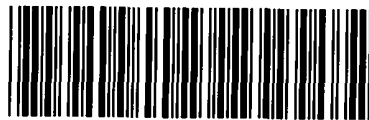


COMPANY REGISTRATION NUMBER: 08001800

Method Brand Intelligence Limited
Filleted Unaudited Financial Statements
For the year ended
31 May 2017

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Method Brand Intelligence Limited

Financial Statements

Year ended 31 May 2017

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Notes to the financial statements	3 to 6

Method Brand Intelligence Limited

Statement of Financial Position

31 May 2017

	Note	2017 £	2016 £
Fixed assets			
Intangible assets	5	9,820	27,007
Tangible assets	6	<u>13,071</u>	<u>15,125</u>
		22,891	42,132
Current assets			
Debtors	7	111,190	126,696
Cash at bank and in hand		<u>69,042</u>	<u>61,551</u>
		180,232	188,247
Creditors: amounts falling due within one year	8	<u>44,951</u>	<u>116,547</u>
Net current assets		135,281	71,700
Total assets less current liabilities		158,172	113,832
Provisions			
Taxation including deferred tax		2,484	3,025
Net assets		<u>155,688</u>	<u>110,807</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		<u>155,588</u>	<u>110,707</u>
Members funds		<u>155,688</u>	<u>110,807</u>

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 statement of income and retained earnings has not been delivered.

For the year ending 31 May 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 members have 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 her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The statement of financial position
continues on the following page.

The notes on pages 3 to 6 form part of these financial statements.

Method Brand Intelligence Limited

Statement of Financial Position *(continued)*

31 May 2017

These financial statements were approved by the board of directors and authorised for issue on 7/12/17,
and are signed on behalf of the board by:



Miss K M Corrigan
Director

Company registration number: 08001800

The notes on pages 3 to 6 form part of these financial statements.

Method Brand Intelligence Limited

Notes to the Financial Statements

Year ended 31 May 2017

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 3 Mill Yard, Childerley, Dry Drayton, Cambridge, CB23 8BA.

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 the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis.

Transition to FRS 102

The entity transitioned from previous UK GAAP to FRS 102 as at 1 June 2015. Details of how FRS 102 has affected the reported financial position and financial performance is given in note 10.

Revenue recognition

The turnover shown in the profit and loss account represents amounts due for work done during the year, exclusive of Value Added Tax.

Income tax

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

Goodwill

Goodwill arises on business acquisitions and represents the excess of the cost of the acquisition over the company's interest in the net amount of the identifiable assets, liabilities and contingent liabilities of the acquired business.

Goodwill is measured at cost less accumulated amortisation and accumulated impairment losses. It is amortised on a straight-line basis over its useful life. Where a reliable estimate of the useful life of goodwill or intangible assets cannot be made, the life is presumed not to exceed five years.

Method Brand Intelligence Limited

Notes to the Financial Statements *(continued)*

Year ended 31 May 2017

3. Accounting policies *(continued)*

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Goodwill - Initially over 10 years straight line

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

The amortisation was revised during the year ended 31 May 2016 to amortise the remaining carrying value over 3 years straight line.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 20% reducing balance

4. Employee numbers

The average number of persons employed by the company during the year, including the director, amounted to 9 (2016: 10).

5. Intangible assets

	Goodwill £
Cost	
At 1 Jun 2016 and 31 May 2017	<u>73,658</u>
Amortisation	
At 1 June 2016	46,651
Charge for the year	<u>17,187</u>
At 31 May 2017	<u>63,838</u>
Carrying amount	
At 31 May 2017	<u>9,820</u>
At 31 May 2016	<u>27,007</u>

Method Brand Intelligence Limited

Notes to the Financial Statements (continued)

Year ended 31 May 2017

6. Tangible assets

	Equipment £
Cost	
At 1 June 2016	23,359
Additions	1,016
At 31 May 2017	24,375
Depreciation	
At 1 June 2016	8,234
Charge for the year	3,070
At 31 May 2017	11,304
Carrying amount	
At 31 May 2017	13,071
At 31 May 2016	15,125

7. Debtors

	2017 £	2016 £
Trade debtors	102,372	120,088
Other debtors	8,818	6,608
	111,190	126,696

8. Creditors: amounts falling due within one year

	2017 £	2016 £
Trade creditors	8,057	21,564
Corporation tax	20,274	22,380
Social security and other taxes	5,770	20,565
Other creditors	10,850	52,038
	44,951	116,547

9. Director's advances, credits and guarantees

During the year the company made advances to the director. These amounts are repayable on demand and no interest has been charged. Details of the advances and amounts repaid are;

	2017 £	2016 £
Amounts advanced	111	—
Amounts repaid	111	—

Method Brand Intelligence Limited

Notes to the Financial Statements *(continued)*

Year ended 31 May 2017

10. Transition to FRS 102

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

No transitional adjustments were required in equity or profit or loss for the year.