

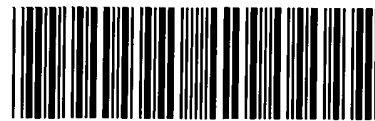
**Company registration number: 07577548**

**Gamer Guides Ltd  
Trading as Gamer Guides Ltd**

**Unaudited financial statements**

**31 March 2017**

**WEDNESDAY**



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**07/06/2017**

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**COMPANIES HOUSE**

**Gamer Guides Ltd**

**Directors and other information**

**Director** Mr S L Hayes

**Company number** 07577548

**Registered office** 10 Beanacre  
Hook Norton  
OXON  
OX15 5UA

**Business address** Flat 7, Tregales  
New Polzeath, Wadebridge  
Cornwall,  
PL27 6UA

**Bankers** HSBC Bank plc  
58 High Street  
Winchester  
SO23 9BZ

**Gamer Guides Ltd**

**Director's report  
Year ended 31 March 2017**

The director presents his report and the unaudited financial statements of the company for the year ended 31 March 2017.

**Incorporation**

The company was incorporated on 24 March 2011 as Leo Hayes Media Ltd. The name of the company was changed to Gamer Guides Ltd on 19 September 2012. The company commenced trade on 24 March 2011.

**Director**

The director who served the company during the year was as follows:

Mr S L Hayes


**Statement of financial position**

The company maintains sufficient liquidity to meet all short term obligations. The company has achieved profitability for the past two consecutive financial years and also operates on a cash-flow positive basis. The company has grown significantly in the past two years despite raising minimal external seed capital. Additional capital may be raised in the future to accelerate growth, but is not currently required.

**Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on 15 May 2017 and signed on behalf of the board by:



Mr S L Hayes  
Director

**Gamer Guides Ltd**

**Statement of financial position  
31 March 2017**

	Note	2017 £	£	2016 £	£
<b>Fixed assets</b>					
Intangible assets	4	2,273		2,273	
			2,273		2,273
<b>Current assets</b>					
Debtors	5	9,629		6,410	
Cash at bank and in hand		4,650		14,937	
		14,279		21,347	
<b>Creditors: amounts falling due within one year</b>	6	(2,601)		(4,168)	
<b>Net current assets</b>			11,678		17,179
<b>Total assets less current liabilities</b>			13,951		19,452
<b>Creditors: amounts falling due after more than one year</b>	7		(35,084)		(67,940)
<b>Net liabilities</b>			(21,133)		(48,488)
<b>Capital and reserves</b>					
Called up share capital			14		14
Share premium account			229,995		229,995
Profit and loss account			(251,142)		(278,497)
<b>Shareholder deficit</b>			(21,133)		(48,488)

For the year ending 31 March 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Director's responsibilities:**

- The shareholder has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the income statement has not been delivered.

**The notes on pages 6 to 9 form part of these financial statements.**

**Gamer Guides Ltd**

**Statement of financial position (continued)**  
**31 March 2017**

These financial statements were approved by the board of directors and authorised for issue on 15 May 2017, and are signed on behalf of the board by:

*Sebastian Hayes*

**Mr S L Hayes**  
**Director**

STATEMENT OF FINANCIAL POSITION (continued)

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**The notes on pages 6 to 9 form part of these financial statements.**

## **Gamer Guides Ltd**

### **Notes to the financial statements Year ended 31 March 2017**

#### **1. General information**

The company is a private company limited by shares, registered in England. The address of the registered office is 10 Beanacre, Hook Norton, OXON, OX15 5UA.

#### **2. Statement of compliance**

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

#### **3. Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

##### **Transition to FRS 102**

The entity transitioned from previous UK GAAP to FRS 102 as at 1 April 2015. Details of how FRS 102 has affected the reported financial position and financial performance is given in note 9.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

##### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

##### **Intangible assets**

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at a revalued amount, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Intangible assets acquired as part of a business combination are recorded at the fair value at the acquisition date.

## **Gamer Guides Ltd**

### **Notes to the financial statements (continued) Year ended 31 March 2017**

#### **Impairment**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

#### **Financial instruments**

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

**Gamer Guides Ltd**

**Notes to the financial statements (continued)**  
**Year ended 31 March 2017**

**4. Intangible assets**

	Other intangible assets £	<b>Total</b> £
<b>Cost</b>		
At 1 April 2016 and 31 March 2017	2,273	2,273
<b>Amortisation</b>		
At 1 April 2016 and 31 March 2017	-	-
<b>Carrying amount</b>		
At 31 March 2017	2,273	2,273
At 31 March 2016	2,273	2,273

**5. Debtors**

	<b>2017</b> £	2016 £
Trade debtors	9,529	5,750
Other debtors	100	660
	<u>9,629</u>	<u>6,410</u>

**6. Creditors: amounts falling due within one year**

	<b>2017</b> £	2016 £
Trade creditors	-	2,318
Social security and other taxes	751	-
Other creditors	1,850	1,850
	<u>2,601</u>	<u>4,168</u>

**7. Creditors: amounts falling due after more than one year**

	<b>2017</b> £	2016 £
Other creditors	35,084	67,940



**Gamer Guides Ltd**

**Notes to the financial statements (continued)**  
**Year ended 31 March 2017**

**8. Directors advances, credits and guarantees**

During the year the director entered into the following advances and credits with the company:

	<b>2017</b>		
	Balance brought forward	Advances /(credits) to the director	Balance o/standing
	£	£	£
Mr S L Hayes	<u>(67,940)</u>	<u>32,856</u>	<u>(35,084)</u>
	<b>2016</b>		
	Balance brought forward	Advances /(credits) to the director	Balance o/standing
	£	£	£
Mr S L Hayes	<u>(78,678)</u>	<u>10,738</u>	<u>(67,940)</u>

**9. Transition to FRS 102**

These are the first financial statements that comply with FRS 102. The company transitioned to FRS 102 on 1 April 2015.

**Reconciliation of equity**

No transitional adjustments were required.

**Reconciliation of profit or loss for the year**

No transitional adjustments were required.