

AMENDED

We Are Sunday Ltd (Formerly Sunday Publishing Limited)

Abbreviated financial statements

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For the year ended 31 December 2014
Company no. 05417535



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Officers and professional advisors

Directors

Toby Smeeton
Stephanie Hill
Matthew Beaven
Christopher Lee

Secretary

Christopher Lee

Registered Office

207 Union Street
London
SE1 0LN

Accountants

Kingston Smith
141 Wardour Street
London W1F 0UT

Solicitors

Fox Williams
Ten Dominion Street
London EC2M 2EE

Bankers

Barclays
27 Soho Square
London W1D 3QR

FY2014

Review of the year

Our 2014 results are the best in our nine year history. Once again the team at Sunday delivered record growth; turnover was up 19% to £8.2m (FY2013 £6.9m) with a revenue increase of 33%. However, the stellar metric was profitability - up 50% year-on-year. These achievements were the result of the dedication and efforts of an exceptional team and strong partnership with our clients.

Existing clients

In July 2014, the Harvard Business Review stated, that nine out of ten companies were now marketing with content. Sunday remains well positioned to take advantage of these important drivers in the marketing landscape. We continue to help brands develop clear content strategies that motivate their target audiences through multi-channel integration, and we are building a reputation as a strong, strategic agency partner.

Outstanding creativity and measurable effectiveness remain the twin pillars of Sunday's offering and this is frequently recognized in category and sector awards. This year, we were pleased to deliver new and exciting programmes for existing clients, including helping John Lewis communicate 150 years of retailing excellence, new content solutions for Strutt & Parker and important work for Vodafone advising parents on childrens' online safety.

Content creation, content commercialisation and content marketing remain the core strands of our business, irrespective of channel or media. We remain incredibly proud of the array of blue-chip clients in our portfolio.

New business

While our existing clients increased the amount of work they placed with us in 2014, new business wins also played an important role. We were pleased to win new content marketing briefs from Achica, the online luxury lifestyle store (for whom we also produced our first TV advert), and the animal charity Blue Cross. We were also appointed by Kiddicare to develop a name, identity, website, mini-magazine, video and digital content for the brand's new parenting programme Bump, Baby and You - this attracted 20,000 sign-ups within a fortnight of launch.

We believe that Sunday's blue-chip reputation and capabilities continue to attract new clients looking for quality content marketing solutions.

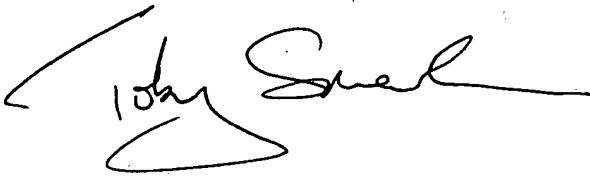
Awards

We were nominated for three Direct Marketing Association awards for our work on Petplan's CRM content programme, plus a shortlisted for the Digital Magazines Awards for our technology work for John Lewis. These were new areas of recognition for some innovative and excellent work by the Sunday team.

At more familiar awards ceremonies, Sunday continued to excel. Winners of Best Editor and Best Art Director categories at the British Society of Magazine Editors awards for Lloyd's of London's Market journal was particularly well-deserved. An impressive 17 award nominations for the CMA awards was a fabulous result in itself, but we managed to go one better by winning two categories – Best Public Sector for Ethos journal and website for Serco, and Art

Director for Lloyd's of London. We were delighted to receive highly commended recognition for our work with Strutt & Parker too.

Sunday continues to invest in the very best recruits across all disciplines and we are grateful to this incredible bunch of people who produce innovative and motivating work every day of the week. And, of course, our biggest thanks goes to our clients who allow us to partner with them and to develop creative and effective solutions for their brands. The future for content marketing and for Sunday looks bright, and we hope that 2015 and subsequent years will benefit from the very positive results achieved in 2014.

A handwritten signature in black ink, appearing to read 'Toby Smeeton', with a large, stylized initial 'T'.

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Toby Smeeton
Managing Director

Footnote

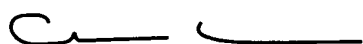
1. Harvard Business Review July 2014: The Content Marketing Revolution Alexander Jutkowitz <https://hbr.org/2014/07/the-content-marketing-revolution>

Balance sheet

As at 31 December 2014

	Notes	2014 £	2014 £	2013 £	2013 £
Fixed assets: tangible	2		34,391		78,795
Current assets					
Work in progress		53,852		120,981	
Prepayments and accrued revenue		137,432		144,494	
Trade debtors		1,778,984		1,236,885	
Cash at bank and in hand		559,548		519,841	
		<u>2,529,816</u>		<u>2,022,201</u>	
Creditors: amounts falling due within one year		<u>(1,368,846)</u>		<u>(1,190,794)</u>	
Net current assets			<u>1,160,970</u>		<u>831,407</u>
Total assets less current liabilities			<u>1,195,361</u>		<u>910,202</u>
Capital and reserves					
Called up share capital	3		8,500		8,500
Profit and loss account			1,186,861		901,702
Shareholders' funds			<u>1,195,361</u>		<u>910,202</u>

Signed on behalf of the Board



Christopher Lee
Secretary 13 September 2015



Matthew Beaven
Director 13 September 2015

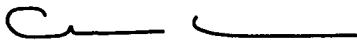
Directors' statements

- a) For the year ending 31 December 2014 the company is entitled to exemption from audit under section 477 of the Companies Act 2006
- b) The members have not required the company to obtain an audit for the year in accordance with section 476 of the Companies Act 2006
- c) The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2014 and of its profit for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- d) The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

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Approved by the board of directors on: 13 September 2015

And signed on their behalf by:-



Christopher Lee
Secretary



Matthew Beaven
Director

Notes to the financial statements

For the period ended 31 December 2014

1. Accounting policies

a) Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with the Financial reporting Standard for Smaller Entities (effective January 2005).

b) Turnover and income recognition

Turnover represents the invoiced value, net of value added tax, of goods and services supplied to customers during the year. Income is recognised when a job is completed.

c) Depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its useful life:

- Computer and office equipment – 33% straight line
- Assets purchased under Cycle to Work scheme – 67% straight line

d) Work in progress

Work in progress is valued at the lower of cost and net realisable value.

Notes to the financial statements (cont.)

2. Tangible fixed assets

	Leasehold improvements	Computer and office equipment	Cycle to work	Total
	£	£	£	£
Cost				
1 January 2014	54,026	215,412	9,001	278,439
Additions	-	20,774	-	20,774
Disposals	-	-	-	-
31 December 2014	54,026	236,186	9,001	299,213
Depreciation				
1 January 2014	38,240	153,087	8,317	199,644
Charge for the year	15,786	48,825	567	65,178
Disposals	-	-	-	-
31 December 2014	54,026	201,912	8,884	264,822
Net book value 31 December 2014	-	34,274	117	34,391
Net book value 31 December 2013	15,786	62,325	684	78,795

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3. Share capital

	2014	2013
	£	£
Allotted, called up and fully paid		
8,500 ordinary shares of £1 each	8,500	8,500