

**UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020
FOR
BECAUSE EXPERIENTIAL MARKETING LTD**

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

	Page
Company Information	1
Balance Sheet	2
Notes to the Financial Statements	4

BECAUSE EXPERIENTIAL MARKETING LTD

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2020**

DIRECTORS:

S Richey
J Davidge

REGISTERED OFFICE:

3rd Floor Westminster House
Kew Road
Richmond
TW9 2ND

REGISTERED NUMBER:

06721570 (England and Wales)

ACCOUNTANTS:

Galloways Accounting
Atlas Chambers
33 West Street
Brighton
East Sussex
BN1 2RE

BALANCE SHEET
31 DECEMBER 2020

		2020		2019	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible assets	4		-		-
Tangible assets	5		51,466		78,926
Investments	6		165,215		825,215
			<u>216,681</u>		<u>904,141</u>
CURRENT ASSETS					
Debtors	7	308,660		1,291,695	
Cash at bank		<u>663,939</u>		<u>231,145</u>	
		972,599		1,522,840	
CREDITORS					
Amounts falling due within one year	8	<u>1,158,721</u>		<u>1,956,498</u>	
NET CURRENT LIABILITIES			<u>(186,122)</u>		<u>(433,658)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			30,559		470,483
CREDITORS					
Amounts falling due after more than one year	9		(796,945)		-
PROVISIONS FOR LIABILITIES			<u>(7,149)</u>		<u>(11,789)</u>
NET (LIABILITIES)/ASSETS			<u>(773,535)</u>		<u>458,694</u>
CAPITAL AND RESERVES					
Called up share capital	12		100		100
Retained earnings	13		<u>(773,635)</u>		<u>458,594</u>
SHAREHOLDERS' FUNDS			<u>(773,535)</u>		<u>458,694</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2020 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

**BALANCE SHEET - continued
31 DECEMBER 2020**

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 21 September 2021 and were signed on its behalf by:

S Richey - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

1. **STATUTORY INFORMATION**

Because Experiential Marketing Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

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

Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

Turnover comprises marketing services provided to customers during the financial period. It is recognised after the service has been provided. It is valued according to the rate agreed with the customer, which is usually based on time spent on the project multiplied by a charge-out rate.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Intellectual Property is being amortised evenly over its estimated useful life of three years.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 33% on cost
Motor vehicles	- 25% on cost
Computer equipment	- 33% on cost

Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

2. ACCOUNTING POLICIES - continued**Operating leases**

Rentals under operating leases are charged to the profit and loss account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 13 (2019 - 28).

4. INTANGIBLE FIXED ASSETS

	Goodwill £	Intellectual Property £	Totals £
COST			
At 1 January 2020			
and 31 December 2020	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
AMORTISATION			
At 1 January 2020			
and 31 December 2020	<u>183,271</u>	<u>120,000</u>	<u>303,271</u>
NET BOOK VALUE			
At 31 December 2020	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2019	<u>-</u>	<u>-</u>	<u>-</u>

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 January 2020	302,471	12,612	160,772	475,855
Additions	8,686	-	4,498	13,184
At 31 December 2020	<u>311,157</u>	<u>12,612</u>	<u>165,270</u>	<u>489,039</u>
DEPRECIATION				
At 1 January 2020	241,666	10,112	145,151	396,929
Charge for year	28,621	1,200	10,823	40,644
At 31 December 2020	<u>270,287</u>	<u>11,312</u>	<u>155,974</u>	<u>437,573</u>
NET BOOK VALUE				
At 31 December 2020	<u>40,870</u>	<u>1,300</u>	<u>9,296</u>	<u>51,466</u>
At 31 December 2019	<u>60,805</u>	<u>2,500</u>	<u>15,621</u>	<u>78,926</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

6. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Unlisted investments £	Totals £
COST			
At 1 January 2020	700,215	125,000	825,215
Impairments	<u>(660,000)</u>	<u>-</u>	<u>(660,000)</u>
At 31 December 2020	40,215	125,000	165,215
NET BOOK VALUE			
At 31 December 2020	<u>40,215</u>	<u>125,000</u>	<u>165,215</u>
At 31 December 2019	<u>700,215</u>	<u>125,000</u>	<u>825,215</u>

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	110,971	596,766
Other debtors	<u>197,689</u>	<u>694,929</u>
	<u>308,660</u>	<u>1,291,695</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Bank loans and overdrafts	128,055	131
Trade creditors	444,667	1,001,174
Taxation and social security	198,100	197,806
Other creditors	<u>387,899</u>	<u>757,387</u>
	<u>1,158,721</u>	<u>1,956,498</u>

9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2020 £	2019 £
Bank loans	<u>796,945</u>	<u>-</u>
Amounts falling due in more than five years:		
Repayable by instalments		
Bank loans more 5 yr by instal	<u>67,500</u>	<u>-</u>

10. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2020 £	2019 £
Within one year	197,790	300,209
Between one and five years	791,160	893,579
In more than five years	<u>609,853</u>	<u>791,160</u>
	<u>1,598,803</u>	<u>1,984,948</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2020

11. SECURED DEBTS

Bank loans totalling £925,000 are secured by an unlimited debenture and legal charges over the assets of the company.

12. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2020	2019
			£	£
100	Ordinary	£1	<u>100</u>	<u>100</u>

13. RESERVES

	Retained earnings £
At 1 January 2020	458,594
Deficit for the year	(1,167,886)
Dividends	(64,343)
At 31 December 2020	<u>(773,635)</u>

14. RELATED PARTY DISCLOSURES

During the year, dividends of £64,343 (2019: £464,262) were paid to the Directors. At the year end the balance owed by the company to the Directors was £594 (2019: £199,313).

15. ULTIMATE CONTROLLING PARTY

The company is ultimately controlled by Ms S Richey and J R Davidge

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.