

**REGISTERED NUMBER: 06930988 (England and Wales)**

**Financial Statements for the Year Ended 31 December 2020**

**for**

**Analogue Seduction Ltd**

**Contents of the Financial Statements**  
**for the Year Ended 31 December 2020**

	<b>Page</b>
<b>Company Information</b>	1
<b>Statement of Financial Position</b>	2
<b>Notes to the Financial Statements</b>	4
<b>Report of the Accountants</b>	7

**Analogue Seduction Ltd**

**Company Information**  
**for the Year Ended 31 December 2020**

**DIRECTORS:**

Mr Gary Penska  
Mrs Caroline Penska

**REGISTERED OFFICE:**

143 Eastfield Road  
Peterborough  
Cambridgeshire  
PE1 4AU

**REGISTERED NUMBER:**

06930988 (England and Wales)

**Statement of Financial Position**  
**31 December 2020**

	Notes	31.12.20 £	£	31.12.19 £	£
<b>FIXED ASSETS</b>					
Property, plant and equipment	4		<b>89,011</b>		100,121
<b>CURRENT ASSETS</b>					
Inventories	5	<b>355,270</b>		393,942	
Cash at bank and in hand		<b>745,854</b>		<b>303,469</b>	
		<b>1,101,124</b>		<b>697,411</b>	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<b>355,868</b>		<b>76,290</b>	
<b>NET CURRENT ASSETS</b>			<b>745,256</b>		<b>621,121</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>834,267</b>		<b>721,242</b>
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		<b>33,384</b>		<b>64,421</b>
<b>NET ASSETS</b>			<b>800,883</b>		<b>656,821</b>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		<b>100</b>		<b>100</b>
Retained earnings	9		<b>800,783</b>		<b>656,721</b>
			<b>800,883</b>		<b>656,821</b>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2020 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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.

**Statement of Financial Position - continued**  
**31 December 2020**

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 23 July 2021 and were signed on its behalf by:

Mrs Caroline Penska - Director

**Notes to the Financial Statements**  
**for the Year Ended 31 December 2020**

**1. STATUTORY INFORMATION**

Analogue Seduction 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.

**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**

Revenue is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

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

Improvements to property	- 20% on reducing balance
Plant and machinery	- 20% on reducing balance
Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on reducing balance

**Stocks**

Inventories are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 10 (2019 - 12).

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2020**

**4. PROPERTY, PLANT AND EQUIPMENT**

	<b>Improvements to property £</b>	<b>Plant and machinery £</b>	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Totals £</b>
<b>COST</b>					
At 1 January 2020	39,658	236,077	9,921	3,799	289,455
Additions	<u>-</u>	<u>-</u>	<u>7,990</u>	<u>3,153</u>	<u>11,143</u>
At 31 December 2020	<u>39,658</u>	<u>236,077</u>	<u>17,911</u>	<u>6,952</u>	<u>300,598</u>
<b>DEPRECIATION</b>					
At 1 January 2020	19,353	163,697	4,615	1,669	189,334
Charge for year	<u>4,061</u>	<u>14,476</u>	<u>2,659</u>	<u>1,057</u>	<u>22,253</u>
At 31 December 2020	<u>23,414</u>	<u>178,173</u>	<u>7,274</u>	<u>2,726</u>	<u>211,587</u>
<b>NET BOOK VALUE</b>					
At 31 December 2020	<u>16,244</u>	<u>57,904</u>	<u>10,637</u>	<u>4,226</u>	<u>89,011</u>
At 31 December 2019	<u>20,305</u>	<u>72,380</u>	<u>5,306</u>	<u>2,130</u>	<u>100,121</u>

**5. INVENTORIES**

	<b>31.12.20</b>	<b>31.12.19</b>
	<b>£</b>	<b>£</b>
Stocks	<u><b>355,270</b></u>	<u><b>393,942</b></u>

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

	<b>31.12.20</b>	<b>31.12.19</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	<b>3,923</b>	2,043
Trade Creditors	<b>10,096</b>	10,124
Wages Payable	<b>12,532</b>	3,203
Corporation tax	<b>58,880</b>	18,516
Social security and other taxes	<b>11,756</b>	8,974
Value Added Tax	<b>63,509</b>	27,587
Directors' current accounts	<b>194,502</b>	4,533
Accrued expenses	<u><b>670</b></u>	<u>1,310</u>
	<u><b>355,868</b></u>	<u><b>76,290</b></u>

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2020**

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

	<b>31.12.20</b>	<b>31.12.19</b>
	<b>£</b>	<b>£</b>
Bank loans - 2-5 years	-	525
Hire purchase contracts	<u><b>33,384</b></u>	<u>63,896</u>
	<u><b>33,384</b></u>	<u>64,421</u>

**8. CALLED UP SHARE CAPITAL**

**9. RESERVES**

	<b>Retained earnings £</b>
At 1 January 2020	<b>656,721</b>
Profit for the year	<b>244,062</b>
Dividends	<b>(100,000)</b>
At 31 December 2020	<u><b>800,783</b></u>



**Analogue Seduction Ltd**

**Report of the Accountants to the Directors of**  
**Analogue Seduction Ltd**

**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Statement of Financial Position. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.**

As described on the Statement of Financial Position you are responsible for the preparation of the financial statements for the year ended 31 December 2020 set out on pages nil to nil and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Date: .....

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.