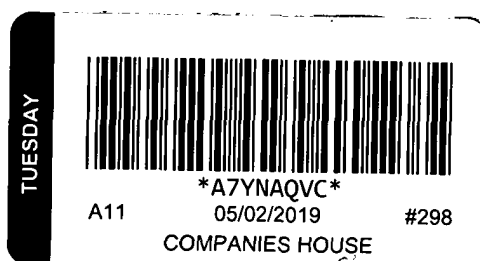


COMPANY REGISTRATION NUMBER: 08001800

Method Brand Intelligence Limited
Filleted Unaudited Financial Statements
For the year ended
31 May 2018



Method Brand Intelligence Limited

Statement of Financial Position

31 May 2018

	Note	2018 £	2017 £
Fixed assets			
Intangible assets	5	–	9,820
Tangible assets	6	<u>10,018</u>	<u>13,071</u>
		10,018	22,891
Current assets			
Debtors	7	101,745	111,190
Cash at bank and in hand		<u>246,621</u>	<u>69,042</u>
		348,366	180,232
Creditors: amounts falling due within one year	8	<u>67,819</u>	<u>44,951</u>
Net current assets		280,547	135,281
Total assets less current liabilities		290,565	158,172
Provisions			
Taxation including deferred tax		<u>1,866</u>	<u>2,484</u>
Net assets		<u>288,699</u>	<u>155,688</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		<u>288,599</u>	<u>155,588</u>
Shareholders funds		<u>288,699</u>	<u>155,688</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 comprehensive income has not been delivered.

For the year ending 31 May 2018 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 2018

These financial statements were approved by the board of directors and authorised for issue on ...24 Jan 2019... 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 2018

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 Section 1A of FRS 102, '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. The financial statements are prepared in sterling, which is the functional currency of the entity.

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 ten years.

Method Brand Intelligence Limited

Notes to the Financial Statements *(continued)*

Year ended 31 May 2018

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

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

4. Employee numbers

The average number of persons employed by the company during the year amounted to 9 (2017: 9).

Method Brand Intelligence Limited

Notes to the Financial Statements (continued)

Year ended 31 May 2018

5. Intangible assets

	Goodwill £
Cost	
At 1 June 2017 and 31 May 2018	<u>73,658</u>
Amortisation	
At 1 June 2017	63,838
Charge for the year	<u>9,820</u>
At 31 May 2018	<u>73,658</u>
Carrying amount	
At 31 May 2018	–
At 31 May 2017	<u>9,820</u>

6. Tangible assets

	Equipment £
Cost	
At 1 June 2017	24,375
Additions	3,666
Disposals	<u>(8,316)</u>
At 31 May 2018	<u>19,725</u>
Depreciation	
At 1 June 2017	11,304
Charge for the year	3,120
Disposals	<u>(4,717)</u>
At 31 May 2018	<u>9,707</u>
Carrying amount	
At 31 May 2018	<u>10,018</u>
At 31 May 2017	<u>13,071</u>

7. Debtors

	2018 £	2017 £
Trade debtors	94,310	102,372
Other debtors	<u>7,435</u>	<u>8,818</u>
	<u>101,745</u>	<u>111,190</u>

Method Brand Intelligence Limited

Notes to the Financial Statements *(continued)*

Year ended 31 May 2018

8. Creditors: amounts falling due within one year

	2018	2017
	£	£
Trade creditors	2,023	8,057
Social security and other taxes	53,385	26,044
Other creditors	12,411	10,850
	<u>67,819</u>	<u>44,951</u>

9. Director's advances, credits and guarantees

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

	2018	2017
	£	£
Advances	—	111
Amounts repaid	—	111