

**MARKETSCIENCE LTD
REVISED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

MARKETSCIENCE LTD
Contents

	Page
Balance Sheet	1—2
Notes to the Financial Statements	3—4

MARKETSCIENCE LTD
Balance Sheet
As At 31 December 2022

Registered number: 11717054

		2022		2021	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	5		760		1,234
			<u>760</u>		<u>1,234</u>
CURRENT ASSETS					
Debtors	6	455,188		53,328	
Cash at bank and in hand		<u>97,046</u>		<u>27,828</u>	
		552,234		81,156	
Creditors: Amounts Falling Due Within One Year	7	<u>(553,638)</u>		<u>(132,864)</u>	
NET CURRENT ASSETS (LIABILITIES)			<u>(1,404)</u>		<u>(51,708)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(644)</u>		<u>(50,474)</u>
NET LIABILITIES			<u>(644)</u>		<u>(50,474)</u>
CAPITAL AND RESERVES					
Called up share capital	8		100		100
Profit and Loss Account			<u>(744)</u>		<u>(50,574)</u>
SHAREHOLDERS' FUNDS			<u>(644)</u>		<u>(50,474)</u>

MARKETSCIENCE LTD
Balance Sheet (continued)
As At 31 December 2022

For the year ending 31 December 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

Mr David Dixon

Director

15/04/2024

The notes on pages 3 to 4 form part of these financial statements.

MARKETSCIENCE LTD
Notes to the Financial Statements
For The Year Ended 31 December 2022

1. Revision by Replacement

The financial statements for the year ended 31 December 2022 have been revised.

These financial statements:

- replace the original financial statements;
- are now the statutory financial statements;
- have been prepared as at the date of the original financial statements, and not as at the date of the revision and accordingly do not deal with events between those dates.

A revision was required as research and development costs were understated.

There are no significant amendments to the original accounts.

2. General Information

MARKETSCIENCE LTD is a private company, limited by shares, incorporated in England & Wales, registered number 11717054 . The registered office is 120 Engadine Street, London, SW18 5DT.

3. Accounting Policies

3.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

3.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

3.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer Equipment	25% straight line
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3.4. Foreign Currencies

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

3.5. Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and assets reflect the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

MARKETSCIENCE LTD
Notes to the Financial Statements (continued)
For The Year Ended 31 December 2022

4. Average Number of Employees

Average number of employees, including directors, during the year was: 2 (2021: 2)

5. Tangible Assets

	Computer Equipment £
Cost	
As at 1 January 2022	2,467
Additions	191
As at 31 December 2022	<u>2,658</u>
Depreciation	
As at 1 January 2022	1,233
Provided during the period	665
As at 31 December 2022	<u>1,898</u>
Net Book Value	
As at 31 December 2022	<u>760</u>
As at 1 January 2022	<u>1,234</u>

6. Debtors

	2022 £	2021 £
Due within one year		
Trade debtors	432,997	40,825
Other debtors	22,191	12,503
	<u>455,188</u>	<u>53,328</u>

7. Creditors: Amounts Falling Due Within One Year

	2022 £	2021 £
Trade creditors	524,829	120,808
Other creditors	20,859	2,390
Taxation and social security	7,950	9,666
	<u>553,638</u>	<u>132,864</u>

8. Share Capital

	2022 £	2021 £
Allotted, Called up and fully paid	<u>100</u>	<u>100</u>

9. Related Party Transactions

During the year the company had income totalling £1,061,998 (2021 | £647,334) from Truesight Consulting LLC.

10. Ultimate Controlling Party

The company's ultimate controlling party is Truesight Consulting LLC, a company based in the United States of America .

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.