatures, secure online document storage and by working with providers who embrace digital processes

**Future plans and developments**

A key focus in the next financial year is an accelerated expansion of our offering for self-employed financial advisers within Financial Solutions Group (FSG), a majority owned appointed representative of Prydis Wealth. FSG provides full compliance, paraplanning and administrative support to advisers who run their own businesses, and seeks to provide a much higher level of support than the larger national advisory networks. A key aim is to have a minimum of five self-employed advisers operating their businesses within the FSG ecosystem by 30th September 2020, but with a stretched target of eight advisers.

**PRINCIPAL RISKS AND UNCERTAINTIES**

The process of risk acceptance and risk management is addressed through a framework of policies, procedures and internal controls. All policies are subject to Board approval and ongoing review by management. Compliance with regulation, legal and ethical standards is a high priority for the company and the management team are responsible for oversight in this regard.

The company has developed a framework for identifying the risks that it is exposed to and evaluating their impact on the economic situation of the business.

The company has identified the following as the key risks to the business:

1. Regulatory risk: the business will continue to be affected by regulatory change, which can impact our services and profit margins. It is important that the company remains on top of regulation and engages the assistance of third party compliance support and legal services when required.
2. Personnel risk: this includes the loss of key people responsible for defined regulatory activities in the business. This has been mitigated by allowing key members of staff to invest in associated businesses.

**ON BEHALF OF THE BOARD:**

  
J A H Priday - Director

Date: 15/7/2020

Report of the Directors  
for the Year Ended 30 September 2019

The directors present their report with the financial statements of the company for the year ended 30 September 2019.

**DIVIDENDS**

An interim dividend of 6.66 per share was paid on 30 September 2019. The directors recommend that no final dividend be paid.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 October 2018 to the date of this report.

J A H Priday  
P A White  
E Andrews

Other changes in directors holding office are as follows:

B R J Priday - resigned 31 December 2018  
A C Prestwood - appointed 14 January 2019

**DIRECTORS' RESPONSIBILITIES STATEMENT**

The directors are responsible for preparing the Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditor is unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**ON BEHALF OF THE BOARD:**

  
.....  
J A H Priday - Director

Date: 15/7/2020

Report of the Independent Auditor to the Members of  
Prydis Wealth Limited

**Opinion**

We have audited the financial statements of Prydis Wealth Limited (the 'company') for the year ended 30 September 2019 which comprise the Income Statement, Other Comprehensive Income, Balance Sheet, Statement of Changes in Equity, Cash Flow Statement and Notes to the Cash Flow Statement, Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 30 September 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditor thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

**Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

### **Responsibilities of directors**

As explained more fully in the Directors' Responsibilities Statement set out on page three, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

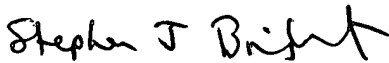
### **Auditors' responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditor that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Auditor.

### **Use of our report**

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditor and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Stephen Bright  
Senior Statutory Auditor  
For and on behalf of  
Stephen J Bright  
Statutory Auditor  
10 High Croft  
Exeter  
EX4 4JQ

Date: 15 July 2020

Income Statement  
for the Year Ended 30 September 2019

	Notes	30.9.19 £	30.9.18 £
<b>TURNOVER</b>		<b>1,474,095</b>	<b>1,621,589</b>
Cost of sales		<u>823,578</u>	<u>854,201</u>
<b>GROSS PROFIT</b>		<b>650,517</b>	<b>767,388</b>
Administrative expenses		<u>527,516</u>	<u>563,688</u>
<b>OPERATING PROFIT</b>	<b>4</b>	<b>123,001</b>	<b>203,700</b>
Profit/(loss) on sale of fixed asset investment	5	<u>-</u>	<u>124,949</u>
		<b>123,001</b>	<b>328,649</b>
Interest receivable and similar income		<u>6</u>	<u>2</u>
		<b>123,007</b>	<b>328,651</b>
Interest payable and similar expenses	6	<u>588</u>	<u>855</u>
<b>PROFIT BEFORE TAXATION</b>		<b>122,419</b>	<b>327,796</b>
Tax on profit	7	<u>-</u>	<u>9,546</u>
<b>PROFIT FOR THE FINANCIAL YEAR</b>		<b><u>122,419</u></b>	<b><u>318,250</u></b>

Prydis Wealth Limited (Registered number: 04319996)

Other Comprehensive Income  
for the Year Ended 30 September 2019

	Notes	30.9.19 £	30.9.18 £
<b>PROFIT FOR THE YEAR</b>		<b>122,419</b>	<b>318,250</b>
<b>OTHER COMPREHENSIVE INCOME</b>		<b>-</b>	<b>-</b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		<b><u>122,419</u></b>	<b><u>318,250</u></b>

The notes form part of these financial statements

**Balance Sheet**  
**30 September 2019**

	Notes	30.9.19 £	£	30.9.18 £	£
<b>FIXED ASSETS</b>					
Investments	9		510		-
<b>CURRENT ASSETS</b>					
Debtors	10	733,972		895,681	
Cash at bank		131,261		45,615	
		865,233		941,296	
<b>CREDITORS</b>					
Amounts falling due within one year	11	81,461		179,433	
<b>NET CURRENT ASSETS</b>			783,772		761,863
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			784,282		761,863
<b>CAPITAL AND RESERVES</b>					
Called up share capital	12		15,000		15,000
Share premium	13		49,000		49,000
Retained earnings	13		720,282		697,863
<b>SHAREHOLDERS' FUNDS</b>			784,282		761,863

The financial statements were approved by the Board of Directors and authorised for issue on 15/2/2020 and were signed on its behalf by:

  
J A H Priday - Director

Statement of Changes in Equity  
for the Year Ended 30 September 2019

	Called up share capital £	Retained earnings £	Share premium £	Total equity £
<b>Balance at 1 October 2017</b>	15,000	584,613	49,000	648,613
<b>Changes in equity</b>				
Dividends	-	(205,000)	-	(205,000)
Total comprehensive income	-	318,250	-	318,250
<b>Balance at 30 September 2018</b>	15,000	697,863	49,000	761,863
<b>Changes in equity</b>				
Dividends	-	(100,000)	-	(100,000)
Total comprehensive income	-	122,419	-	122,419
<b>Balance at 30 September 2019</b>	15,000	720,282	49,000	784,282

**Cash Flow Statement**  
for the Year Ended 30 September 2019

	Notes	30.9.19 £	30.9.18 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	164,599	369,525
Interest paid		(588)	(855)
Tax paid		(20,058)	(21,683)
Net cash from operating activities		143,953	346,987
<b>Cash flows from investing activities</b>			
Purchase of fixed asset investments		(510)	-
Interest received		6	2
Net cash from investing activities		(504)	2
<b>Cash flows from financing activities</b>			
Intercompany movements		42,197	(349,645)
Equity dividends paid		(100,000)	(205,000)
Net cash from financing activities		(57,803)	(554,645)
<b>Increase/(decrease) in cash and cash equivalents</b>		85,646	(207,656)
<b>Cash and cash equivalents at beginning of year</b>	2	45,615	253,271
<b>Cash and cash equivalents at end of year</b>	2	131,261	45,615

Notes to the Cash Flow Statement  
for the Year Ended 30 September 2019

1. **RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS**

	30.9.19	30.9.18
	£	£
Profit before taxation	122,419	327,796
Finance costs	588	855
Finance income	(6)	(2)
	<u>123,001</u>	<u>328,649</u>
Decrease in trade and other debtors	120,199	51,043
Decrease in trade and other creditors	(78,601)	(10,167)
	<u>(78,601)</u>	<u>(10,167)</u>
<b>Cash generated from operations</b>	<b><u>164,599</u></b>	<b><u>369,525</u></b>

2. **CASH AND CASH EQUIVALENTS**

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

**Year ended 30 September 2019**

	30.9.19	1.10.18
	£	£
Cash and cash equivalents	<u>131,261</u>	<u>45,615</u>

**Year ended 30 September 2018**

	30.9.18	1.10.17
	£	£
Cash and cash equivalents	<u>45,615</u>	<u>253,271</u>

Notes to the Financial Statements  
for the Year Ended 30 September 2019

1. **STATUTORY INFORMATION**

Prydis Wealth Limited is a private company, limited by shares, registered in England and Wales. The company's registered number is 04319996 and the registered office address is Senate Court, Southernhay Gardens, Exeter, EX1 1NT.

2. **ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The directors have assessed the impact of the recent outbreak of COVID-19 and UK lockdown on the businesses ability to continue trading in the foreseeable future. The impact on the business has not been significant and the directors are confident that the business will continue. The accounts have therefore been prepared on the going concern basis.

**Related party exemption**

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned companies within the group.

**Turnover**

Turnover represents adviser fees for initial and ongoing advice, commission payments and management fees. Turnover is recognised when the amount of revenue can be measured reliably and it is probable that the economic benefits associated with the transaction will flow to the company. Turnover is stated net of value added tax.

**Investments in subsidiaries and associates**

Investments in subsidiary and associate undertakings are recognised at cost.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**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 profit or loss in the period to which they relate.

**Income recognition**

Where it is considered that there is a contractual right to income during the performance of a contract, the accrued income is recorded as turnover and included in the balance sheet within debtors, being disclosed as 'Amounts recoverable on contracts'. The provision is calculated based on six weeks of applicable turnover which the directors consider to be a fair representation of the amounts recoverable as at the year end.

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2019

3. EMPLOYEES AND DIRECTORS

	30.9.19	30.9.18
	£	£
Wages and salaries	531,159	539,969
Social security costs	49,164	54,494
Other pension costs	23,438	16,620
	<u>603,761</u>	<u>611,083</u>

The average number of employees during the year was as follows:

	30.9.19	30.9.18
Office	11	12
Directors	4	4
	<u>15</u>	<u>16</u>

	30.9.19	30.9.18
	£	£
Directors' remuneration	<u>173,240</u>	<u>165,158</u>

The number of directors to whom retirement benefits were accruing was as follows:

	4	2
Money purchase schemes	<u>4</u>	<u>2</u>

4. OPERATING PROFIT

The operating profit is stated after charging:

	30.9.19	30.9.18
	£	£
Auditors' remuneration	<u>3,215</u>	<u>4,700</u>

5. EXCEPTIONAL ITEMS

	30.9.19	30.9.18
	£	£
Profit/(loss) on sale of fixed asset investment	<u>-</u>	<u>124,949</u>

6. INTEREST PAYABLE AND SIMILAR EXPENSES

	30.9.19	30.9.18
	£	£
Loan interest	<u>588</u>	<u>855</u>

7. TAXATION

Analysis of the tax charge

The tax charge on the profit for the year was as follows:

	30.9.19	30.9.18
	£	£
Current tax:		
UK corporation tax	-	20,058
Over-provision in prior year	-	(10,512)
	<u>-</u>	<u>9,546</u>
Tax on profit	<u>-</u>	<u>9,546</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2019

7. **TAXATION - continued**

**Reconciliation of total tax charge included in profit and loss**

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	30.9.19 £	30.9.18 £
Profit before tax	<u>122,419</u>	<u>327,796</u>
Profit multiplied by the standard rate of corporation tax in the UK of 19% (2018 - 19%)	23,260	62,281
Effects of:		
Expenses not deductible for tax purposes	1,140	278
Income not taxable for tax purposes	-	(23,740)
Adjustments to tax charge in respect of previous periods	-	(10,311)
Utilisation of group loss relief	<u>(24,400)</u>	<u>(18,962)</u>
Total tax charge	<u>-</u>	<u>9,546</u>

8. **DIVIDENDS**

	30.9.19 £	30.9.18 £
Ordinary shares of £1 each		
Interim	<u>100,000</u>	<u>205,000</u>

9. **FIXED ASSET INVESTMENTS**

	Interest in associate £
<b>COST</b>	
Additions	510
At 30 September 2019	<u>510</u>
<b>NET BOOK VALUE</b>	
At 30 September 2019	<u>510</u>

10. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.19 £	30.9.18 £
Trade debtors	129,901	248,151
Amounts owed by group undertakings	399,462	440,972
Amounts recoverable on contract	168,109	179,405
Prepayments and accrued income	36,500	27,153
	<u>733,972</u>	<u>895,681</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2019

**11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.19	30.9.18
	£	£
Trade creditors	43,540	103,242
Amounts owed to group undertakings	687	-
Corporation Tax	-	20,058
VAT	23,465	30,499
Other creditors	4,022	6,214
Accruals and deferred income	9,747	19,420
	<u>81,461</u>	<u>179,433</u>

**12. CALLED UP SHARE CAPITAL**

Allotted and issued:		Nominal	30.9.19	30.9.18
Number:	Class:	value:	£	£
15,000	Share capital	£1	<u>15,000</u>	<u>15,000</u>

**13. RESERVES**

	Retained earnings £	Share premium £	Totals £
At 1 October 2018	697,863	49,000	746,863
Profit for the year	122,419		122,419
Dividends	(100,000)		(100,000)
At 30 September 2019	<u>720,282</u>	<u>49,000</u>	<u>769,282</u>

**14. ULTIMATE PARENT COMPANY**

Prydis Limited is regarded by the directors as being the company's ultimate parent company.

**15. RELATED PARTY DISCLOSURES**

As at the year end, the company was owed £60,941 (2018 - £90,915) by companies within the Prydis Group which are not wholly owned. These loans are interest free and repayable on demand.