

Mob Inc Marketing Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 31 December 2019

Mob Inc Marketing Limited

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Company Information

Director Mr T E Eaves

Registered office Murray Harcourt Partners Llp
6 Queen Street
Leeds
West Yorkshire
LS1 2TW

Mob Inc Marketing Limited

(Registration number: 09027564)

Balance Sheet as at 31 December 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	<u>4</u>	481	602
Current assets			
Debtors	<u>5</u>	114	2,881
Cash at bank and in hand		<u>2,126</u>	<u>6,099</u>
		2,240	8,980
Creditors: Amounts falling due within one year	<u>6</u>	<u>(2,568)</u>	<u>(19,337)</u>
Net current liabilities		<u>(328)</u>	<u>(10,357)</u>
Net assets/(liabilities)		<u>153</u>	<u>(9,755)</u>
Capital and reserves			
Called up and fully paid share capital		1	1
Profit and loss account		<u>152</u>	<u>(9,756)</u>
Total equity		<u>153</u>	<u>(9,755)</u>

For the financial year ending 31 December 2019 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 his 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 18 March 2020

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Mr T E Eaves
Director

The notes on pages 3 to 5 form an integral part of these financial statements.

Mob Inc Marketing Limited

Notes to the Financial Statements for the Year Ended 31 December 2019

1 General information

The Company is a private company limited by share capital incorporated in England and Wales. Details of the registered office are shown on page 1.

The principal place of business is:

71 Compass House
5 Park Street
London
SW6 2FB

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.

Basis of preparation

These financial statements have been prepared on a going concern basis, using the historical cost convention and in accordance with FRS 102 Section 1A 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

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 value added tax, returns, rebates and discounts and is recognised when the amount of revenue can be reliably measured, and it is probable that future economic benefits will flow to the entity.

Tax

Current income tax is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date.

Deferred tax is recognised on timing differences between taxable profits and profits reported in the financial statements. Deferred tax is recognised on all timing differences at the reporting date and is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

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
Fixtures and Fittings	20% reducing balance

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Notes to the Financial Statements for the Year Ended 31 December 2019

2 Accounting policies (continued)

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 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.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

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.

Financial instruments

Financial instruments are classified and accounted for as financial assets, financial liabilities or equity instruments, according to the substance of the contractual arrangement. Equity instruments are those that entitle the holder to a residual interest in the Company's assets after deducting all of its liabilities.

Basic financial instruments are recognised at amortised cost, except for investments in non-convertible preference and non-puttable ordinary and preference shares, which are measured at fair value provided that this can be measured reliably. Derivative financial instruments are initially recorded at cost and thereafter at fair value with changes recognised in profit or loss.

3 Staff numbers

The average number of persons employed by the company (including the director) in the year, was 1 (2018 - 1).

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Notes to the Financial Statements for the Year Ended 31 December 2019

4 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost		
At 1 January 2019	1,356	1,356
At 31 December 2019	1,356	1,356
Depreciation		
At 1 January 2019	754	754
Charge for the year	121	121
At 31 December 2019	875	875
Carrying amount		
At 31 December 2019	481	481
At 31 December 2018	602	602

5 Debtors

	2019 £	2018 £
Trade debtors	-	130
Other debtors	114	2,751
	114	2,881

6 Creditors

	2019 £	2018 £
Due within one year		
Trade creditors	-	15,043
Other creditors	728	-
Accrued expenses	1,840	4,294
	2,568	19,337

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.