

Registration number: 08029899

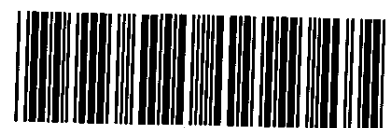
With Reason Ltd

Annual Report and Unaudited Financial Statements

for the Period from 1 May 2021 to 30 June 2022

First Class Accounting Limited
91A Church Lane
Bulphan
Upminster
RM14 3TR

THURSDAY



AC0EQBPT

A13

30/03/2023

#99

COMPANIES HOUSE

With Reason Ltd

Contents

Company Information	1
Balance Sheet	2 to 3
Notes to the Unaudited Financial Statements	4 to 13

With Reason Ltd

Company Information

Directors	Mr J E C Walters
	Mr P J Crean
	Mr L T Salmon
Company secretary	Mr R J Cahill
Registered office	5th floor
	85 Great Eastern Street
	London
	EC2A 3HY
Accountants	First Class Accounting Limited
	91A Church Lane
	Bulphan
	Upminster
	RM14 3TR

With Reason Ltd

(Registration number: 08029899)

Balance Sheet as at 30 June 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible assets	4	27,222	56,830
Other financial assets	5	<u>1</u>	<u>1</u>
		<u>27,223</u>	<u>56,831</u>
Current assets			
Debtors	6	926,558	1,349,601
Cash at bank and in hand		<u>888,010</u>	<u>381,215</u>
		1,814,568	1,730,816
Creditors: Amounts falling due within one year	7	<u>(991,646)</u>	<u>(691,041)</u>
Net current assets		<u>822,922</u>	<u>1,039,775</u>
Total assets less current liabilities		850,145	1,096,606
Provisions for liabilities		<u>(800)</u>	<u>(8,000)</u>
Net assets		<u>849,345</u>	<u>1,088,606</u>
Capital and reserves			
Called up share capital	8	788	800
Capital redemption reserve		12	-
Retained earnings		<u>848,545</u>	<u>1,087,806</u>
Shareholders' funds		<u>849,345</u>	<u>1,088,606</u>

For the financial period ending 30 June 2022 the company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The notes on pages 4 to 13 form an integral part of these financial statements.

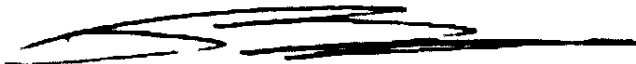
With Reason Ltd

(Registration number: 08029899)

Balance Sheet as at 30 June 2022

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime. As permitted by section 444 (5A) of the Companies Act 2006, the directors have not delivered to the registrar a copy of the Profit and Loss Account.

Approved and authorised by the Board on 15 March 2023 and signed on its behalf by:



Mr J E C Walters

Director

The notes on pages 4 to 13 form an integral part of these financial statements.

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

5th floor

85 Great Eastern Street

London

EC2A 3HY

These financial statements were authorised for issue by the Board on 15 March 2023.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rate on the date when the fair value is re-measured.

Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

Tax

The tax expense for the period comprises current and deferred tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when 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 and that are expected to apply to the reversal of the timing difference.

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Computer equipment	33% straight line
Other assets	33% straight line
Fixtures and fittings	33% straight line

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the profit and loss account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. *If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.*

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including directors) during the period, was 29 (2021 - 30).

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

4 Tangible assets

	Furniture, fittings and equipment £	Other tangible assets £	Total £
Cost or valuation			
At 1 May 2021	137,083	48,000	185,083
Additions	12,492	-	12,492
Disposals	(540)	-	(540)
At 30 June 2022	<u>149,035</u>	<u>48,000</u>	<u>197,035</u>
Depreciation			
At 1 May 2021	84,995	43,258	128,253
Charge for the period	<u>37,308</u>	<u>4,252</u>	<u>41,560</u>
At 30 June 2022	<u>122,303</u>	<u>47,510</u>	<u>169,813</u>
Carrying amount			
At 30 June 2022	<u>26,732</u>	<u>490</u>	<u>27,222</u>
At 30 April 2021	<u>52,088</u>	<u>4,742</u>	<u>56,830</u>

5 Other financial assets (current and non-current)

	Financial assets at cost less impairment £	Total £
Non-current financial assets		
Cost or valuation		
At 1 May 2021	<u>1</u>	<u>1</u>
At 30 June 2022	<u>1</u>	<u>1</u>
Impairment		
Carrying amount		
At 30 June 2022	<u>1</u>	<u>1</u>

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

6 Debtors

	2022	2021
	£	£
Trade debtors	890,111	1,275,076
Other debtors	36,447	74,525
	<u>926,558</u>	<u>1,349,601</u>
	2022	2021
	£	£
Current		
Trade debtors	890,111	1,275,076
Other debtors	36,447	74,525
	<u>926,558</u>	<u>1,349,601</u>

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

7 Creditors

Creditors: amounts falling due within one year

	Note	2022 £	2021 £
Due within one year			
Loans and borrowings	9	-	50,000
Trade creditors		304,330	212,005
Amounts owed to group undertakings and undertakings in which the company has a participating interest	11	292,703	-
Taxation and social security		157,058	180,856
Accruals and deferred income		209,833	218,764
Other creditors		27,722	29,416
		<u>991,646</u>	<u>691,041</u>

8 Share capital

Allotted, called up and fully paid shares

	2022 No.	£	2021 No.	£
B Ordinary shares of £0.10 each	680	68	800	80
Ordinary shares of £0.10 each	7,196	720	7,196	720
Primary Preferred shares of £0.10 each	1	-	1	-
Secondary Preferred shares of £0.10 each	3	-	3	-
	<u>7,880</u>	<u>788</u>	<u>8,000</u>	<u>800</u>

9 Loans and borrowings

	2022 £	2021 £
Current loans and borrowings		
Bank borrowings	<u>-</u>	<u>50,000</u>

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

Bank borrowings

The bank borrowing is denominated in sterling with a nominal interest rate of 0%, and the final instalment is due on 25 May 2021. The carrying amount at period end is £Nil (2021 - £50,000).

No assets were pledged as security in respect of the bank loan.

The loan was repaid in full on 25th May 2021.

10 Dividends

Interim dividends paid

	2022 £	2021 £
Interim dividend of £183,661.00 (2021 - £128,711.00) per each Primary Preferred Ordinary	183,661	128,711
Interim dividend of £179,616.66 (2021 - £97,987.67) per each Secondary Preferred Ordinary	538,850	293,963
Interim dividend of £Nil per each Ordinary	-	-
Interim dividend of £Nil per each B Ordinary	-	-
	<u>722,511</u>	<u>422,674</u>

11 Related party transactions

Key management compensation

	2022 £	2021 £
Salaries and other short term employee benefits	208,120	40,683
Other long-term benefits	103,494	141,390
	<u>311,614</u>	<u>182,073</u>

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

Dividends paid to directors

	2022	2021
	£	£
Mr M Dingle		
Dividends paid to a company controlled by Mr M Dingle	<u>177,893</u>	<u>114,131</u>
Mr J Head		
Dividends paid to a company controlled by Mr J Head	<u>165,081</u>	<u>105,175</u>
Mr K Schulenburg		
Dividends paid to a company controlled by Mr K Schulenburg	<u>195,876</u>	<u>74,657</u>
Mr P Gandy		
Dividends paid to a company controlled by Mr P Gandy	<u>183,661</u>	<u>128,711</u>

Expenditure with and payables to related parties

	Parent
	£
2022	
Rendering of services	<u>257,227</u>
Amounts payable to related party	<u>257,227</u>
2021	

Loans to related parties

	Key	Total
	management	£
	£	£
2022		
At start of period	19,072	19,072
Repaid	(22,078)	(22,078)
Interest transactions	<u>3,006</u>	<u>3,006</u>
At end of period	<u>-</u>	<u>-</u>
	Key	Total
	management	£
	£	£
2021		
At start of period	<u>19,072</u>	<u>19,072</u>
At end of period	<u>19,072</u>	<u>19,072</u>

With Reason Ltd

Notes to the Unaudited Financial Statements for the Period from 1 May 2021 to 30 June 2022

12 Non adjusting events after the financial period

The business of the company was transferred to Paragon Customer Communications (London) Ltd on 1st December 2022. The assets and liabilities of the company were also transferred at net book value on 1st December 2022.

13 Impact of the outbreak of COVID-19

The Directors consider the impact of the outbreak of COVID-19 is reflected in the accounts for the period ended 30th June 2022.

Accordingly, the financial position at 30 June and the results for the period include the impact of the outbreak to the end of June. The duration and impact of the COVID-19 pandemic, as well as the effectiveness of ongoing measures to combat its continuing threat remain unclear. It is not possible to estimate the duration and severity of these consequences reliably, nor their impact on the financial position and results of the Company for future accounting periods.

In assessing the Company's ability to continue as a going concern, the Company has considered its liquidity position. The Company has reserves to draw upon, which would be available to meet cash flow requirements.

For this reason, the Directors believe it is appropriate to continue to adopt the going concern basis in preparing the accounts.