

**Digital DNA LLP**  
**Unaudited Abridged Financial Statements**  
**31 March 2019**

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06/09/2019

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COMPANIES HOUSE

**BEECHLANDS ACCOUNTANCY SERVICES**

Accountants  
Berkeley Coach House  
Woods Hill  
Limpley Stoke  
BATH  
WILTS  
BA2 7FS

**Digital DNA LLP**  
**Abridged Financial Statements**  
**Year ended 31 March 2019**

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# Digital DNA LLP

## Members' Report

**Year ended 31 March 2019**

The members present their report and the unaudited abridged financial statements of the LLP for the year ended 31 March 2019.

### Principal activities

The principal activity of the company during the year was that of providing Media services.

### Designated members

The designated members who served the LLP during the year were as follows:

Mr David Pierre Maher Roberts  
Mrs Ingird Louise Maher Roberts

### Policy regarding members' drawings and the subscription and repayment of amounts subscribed or otherwise contributed by members

Members are permitted to make drawings in anticipation of profits which will be allocated to them. The amount of such drawings is set at the beginning of each financial year, taking into account the anticipated cash needs of the LLP.

New members are required to subscribe a minimum level of capital and in subsequent years members are invited to subscribe for further capital, the amounts of which is determined by the performance and seniority of those members. On retirement, capital is repaid to members.

This report was approved by the members on 3/09/2019 and signed on behalf of the members by:



Mr David Pierre Maher Roberts  
Designated Member

Registered office:  
Berkeley Coach House  
Woods Hill  
Limpley Stoke  
BATH  
BA2 7FS

**Digital DNA LLP**  
**Abridged Statement of Comprehensive Income**  
**Year ended 31 March 2019**

	Note	2019 £	2018 £
<b>Gross profit</b>		<b>19,149</b>	7,426
Administrative expenses		<u>3,402</u>	<u>7,756</u>
<b>Operating profit/(loss)</b>	<b>4</b>	<b>15,747</b>	(330)
<b>Profit/(loss) for the financial year before members' remuneration and profit shares</b>		<u>15,747</u>	(330)
Members' remuneration charged as an expense		<u>–</u>	<u>3,350</u>
<b>Profit/(loss) for the financial year available for discretionary division among members</b>		<u><b>15,747</b></u>	<u>(3,680)</u>

All the activities of the LLP are from continuing operations.

The notes on pages 7 to 10 form part of these abridged financial statements.

# Digital DNA LLP

## Abridged Statement of Financial Position

31 March 2019

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Tangible assets	5	2,725	3,206
<b>Current assets</b>			
Debtors		11,031	1,831
Investments	6	—	10,000
Cash at bank and in hand		553	273
		<u>11,584</u>	<u>12,104</u>
<b>Creditors: amounts falling due within one year</b>		<u>520</u>	<u>494</u>
<b>Net current assets</b>		<u>11,064</u>	<u>11,610</u>
<b>Total assets less current liabilities</b>		<u>13,789</u>	<u>14,816</u>
<b>Represented by:</b>			
<b>Loans and other debts due to members</b>			
Other amounts	7	12,392	13,419
<b>Members' other interests</b>			
Members' capital classified as equity		1,397	1,397
Other reserves		—	—
		<u>13,789</u>	<u>14,816</u>
<b>Total members' interests</b>			
Amounts due from members		(11,087)	(443)
Loans and other debts due to members	7	12,392	13,419
Members' other interests		1,397	1,397
		<u>2,702</u>	<u>14,373</u>

These abridged financial statements have been prepared in accordance with the provisions applicable to LLPs subject to the small LLPs' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

For the year ending 31 March 2019 the LLP was entitled to exemption from audit under section 477 of the Companies Act 2006 (as applied by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008) relating to small LLPs.

The members acknowledge their responsibilities for complying with the requirements of the Act (as applied to LLPs) with respect to accounting records and the preparation of abridged financial statements.

All of the members have consented to the preparation of the abridged statement of comprehensive income and the abridged statement of financial position for the year ending 31 March 2019 in accordance with Section 444(2A) of the Companies Act 2006 as applied to limited liability partnerships by The Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006)

The abridged statement of financial position  
continues on the following page.

The notes on pages 7 to 10 form part of these abridged financial statements.

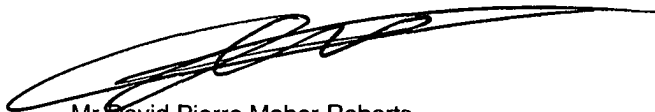
# Digital DNA LLP

## Abridged Statement of Financial Position *(continued)*

31 March 2019

Regulations 2008.

These abridged financial statements were approved by the members and authorised for issue on 31 July 2018, and are signed on their behalf by:



Mr David Pierre Maher Roberts  
Designated Member

Registered number: OC326667

The notes on pages 7 to 10 form part of these abridged financial statements.

**Digital DNA LLP**  
**Reconciliation of Members' Interests**  
**Year ended 31 March 2019**

	Members' other interests			Loans and other debts due to members less any amounts due from members in debtors		Total members' interests
	Members' capital (classified as equity)	Other reserves	Total	Other amounts	Total	Total 2019
	£	£	£	£	£	£
Amounts due to members				13,051	13,051	
Amounts due from members				(75)	(75)	
Balance at 1 April 2018	1,397	—	1,397	12,976	12,976	14,373
Profit for the financial year available for discretionary division among members		15,747	15,747			15,747
Members' interests after profit for the year	1,397	15,747	17,144	12,976	12,976	30,120
Other division of profits		(15,747)	(15,747)	15,747	15,747	—
Drawings				(27,418)	(27,418)	(27,418)
Amounts due to members				12,392	12,392	
Amounts due from members				(11,087)	(11,087)	
<b>Balance at 31 March 2019</b>	<b>1,397</b>	<b>—</b>	<b>1,397</b>	<b>1,305</b>	<b>1,305</b>	<b>2,702</b>

The reconciliation of members' interests  
continues on the following page.  
The notes on pages 7 to 10 form part of these abridged financial statements.

**Digital DNA LLP**  
**Reconciliation of Members' Interests** *(continued)*  
**Year ended 31 March 2019**

	Members' other interests			Loans and other debts due to members less any amounts due from members in debtors		Total members' interests
	Members' capital (classified as equity)	Other reserves	Total	Other amounts	Total	Total 2018
	£	£	£	£	£	£
Amounts due to members				16,642	16,642	
Amounts due from members				—	—	
Balance at 1 April 2017	1,397	—	1,397	16,642	16,642	18,039
Loss for the financial year available for discretionary division among members		(3,680)	(3,680)			(3,680)
Members' interests after loss for the year	1,397	(3,680)	(2,283)	16,642	16,642	14,359
Other division of profits		3,680	3,680	(3,680)	(3,680)	—
Drawings				14	14	14
Amounts due to members				13,419	13,419	
Amounts due from members				(443)	(443)	
Balance at 31 March 2018	1,397	—	1,397	12,976	12,976	14,373

The notes on pages 7 to 10 form part of these abridged financial statements.



# Digital DNA LLP

## Notes to the Abridged Financial Statements

Year ended 31 March 2019

### 1. General information

The LLP is registered in England and Wales.

The address of the registered office is Berkeley Coach House, Woods Hill, Limpley Stoke, BATH, BA2 7FS.

### 2. Statement of compliance

These abridged 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', and the requirements of the Statement of Recommended Practice 'Accounting by Limited Liability Partnerships' issued in January 2017 (SORP 2017).

### 3. Accounting policies

#### Basis of preparation

The abridged financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The abridged financial statements are prepared in sterling, which is the functional currency of the entity.

#### Revenue recognition

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer (usually on despatch of the goods); the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity; and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

#### Members' participation rights

Members' participation rights are the rights of a member against the LLP that arise under the members' agreement (for example, in respect of amounts subscribed or otherwise contributed, remuneration and profits).

Members' participation rights in the earnings or assets of the LLP are analysed between those that are, from the LLP's perspective, either a financial liability or equity, in accordance with Section 22 of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', and the requirements of the Statement of Recommended Practice 'Accounting by Limited Liability Partnerships'. A member's participation right results in a liability unless the right to any payment is discretionary on the part of the LLP.

Amounts subscribed or otherwise contributed by members, for example members' capital, are classed as equity if the LLP has an unconditional right to refuse payment to members. If the LLP does not have such an unconditional right, such amounts are classified as liabilities.

# Digital DNA LLP

## Notes to the Abridged Financial Statements *(continued)*

Year ended 31 March 2019

### 3. Accounting policies *(continued)*

#### Members' participation rights *(continued)*

Where profits are automatically divided as they arise, so the LLP does not have an unconditional right to refuse payment, the amounts arising that are due to members are in the nature of liabilities. They are therefore treated as an expense in the abridged statement of comprehensive income in the relevant year. To the extent that they remain unpaid at the year end, they are shown as liabilities in the abridged statement of financial position.

Conversely, where profits are divided only after a decision by the LLP or its representative, so that the LLP has an unconditional right to refuse payment, such profits are classed as an appropriation of equity rather than as an expense. They are therefore shown as a residual amount available for discretionary division among members in the abridged statement of comprehensive income and are equity appropriations in the abridged statement of financial position.

Other amounts applied to members, for example remuneration paid under an employment contract and interest on capital balances, are treated in the same way as all other divisions of profits, as described above, according to whether the LLP has, in each case, an unconditional right to refuse payment.

All amounts due to members that are classified as liabilities are presented in the abridged statement of financial position within 'Loans and other debts due to members' and are charged to the abridged statement of comprehensive income within 'Members' remuneration charged as an expense'. Amounts due to members that are classified as equity are shown in the abridged statement of financial position within 'Members' other interests'.

#### Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in equity, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in equity in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in equity in respect of that asset, the excess shall be recognised in profit or loss.

#### 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:

#### Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

# Digital DNA LLP

## Notes to the Abridged Financial Statements *(continued)*

Year ended 31 March 2019

### 3. Accounting policies *(continued)*

#### Impairment of fixed assets *(continued)*

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the LLP are assigned to those units.

#### Financial instruments

A financial asset or a financial liability is recognised only when the LLP becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

# Digital DNA LLP

## Notes to the Abridged Financial Statements *(continued)*

### Year ended 31 March 2019

#### 4. Operating profit

Operating profit or loss is stated after charging:

	2019	2018
	£	£
Depreciation of tangible assets	<u>481</u>	<u>—</u>

#### 5. Tangible assets

	£
<b>Cost</b>	
At 1 April 2018 and 31 March 2019	<u>8,834</u>
<b>Depreciation</b>	
At 1 April 2018	5,628
Charge for the year	481
<b>At 31 March 2019</b>	<u>6,109</u>
<b>Carrying amount</b>	
At 31 March 2019	<u>2,725</u>
At 31 March 2018	<u>3,206</u>

#### 6. Investments

	2019	2018
	£	£
Other investments	<u>—</u>	<u>10,000</u>

#### 7. Loans and other debts due to members

	2019	2018
	£	£
Amounts owed to members in respect of profits	<u>12,392</u>	<u>13,419</u>

#### 8. Related party transactions

In the opinion of the members there is no controlling party as defined by financial reporting Standard No 8 "Related party disclosures".