

**UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021  
FOR  
BECAUSE EXPERIENTIAL MARKETING LTD**

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FOR THE YEAR ENDED 31 DECEMBER 2021

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**BECAUSE EXPERIENTIAL MARKETING LTD**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 DECEMBER 2021**

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**DIRECTORS:**

S Richey  
J Davidge

**REGISTERED OFFICE:**

201 Borough High Street  
London  
SE1 1JA

**REGISTERED NUMBER:**

06721570 (England and Wales)

**ACCOUNTANTS:**

Galloways Accounting  
Atlas Chambers  
33 West Street  
Brighton  
East Sussex  
BN1 2RE

**BALANCE SHEET**  
**31 DECEMBER 2021**

	Notes	2021 £	£	2020 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		-		-
Tangible assets	5		43,278		51,466
Investments	6		125,215		165,215
			<u>168,493</u>		<u>216,681</u>
<b>CURRENT ASSETS</b>					
Debtors	7	191,650		308,660	
Cash at bank		<u>672,469</u>		<u>663,939</u>	
		864,119		972,599	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>1,860,161</u>		<u>1,158,721</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(996,042)</u>		<u>(186,122)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(827,549)</u>		<u>30,559</u>
<b>CREDITORS</b>					
Amounts falling due after more than one year	9		(608,889)		(796,945)
<b>PROVISIONS FOR LIABILITIES</b>			-		(7,149)
<b>NET LIABILITIES</b>			<u>(1,436,438)</u>		<u>(773,535)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			100		100
Retained earnings			<u>(1,436,538)</u>		<u>(773,635)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(1,436,438)</u>		<u>(773,535)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 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
- (b) 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.

**BALANCE SHEET - continued  
31 DECEMBER 2021**

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The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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

The financial statements were approved by the Board of Directors and authorised for issue on 18 October 2022 and were signed on its behalf by:

S Richey - Director

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021

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1. **STATUTORY INFORMATION**

Because Experiential Marketing 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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" 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.

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.

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Intellectual Property is being amortised evenly over its estimated useful life of three 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

**Investments in subsidiaries**

Investments in subsidiary 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.

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

**2. ACCOUNTING POLICIES - continued****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.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 10 (2020 - 13 ).

**4. INTANGIBLE FIXED ASSETS**

	Goodwill £	Other intangible assets £	Totals £
<b>COST</b>			
At 1 January 2021 and 31 December 2021	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
<b>AMORTISATION</b>			
At 1 January 2021 and 31 December 2021	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
<b>NET BOOK VALUE</b>			
At 31 December 2021	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2020	<u>-</u>	<u>-</u>	<u>-</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

**5. TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 January 2021	489,039
Additions	41,927
Disposals	(4,800)
At 31 December 2021	<u>526,166</u>
<b>DEPRECIATION</b>	
At 1 January 2021	437,573
Charge for year	49,815
Eliminated on disposal	(4,500)
At 31 December 2021	<u>482,888</u>
<b>NET BOOK VALUE</b>	
At 31 December 2021	<u>43,278</u>
At 31 December 2020	<u>51,466</u>

**6. FIXED ASSET INVESTMENTS**

	Shares in group undertakings £	Unlisted investments £	Totals £
<b>COST</b>			
At 1 January 2021	40,215	125,000	165,215
Disposals	(40,000)	-	(40,000)
At 31 December 2021	<u>215</u>	<u>125,000</u>	<u>125,215</u>
<b>NET BOOK VALUE</b>			
At 31 December 2021	<u>215</u>	<u>125,000</u>	<u>125,215</u>
At 31 December 2020	<u>40,215</u>	<u>125,000</u>	<u>165,215</u>

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

	2021 £	2020 £
Trade debtors	31,367	110,971
Other debtors	160,283	197,689
	<u>191,650</u>	<u>308,660</u>



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

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

	<b>2021</b>	2020
	£	£
Bank loans and overdrafts	<b>195,556</b>	128,055
Trade creditors	<b>337,948</b>	444,667
Taxation and social security	<b>287,048</b>	198,100
Other creditors	<b>1,039,609</b>	387,899
	<u><b>1,860,161</b></u>	<u>1,158,721</u>

**9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	<b>2021</b>	2020
	£	£
Bank loans	<u><b>608,889</b></u>	<u>796,945</u>
Amounts falling due in more than five years:		
Repayable by instalments		
Bank loans more 5 yr by instal	<u>-</u>	<u>67,500</u>

**10. LEASING AGREEMENTS**

Minimum lease payments under non-cancellable operating leases fall due as follows:

	<b>2021</b>	2020
	£	£
Within one year	-	197,790
Between one and five years	-	791,160
In more than five years	<u>-</u>	<u>609,853</u>
	<u>-</u>	<u>1,598,803</u>

**11. SECURED DEBTS**

Bank loans are secured by an unlimited debenture and legal charges over the assets of the company.

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.