

Report of the Director and  
Financial Statements for the Year Ended 31 December 2015  
for  
Siteimprove Limited



Contents of the Financial Statements  
for the Year Ended 31 December 2015

	Page
Company Information	1
Report of the Director	2
Report of the Independent Auditors	4
Income Statement	6
Other Comprehensive Income	7
Balance Sheet	8
Statement of Changes in Equity	9
Notes to the Financial Statements	10

Siteimprove Limited

Company Information  
for the Year Ended 31 December 2015

**DIRECTOR:**

M E Ebbesen

**REGISTERED OFFICE:**

New Loom House  
101 Back Church Lane  
Suite 306  
London  
E1 1LU

**REGISTERED NUMBER:**

04932868 (England and Wales)

**AUDITORS:**

Krogh & Partners Limited, (Statutory Auditor)  
823 Salisbury House  
29 Finsbury Circus  
London  
EC2M 5QQ

Report of the Director  
for the Year Ended 31 December 2015

The director presents his report with the financial statements of the company for the year ended 31 December 2015.

**PRINCIPAL ACTIVITY**

The Principal activity of the company continued to be website management.

**REVIEW OF BUSINESS**

The results for the year and the financial position at the year end, were considered satisfactory by the directors.

**DIRECTOR**

M E Ebbesen held office during the whole of the period from 1 January 2015 to the date of this report.

**RESULTS AND DIVIDENDS**

The Company's profit for the period amounted to GBP 181,946. The directors do not recommend the payment of a dividend.

**POST BALANCE SHEET**

No post balance sheet events have occurred since 31 December 2015 which requires reporting or disclosing in the accounts.

**STATEMENT OF DIRECTOR'S RESPONSIBILITIES**

The director is responsible for preparing the Report of the Director and the financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has 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 director must not approve the financial statements unless he is 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 director is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The director is 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 him to ensure that the financial statements comply with the Companies Act 2006. He is 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 director is aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

**AUDITORS**


The auditors, Krogh & Partners Limited, (Statutory Auditor), have signified their willingness to continue in office. A resolution to re-appoint them will be proposed forthcoming Annual General Meeting.

Siteimprove Limited

Report of the Director  
for the Year Ended 31 December 2015

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

**ON BEHALF OF THE BOARD:**



.....  
M E Ebbesen - Director

Date: <sup>24</sup>/<sub>10</sub> - 2016 .....

Report of the Independent Auditors to the Members of  
Siteimprove Limited

We have audited the financial statements of Siteimprove Limited for the year ended 31 December 2015 on pages six to fifteen. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

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 Auditors 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.

**Respective responsibilities of director and auditors**

As explained more fully in the Statement of Director's Responsibilities set out on page two, the director is responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the director; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Director to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

**Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2015 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.

**Opinion on other matter prescribed by the Companies Act 2006**

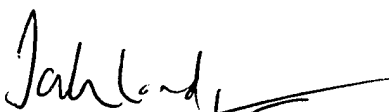
In our opinion the information given in the Report of the Director for the financial year for which the financial statements are prepared is consistent with the financial statements.

Report of the Independent Auditors to the Members of  
Siteimprove Limited

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

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 director's remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the director was not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Director.



John Lindegaard (Senior Statutory Auditor)  
for and on behalf of Krogh & Partners Limited, (Statutory Auditor)

823 Salisbury House  
29 Finsbury Circus  
London  
EC2M 5QQ

Date: 24/10-2016

Siteimprove Limited (Registered number: 04932868)

Income Statement  
for the Year Ended 31 December 2015

		2015	2014
	Notes	£	as restated £
<b>TURNOVER</b>	2	2,072,997	1,675,011
Cost of sales		722,113	827,064
<b>GROSS PROFIT</b>		1,350,884	847,947
Administrative expenses		1,258,330	968,128
<b>OPERATING PROFIT/(LOSS)</b>	4	92,554	(120,181)
Interest receivable and similar income	5	9,751	8,665
		102,305	(111,516)
Interest payable and similar charges	6	2,442	15
<b>PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		99,863	(111,531)
Tax on profit/(loss) on ordinary activities	7	(82,083)	(12,587)
<b>PROFIT/(LOSS) FOR THE FINANCIAL YEAR</b>		181,946	(98,944)

The notes form part of these financial statements



Siteimprove Limited (Registered number: 04932868)

Other Comprehensive Income  
for the Year Ended 31 December 2015

	Notes	2015 £	2014 as restated £
<b>PROFIT/(LOSS) FOR THE YEAR</b>		181,946	(98,944)
<b>OTHER COMPREHENSIVE INCOME</b>		-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		<u>181,946</u>	
Prior year adjustment			<u>(661,609)</u>
<b>TOTAL COMPREHENSIVE INCOME SINCE LAST ANNUAL REPORT</b>			<u>(760,553)</u>

The notes form part of these financial statements

Siteimprove Limited (Registered number: 04932868)

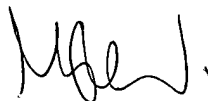
Balance Sheet

31 December 2015

		2015		2014 as restated	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible assets	9		3,828		4,745
<b>CURRENT ASSETS</b>					
Debtors	10	853,508		509,338	
Cash at bank		87,084		21,587	
		<u>940,592</u>		<u>530,925</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	11	<u>1,438,396</u>		<u>1,211,592</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(497,804)</u>		<u>(680,667)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(493,976)</u>		<u>(675,922)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	12		1		1
Retained earnings	13		<u>(493,977)</u>		<u>(675,923)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(493,976)</u>		<u>(675,922)</u>

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

The financial statements were approved by the director on <sup>24/10-2016</sup>..... and were signed by:

  
.....  
M E Ebbesen - Director

The notes form part of these financial statements

Statement of Changes in Equity  
for the Year Ended 31 December 2015

	Called up share capital £	Retained earnings £	Total equity £
<b>Balance at 1 January 2014</b>	1	84,630	84,631
Prior year adjustment	-	(661,609)	(661,609)
	<hr/>	<hr/>	<hr/>
As restated	1	(576,979)	(576,978)
	<hr/>	<hr/>	<hr/>
<b>Changes in equity</b>			
Total comprehensive income	-	(98,944)	(98,944)
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 December 2014</b>	1	(675,923)	(675,922)
	<hr/>	<hr/>	<hr/>
<b>Changes in equity</b>			
Total comprehensive income	-	181,946	181,946
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 December 2015</b>	1	(493,977)	(493,976)
	<hr/>	<hr/>	<hr/>

Notes to the Financial Statements  
for the Year Ended 31 December 2015

1. **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 balance sheet shows liabilities exceed assets by £ 493,976. The parent company has confirmed that it will maintain financial support for the foreseeable future to enable the company to continue normal trading operations.

**Going concern**

The financial statements have been prepared under the going concern basis as the directors have indicated that sales figures are still strong. The management have confirmed that they will support the company if necessary.

**Turnover**

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

**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:

Computer equipment	-	33 % straight line
Fixtures, fittings and equipment	-	33 % straight line

**Foreign currencies**

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 of ruling at the date of the transaction. All differences are taken to profit and loss account.

**Taxation**

Current tax is provided at amounts expected to be paid (or recovered using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Debtors**

Debtors are valued individually and there are made provision according to this valuation.

**Creditors**

Creditors are carried at payment or settlement amounts. Where the time value of money is material, creditors are carried at amortised cost.

**Financial reporting standard 102 - reduced disclosure exemptions**

The company has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- the requirements of Section 7 Statement of Cash Flows.

**Changes in accounting policies**

The management has decided to change revenue recognition principles for the Siteimprove Group to be in conformity with the international standards on revenue recognition.

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2015

As the Siteimprove software is hosted on servers held by Siteimprove, the total package delivered to customers is considered a service. Revenue is therefore recognised on a straight-line basis over the contract period. The periodization is calculated on a daily basis based on the contract signature date and the total contract period. Previously 75% of the contract value was recognised up-front and 25% was deferred over the contract period. We refer to note 8.

Besides the above mentioned the accounting policies applied remain unchanged from previous years.

**2. TURNOVER**

All turnover arises in the United Kingdom and is attributable to the Company's principal activity, which is website management.

**3. STAFF COSTS**

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

	2015 GBP	2014 GBP
Their total remuneration was:		
Wages and salaries	791,135	605,420
Social security costs	86,963	67,273
Pension costs	8,404	7,424
	<u>886,502</u>	<u>680,117</u>

**4. OPERATING PROFIT/(LOSS)**

The operating profit (2014 - operating loss) is stated after charging:

	2015 £	2014 as restated £
Depreciation - owned assets	4,775	5,665
Auditor's remuneration	4,000	4,000
Loss on disposal of fixed assets	<u>1,342</u>	<u>-</u>
Director's remuneration and other benefits etc	<u>-</u>	<u>-</u>

**5. INTEREST RECEIVABLE AND SIMILAR INCOME**

	2015 £	2014 as restated £
Intercompany interest	9,721	8,659
Bank interest	<u>30</u>	<u>6</u>
	<u>9,751</u>	<u>8,665</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2015

**6. INTEREST PAYABLE AND SIMILAR CHARGES**

	2015	2014 as restated
	£	£
Bank interest	-	15
Intercompany interest	2,442	-
	<u>2,442</u>	<u>15</u>

**7. TAXATION**

**Analysis of the tax credit**

The tax credit on the profit on ordinary activities for the year was as follows:

	2015	2014 as restated
	£	£
Current tax:		
Adjustment for prior years	-	(12,587)
Deferred tax	(82,083)	-
Tax on profit/(loss) on ordinary activities	<u>(82,083)</u>	<u>(12,587)</u>

**8. PRIOR YEAR ADJUSTMENT**

The comparative figures have been restated to adapt group policies.

In the current year an adjustment was identified relating to revenue recognition. The effect of the adjustment on the comparative figures was to decrease profit by £185,970, decrease retained earnings by £653,127 and increase deferred income by £839,097.

As a consequence, an adjustment was identified in the calculation of deferred tax. The effect on the comparative figures was to decrease deferred tax asset by £7,400 and increase deferred tax adjustment by £7,400.

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2015

9. **TANGIBLE FIXED ASSETS**

	Plant and machinery £
<b>COST</b>	
At 1 January 2015	24,404
Additions	5,200
Disposals	(3,470)
At 31 December 2015	26,134
<b>DEPRECIATION</b>	
At 1 January 2015	19,659
Charge for year	4,775
Eliminated on disposal	(2,128)
At 31 December 2015	22,306
<b>NET BOOK VALUE</b>	
At 31 December 2015	3,828
At 31 December 2014	4,745

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

	2015	2014 as restated
	£	£
Trade debtors	286,026	196,770
Amounts owed by group undertakings	434,966	262,508
Other debtors	26,266	26,630
Deferred tax asset	82,083	-
Prepayments and accrued income	24,167	23,430
	<u>853,508</u>	<u>509,338</u>

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

	2015	2014 as restated
	£	£
Amounts owed to group undertakings	2,167	-
Social security and other taxes	28,190	21,802
VAT	51,425	37,169
Other creditors	57,988	34,699
Accruals and deferred income	1,298,626	1,117,922
	<u>1,438,396</u>	<u>1,211,592</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2015

**12. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:		Nominal value:	2015	2014
Number:	Class:		£	as restated £
1	Ordinary	1	<u>1</u>	<u>1</u>

**13. RESERVES**

	Retained earnings £
At 1 January 2015	(675,923)
Profit for the year	<u>181,946</u>
At 31 December 2015	<u>(493,977)</u>

**14. ULTIMATE PARENT COMPANY**

The Company is wholly owned subsidiary of SiteImprove A/S, which is regarded as the immediate controlling party. The ultimate controlling party is MEE Holding APS. Both companies are incorporated in Denmark. The group, of which MEE Holding APS is parent organisation, forms the largest and smallest group preparing consolidated accounts which include SiteImprove Limited.

**15. OTHER FINANCIAL COMMITMENTS**

Operating Leases:

At 31 December 2015 the company had total commitments under operating leases as set out below:

	Land and buildings	Other
Operating leases which expires:		
within one year	66,576	-
in the second to fifth years	55,480	-
after five years	-	-
	<u>122,056</u>	<u>-</u>

**16. RELATED PARTY DISCLOSURES**

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 subsidiaries within the group.



**17. FIRST YEAR ADOPTION**

This is the first year that the company has presented its results under FRS 102.

The last financial statements prepared under the previous UK GAAP were for the year ended 31 December 2014.

The date of transition to FRS 102 was 1 January 2014.

There were no adjustments to the company's balance sheet and income statement and there were no changes in accounting policies.