

Curveball Media Ltd

Annual Report and Unaudited Financial Statements
for the Year Ended 30 June 2021

Curveball Media Ltd

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Curveball Media Ltd

Company Information

| | |
|--------------------------|---|
| Director | Oliver Lawer |
| Registered office | Lower Ground Floor Jacquard House Queen Street Norwich Norfolk NR2 4SX |
| Accountants | GLX Limited Chartered Accountants 69 - 75 Thorpe Road Norwich NR1 1UA |

Curveball Media Ltd
(Registration number: 08096742)
Balance Sheet as at 30 June 2021

| | Note | 2021 £ | 2020 £ |
|--|----------|------------------------|----------------------|
| Fixed assets | | | |
| Intangible assets | <u>4</u> | 4,810 | 7,182 |
| Tangible assets | <u>5</u> | 7,162 | 13,200 |
| | | <u>11,972</u> | <u>20,382</u> |
| Current assets | | | |
| Stocks | <u>6</u> | - | 2,208 |
| Debtors | <u>7</u> | 113,563 | 80,829 |
| Cash at bank and in hand | | 11,214 | 100,697 |
| | | <u>124,777</u> | <u>183,734</u> |
| Creditors: Amounts falling due within one year | <u>8</u> | (119,103) | (96,343) |
| Net current assets | | <u>5,674</u> | <u>87,391</u> |
| Total assets less current liabilities | | 17,646 | 107,773 |
| Creditors: Amounts falling due after more than one year | <u>8</u> | (50,585) | (73,597) |
| Provisions for liabilities | | <u>(1,895)</u> | <u>(3,113)</u> |
| Net (liabilities)/assets | | <u><u>(34,834)</u></u> | <u><u>31,063</u></u> |
| Capital and reserves | | | |
| Called up share capital | | 100 | 100 |
| Profit and loss account | | <u>(34,934)</u> | <u>30,963</u> |
| Shareholders' (deficit)/funds | | <u><u>(34,834)</u></u> | <u><u>31,063</u></u> |

For the financial year ending 30 June 2021 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 accounts for the year in question in accordance with section 476; and
- The director acknowledges 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.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the director on 8 March 2022

Oliver Lawer

Director

The notes on pages 3 to 9 form an integral part of these financial statements.
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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

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:

Lower Ground Floor
Jacquard House
Queen Street
Norwich
Norfolk
NR2 4SX
United Kingdom

These financial statements were authorised for issue by the director on 8 March 2022.

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 - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

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.

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.

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

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 |
|-----------------------|------------------------------|
| Plant and machinery | 3 years straight line |
| Fixtures and Fittings | 15% reducing balance |
| Office equipment | 3 years straight line |

Goodwill

Goodwill arising on the acquisition of an entity represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the entity recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is held in the currency of the acquired entity and revalued to the closing rate at each reporting period date. Goodwill is amortised over its useful life, which shall not exceed ten years if a reliable estimate of the useful life cannot be made.

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

| Asset class | Amortisation method and rate |
|-------------------|------------------------------|
| Goodwill | 10 years straight line |
| Computer software | 10 years straight line |

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.

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or 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.

Stocks

Work in progress comprises a percentage of invoices to be included in the next reporting period, based on the extent of work completed during the current period.

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.

Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee.

Assets held under finance leases are recognised at the lower of their fair value at inception of the lease and the present value of the minimum lease payments. These assets are depreciated on a straight-line basis over the shorter of the useful life of the asset and the lease term. The corresponding liability to the lessor is included in the Balance Sheet as a finance lease obligation.

Lease payments are apportioned between finance costs in the Profit and Loss Account and reduction of the lease obligation so as to achieve a constant periodic rate of interest on the remaining balance of the liability.

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

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.

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 the director) during the year, was 10 (2020 - 10).

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

4 Intangible assets

| | Goodwill £ | Other intangible assets £ | Total £ |
|--------------------------|---------------|------------------------------------|------------|
| Cost or valuation | | | |
| At 1 July 2020 | 20,000 | 3,716 | 23,716 |
| At 30 June 2021 | 20,000 | 3,716 | 23,716 |
| Amortisation | | | |
| At 1 July 2020 | 16,000 | 534 | 16,534 |
| Amortisation charge | 2,000 | 372 | 2,372 |
| At 30 June 2021 | 18,000 | 906 | 18,906 |
| Carrying amount | | | |
| At 30 June 2021 | 2,000 | 2,810 | 4,810 |
| At 30 June 2020 | 4,000 | 3,182 | 7,182 |

5 Tangible assets

| | Furniture, fittings and equipment £ | Other tangible assets £ | Total £ |
|--------------------------|--|-------------------------------|------------|
| Cost or valuation | | | |
| At 1 July 2020 | 32,285 | 86,712 | 118,997 |
| Additions | 174 | - | 174 |
| At 30 June 2021 | 32,459 | 86,712 | 119,171 |
| Depreciation | | | |
| At 1 July 2020 | 19,085 | 86,712 | 105,797 |
| Charge for the year | 6,212 | - | 6,212 |
| At 30 June 2021 | 25,297 | 86,712 | 112,009 |
| Carrying amount | | | |
| At 30 June 2021 | 7,162 | - | 7,162 |
| At 30 June 2020 | 13,200 | - | 13,200 |

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

6 Stocks

| | 2021 £ | 2020 £ |
|------------------|-----------|-----------|
| Work in progress | - | 2,208 |

7 Debtors

| | 2021 £ | 2020 £ |
|---------------|----------------|---------------|
| Trade debtors | 43,948 | 78,581 |
| Prepayments | 190 | 577 |
| Other debtors | 69,425 | 1,671 |
| | <u>113,563</u> | <u>80,829</u> |

8 Creditors

Creditors: amounts falling due within one year

| | Note | 2021 £ | 2020 £ |
|------------------------------|----------|----------------|---------------|
| Due within one year | | | |
| Loans and borrowings | <u>9</u> | 51,064 | 14,548 |
| Trade creditors | | 9,901 | 2,167 |
| Taxation and social security | | 56,592 | 78,603 |
| Accruals and deferred income | | 587 | - |
| Other creditors | | 959 | 1,025 |
| | | <u>119,103</u> | <u>96,343</u> |

Creditors: amounts falling due after more than one year

| | Note | 2021 £ | 2020 £ |
|---------------------------|----------|---------------|---------------|
| Due after one year | | | |
| Loans and borrowings | <u>9</u> | <u>50,585</u> | <u>73,597</u> |

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Notes to the Unaudited Financial Statements for the Year Ended 30 June 2021

9 Loans and borrowings

| | 2021 £ | 2020 £ |
|---|---------------|---------------|
| Non-current loans and borrowings | | |
| Bank borrowings | 50,585 | 71,729 |
| Hire purchase contracts | - | 1,868 |
| | <u>50,585</u> | <u>73,597</u> |

| | 2021 £ | 2020 £ |
|-------------------------------------|---------------|---------------|
| Current loans and borrowings | | |
| Bank borrowings | 21,926 | 11,917 |
| Bank overdrafts | 27,230 | - |
| Hire purchase contracts | 1,908 | 2,631 |
| | <u>51,064</u> | <u>14,548</u> |

10 Related party transactions

Summary of transactions with other related parties

Included in other debtors is £54,930 (2020 - £nil) owing from the directors. This loan is unsecured, interest free and repayable on demand.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.