

Unaudited Financial Statements for the Year Ended 31 December 2020

for

Outsmart Insights Ltd

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for the Year Ended 31 December 2020

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Outsmart Insights Ltd
Company Information
for the Year Ended 31 December 2020

DIRECTOR: A Ayad

REGISTERED OFFICE: First Floor
67-69 George Street
London
W1U 8LT

REGISTERED NUMBER: 08334117 (England and Wales)

ACCOUNTANTS: Johnston Wood Roach Limited
24 Picton House
Hussar Court
Waterlooville
Hampshire
PO7 7SQ

Balance Sheet
31 December 2020

	Notes	31.12.20 £	£	31.12.19 £	£
FIXED ASSETS					
Tangible assets	4		1,458		3,247
CURRENT ASSETS					
Debtors	5	106,498		142,409	
Cash at bank		<u>114,771</u>		<u>76,658</u>	
		221,269		219,067	
CREDITORS					
Amounts falling due within one year	6	<u>80,242</u>		<u>87,793</u>	
NET CURRENT ASSETS			<u>141,027</u>		<u>131,274</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>142,485</u>		<u>134,521</u>
CAPITAL AND RESERVES					
Called up share capital			1		1
Retained earnings			<u>142,484</u>		<u>134,520</u>
SHAREHOLDERS' FUNDS			<u>142,485</u>		<u>134,521</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 director acknowledges his 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.

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 director and authorised for issue on 2 March 2021 and were signed by:

A Ayad - Director

Notes to the Financial Statements
for the Year Ended 31 December 2020

1. **STATUTORY INFORMATION**

Outsmart Insights 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 (£).

Accounts are rounded to the nearest pound.

The accounts represent the company as an individual entity.

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

Tangible fixed assets

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

Computer equipment - 33% on 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.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

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 profit or loss in the period to which they relate.

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 (2019 - 4) .

4. **TANGIBLE FIXED ASSETS**

	Computer equipment £
COST	
At 1 January 2020 and 31 December 2020	<u>8,452</u>
DEPRECIATION	
At 1 January 2020	5,205
Charge for year	<u>1,789</u>
At 31 December 2020	<u>6,994</u>
NET BOOK VALUE	
At 31 December 2020	<u>1,458</u>
At 31 December 2019	<u>3,247</u>

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.20 £	31.12.19 £
Trade debtors	98,866	134,777
Other debtors	<u>7,632</u>	<u>7,632</u>
	<u>106,498</u>	<u>142,409</u>

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.20 £	31.12.19 £
Trade creditors	8,933	1
Taxation and social security	15,787	35,108
Other creditors	<u>55,522</u>	<u>52,684</u>
	<u>80,242</u>	<u>87,793</u>

7. **DIRECTORS' ADVANCES, CREDITS AND GUARANTEES**

The following advances and credits to a director subsisted during the years ended 31 December 2020 and 31 December 2019:

	31.12.20 £	31.12.19 £
A Ayad		
Balance outstanding at start of year	2,632	(154)
Amounts advanced	-	5,436
Amounts repaid	-	(2,650)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>2,632</u>	<u>2,632</u>

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

7. **DIRECTORS' ADVANCES, CREDITS AND GUARANTEES - continued**

At the year end the director owed £2,632 (2019: £2,632) to the company.

8. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is A Ayad.

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.