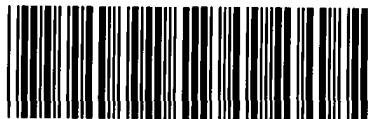


**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MAY 2017**  
**FOR**  
**SO BE IT MARKETING CONSULTANTS LTD**

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COMPANIES HOUSE

SO BE IT MARKETING CONSULTANTS LTD (REGISTERED NUMBER: 04442545)

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FOR THE YEAR ENDED 31 MAY 2017**

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**SO BE IT MARKETING CONSULTANTS LTD**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 MAY 2017**

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**DIRECTOR:** S P Roberts

**REGISTERED OFFICE:** 57 Redcliffe Close  
Old Brompton Road  
London  
SW5 9HZ

**REGISTERED NUMBER:** 04442545 (England and Wales)

**ACCOUNTANTS:** Nunn Hayward LLP  
Chartered Accountants  
Sterling House  
20 Station Road  
Gerrards Cross  
Buckinghamshire  
SL9 8EL

**BALANCE SHEET**

31 MAY 2017

	Notes	£	2017 £	£	2016 £
<b>FIXED ASSETS</b>					
Tangible assets	4		1,870		1,268
Investments	5		3,106		3,884
			<u>4,976</u>		<u>5,152</u>
<b>CURRENT ASSETS</b>					
Debtors	6	25,147		28,854	
Cash at bank and in hand		25,838		12,690	
		<u>50,985</u>		<u>41,544</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	7	27,885		24,413	
		<u>27,885</u>		<u>24,413</u>	
<b>NET CURRENT ASSETS</b>			<u>23,100</u>		<u>17,131</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>28,076</u>		<u>22,283</u>
<b>PROVISIONS FOR LIABILITIES</b>			<u>976</u>		<u>254</u>
<b>NET ASSETS</b>			<u>27,100</u>		<u>22,029</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			1		1
Retained earnings			27,099		22,028
			<u>27,100</u>		<u>22,029</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>27,100</u>		<u>22,029</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- 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.

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 20 December 2017 and were signed by:



S P Roberts - Director

The notes form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2017

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1. STATUTORY INFORMATION

So Be It Marketing Consultants Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of 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.

**Turnover**

Turnover represents net invoiced sales of services excluding value added tax.

**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	- 25% on reducing balance
Computer equipment	- 25% on reducing balance

**Investments**

Listed fixed assets investments are measured at fair value through profit and loss. The directors have not restated comparatives having taken advantage on transition exemption outlined in note 8.

**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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2016 - 1).

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MAY 2017

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>			
At 1 June 2016	985	4,134	5,119
Additions	700	525	1,225
At 31 May 2017	<u>1,685</u>	<u>4,659</u>	<u>6,344</u>
<b>DEPRECIATION</b>			
At 1 June 2016	753	3,098	3,851
Charge for year	233	390	623
At 31 May 2017	<u>986</u>	<u>3,488</u>	<u>4,474</u>
<b>NET BOOK VALUE</b>			
At 31 May 2017	<u>699</u>	<u>1,171</u>	<u>1,870</u>
At 31 May 2016	<u>232</u>	<u>1,036</u>	<u>1,268</u>

5. FIXED ASSET INVESTMENTS

	Listed investments £
<b>COST OR VALUATION</b>	
At 1 June 2016	3,884
Impairments	(778)
At 31 May 2017	<u>3,106</u>
<b>NET BOOK VALUE</b>	
At 31 May 2017	<u>3,106</u>
At 31 May 2016	<u>3,884</u>

Cost or valuation at 31 May 2017 is represented by:

	Listed investments £
Valuation in 2016	(715)
Valuation in 2017	(63)
Cost	<u>3,884</u>
	<u>3,106</u>

Market value of listed investments at 31 May 2017 - £3,106 (2016 - £3,169).

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017 £	2016 £
Trade debtors	<u>25,147</u>	<u>28,854</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MAY 2017

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017	2016
	£	£
Trade creditors	1,362	2,149
Taxation and social security	23,191	19,659
Other creditors	3,332	2,605
	<u>27,885</u>	<u>24,413</u>

8. FIRST YEAR ADOPTION

This is the first financial year that the company has presented its financial statements in accordance with the provisions of Section 1A 'Small Entities' of Financial Reporting Standard 102 'The Financial Reporting Framework Applicable in the UK and Republic of Ireland (FRS 102 1A). For financial years up to and including the year ended 31 May 2016, the company prepared its financial statements in accordance with the old UK GAAP.

**Transitional relief**

Listed investments have been measured at fair value in the current year with deferred taxation recognised in accordance with the requirements of FRS 102. The transition exemption in FRS102.35.10(u) has been taken and hence investments in the comparative year are measured at cost in line with the policy adopted under FRSSE (2015) and an adjustment of (£715) has been made to the profit and loss account brought forward in the year to 31 May 2017. A deferred tax adjustment of £634 has been charged to the opening profit and loss account in this regard.