

**REGISTERED NUMBER: 06721570 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS**

**FOR THE YEAR ENDED 30 JUNE 2013**

**FOR**

**SIMPLY BECAUSE LIMITED**



**SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2013**

---

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>
<b>Chartered Accountants' Report</b>	<b>6</b>



**SIMPLY BECAUSE LIMITED**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 30 JUNE 2013**

---

**DIRECTORS:**

Ms S Richey  
J R Davidge  
B Wilsher

**REGISTERED OFFICE:**

Studio 201  
Berkshire House  
39-51 High Street  
Ascot  
Berkshire  
SL5 7HY

**REGISTERED NUMBER:**

06721570 (England and Wales)

**ACCOUNTANTS:**

Davis Burton Sellek  
Chartered Accountants  
The Galleries  
Charters Road  
Sunningdale  
Berkshire  
SL5 9QJ



## ABBREVIATED BALANCE SHEET

30 JUNE 2013

	Notes	2013 £	£	2012 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		58,302		129,347
Tangible assets	3		<u>137,692</u>		<u>75,235</u>
			195,994		204,582
<b>CURRENT ASSETS</b>					
Debtors		1,760,648		1,125,829	
Cash at bank and in hand		<u>459,976</u>		<u>139,491</u>	
		2,220,624		1,265,320	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>2,142,327</u>		<u>1,307,520</u>	
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>78,297</u>		<u>(42,200)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			274,291		162,382
<b>PROVISIONS FOR LIABILITIES</b>			<u>16,737</u>		<u>8,122</u>
<b>NET ASSETS</b>			<u><u>257,554</u></u>		<u><u>154,260</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		100		100
Profit and loss account			<u>257,454</u>		<u>154,160</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>257,554</u></u>		<u><u>154,260</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2013 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 which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The notes form part of these abbreviated accounts

Page 2

continued...



**SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)**

**ABBREVIATED BALANCE SHEET - continued**

**30 JUNE 2013**

---

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 16 October 2013 and were signed on its behalf by:

Ms S Richey - Director

The notes form part of these abbreviated accounts

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2013**

---

**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 April 2008).

**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.



**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 30 JUNE 2013**

**2. INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 July 2012	196,014
Disposals	(12,743)
At 30 June 2013	<u>183,271</u>
<b>AMORTISATION</b>	
At 1 July 2012	66,667
Amortisation for year	<u>58,302</u>
At 30 June 2013	<u>124,969</u>
<b>NET BOOK VALUE</b>	
At 30 June 2013	<u>58,302</u>
At 30 June 2012	<u>129,347</u>

**3. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 July 2012	81,165
Additions	105,690
Disposals	(416)
At 30 June 2013	<u>186,439</u>
<b>DEPRECIATION</b>	
At 1 July 2012	5,930
Charge for year	<u>42,817</u>
At 30 June 2013	<u>48,747</u>
<b>NET BOOK VALUE</b>	
At 30 June 2013	<u>137,692</u>
At 30 June 2012	<u>75,235</u>

**4. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2013 £	2012 £
100	Ordinary	£1	<u>100</u>	<u>100</u>



**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS  
ON THE UNAUDITED FINANCIAL STATEMENTS OF  
SIMPLY BECAUSE LIMITED**

---

**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Simply BEcause Limited for the year ended 30 June 2013 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at [icaew.com/membershandbook](http://icaew.com/membershandbook).

This report is made solely to the Board of Directors of Simply BEcause Limited, as a body, in accordance with the terms of our engagement letter dated 8 August 2011. Our work has been undertaken solely to prepare for your approval the financial statements of Simply BEcause Limited and state those matters that we have agreed to state to the Board of Directors of Simply BEcause Limited, as a body, in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://icaew.com/compilation). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Simply BEcause Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Simply BEcause Limited. You consider that Simply BEcause Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Simply BEcause Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Davis Burton Sellek  
Chartered Accountants  
The Galleries  
Charters Road  
Sunningdale  
Berkshire  
SL5 9QJ

24 October 2013

This page does not form part of the abbreviated accounts



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.