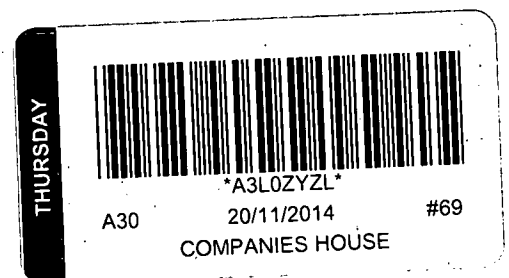


Populus Data Solutions Limited

Abbreviated Accounts

For the year ended 31 March 2014



Populus Data Solutions Limited

Contents

	Page
Independent auditors' report	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3 - 5

Populus Data Solutions Limited

Independent Auditor's Report to Populus Data Solutions Limited

Under Section 449 of the Companies Act 2006

We have examined the abbreviated accounts set out on pages 2 to 5, together with the financial statements of Populus Data Solutions Limited for the year ended 31 March 2014 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's report 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

Kingston Smith LLP

Esther Carder (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP

18/11/14

Chartered Accountants
Statutory Auditor

141 Wardour Street
London
W1F 0UT

Populus Data Solutions Limited

Abbreviated Balance Sheet

As at 31 March 2014

	Notes	2014 £	£	2013 £	£
Fixed assets					
Tangible assets	2		137,438		191,422
Current assets					
Debtors	3	1,462,150		892,398	
Cash at bank and in hand		113,658		244,704	
		1,575,808		1,137,102	
Creditors: amounts falling due within one year		(1,130,832)		(903,878)	
Net current assets			444,976		233,224
Total assets less current liabilities			582,414		424,646
Creditors: amounts falling due after more than one year			(20,584)		(41,168)
Provisions for liabilities			(13,220)		(21,979)
			548,610		361,499
Capital and reserves					
Called up share capital	4		100		100
Profit and loss account			548,510		361,399
Shareholders' funds			548,610		361,499

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 28 October 2014.



M Simmonds
Director

Company Registration No. 07355305

Populus Data Solutions Limited

Notes to the Abbreviated Accounts

For the year ended 31 March 2014

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Turnover represents amounts invoiced during the year, exclusive of Value Added Tax.

1.4 Research and development

Research expenditure is written off to the profit and loss account in the year in which it is incurred. Development expenditure is written off in the same way unless the directors are satisfied as to the technical, commercial and financial viability of individual projects. In this situation, the expenditure is deferred and amortised over the period during which the company is expected to benefit.

1.5 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:

Leased equipment	over 5 years
Call centre equipment	over 3 years straight line
Equipment	over 3 years straight line

1.6 Leasing

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible assets and depreciated over the shorter of the lease term and their useful lives. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.7 Revenue recognition

Fee income represents revenue earned under a wide variety of contracts to provide professional services. Revenue is recognised as earned when, and to the extent that, the firm obtains the right to consideration in exchange for its performance under these contracts. It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including expenses and disbursements but excluding value added tax.

Revenue is generally recognised as contract activity progresses so that for incomplete contracts it reflects the partial performance of the contractual obligations. For such contracts the amount of revenue reflects the accrual of the right to consideration by reference to the value of work performed. Revenue not billed to clients is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

Fee income that is contingent on events outside the control of the firm is recognised when the contingent event occurs.

Populus Data Solutions Limited

Notes to the Abbreviated Accounts (Continued)

For the year ended 31 March 2014

1 Accounting policies

(Continued)

1.8 Pensions

The company operates a defined contribution scheme for the benefit of its employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

1.9 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

1.10 Foreign currency translation

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

1.11 Financial Instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

2 Fixed assets

	Tangible assets £
Cost	
At 1 April 2013	322,066
Additions	47,373
At 31 March 2014	369,439
Depreciation	
At 1 April 2013	130,644
Charge for the year	101,357
At 31 March 2014	232,001
Net book value	
At 31 March 2014	137,438
At 31 March 2013	191,422

Populus Data Solutions Limited

Notes to the Abbreviated Accounts (Continued)

For the year ended 31 March 2014

3 Debtors

Debtors include an amount of £8,375 (2013 - £8,375) which is due after more than one year.

4 Share capital	2014 £	2013 £
Allotted, called up and fully paid		
1 100 Ordinary shares of £1 each of £100 each	100	100
	<u>100</u>	<u>100</u>

5 Transactions with directors

During the year the company paid a dividend to the Director as follows:

P Diamond £247,400 (2013 - £220,081).