

Registration number: 10563136

Customer Intelligence Limited

Annual Report and Unaudited Financial Statements

for the Year Ended 31 January 2018

EJE Accountants Limited
Chartered Certified Accountants
Celtic House
Fabian Way
Swansea
SA1 8QB

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Customer Intelligence Limited

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Customer Intelligence Limited

Company Information

Director	Miss Melanie Evans
Registered office	8 Ffordd Dillwyn Llewellyn Parc Penllergaer Swansea SA4 9FX
Accountants	EJE Accountants Limited Chartered Certified Accountants Celtic House Fabian Way Swansea SA1 8QB

Customer Intelligence Limited

(Registration number: 10563136)
Balance Sheet as at 31 January 2018

	Note	2018 £
Fixed assets		
Intangible assets	4	50,000
Tangible assets	5	<u>1,114</u>
		<u>51,114</u>
Current assets		
Debtors	6	4,975
Cash at bank and in hand		<u>4,423</u>
		9,398
Creditors: Amounts falling due within one year	7	<u>(10,020)</u>
Net current liabilities		<u>(622)</u>
Total assets less current liabilities		50,492
Creditors: Amounts falling due after more than one year	7	<u>(54,757)</u>
Net liabilities		<u>(4,265)</u>
Capital and reserves		
Called up share capital		2
Profit and loss account		<u>(4,267)</u>
Total equity		<u>(4,265)</u>

The notes on pages 4 to 7 form an integral part of these financial statements.
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(Registration number: 10563136)
Balance Sheet as at 31 January 2018

For the financial year ending 31 January 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.


Directors' 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 directors acknowledge their 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 Board on 30th June 18 and signed on its behalf by:


.....

Miss Melanie Evans

Director

The notes on pages 4 to 7 form an integral part of these financial statements.

Customer Intelligence Limited

Notes to the Financial Statements for the Year Ended 31 January 2018

1 General information

The company is a private company limited by share capital incorporated in Wales.

The address of its registered office is:

8 Ffordd Dillwyn Llewellyn
Parc Penllergaer
Swansea
SA4 9FX

These financial statements were authorised for issue by the director on 30 June 2018.

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.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Tangible assets

Tangible assets are stated in the statement of financial position 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
Computer equipment	25% Straight Line

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Franchise	not amortised

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.

Customer Intelligence Limited

Notes to the Financial Statements for the Year Ended 31 January 2018

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. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Share capital

Ordinary shares are classified as equity. 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. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 1.

Customer Intelligence Limited

Notes to the Financial Statements for the Year Ended 31 January 2018

4 Intangible assets

	Other intangible assets £	Total £
Cost or valuation		
Additions acquired separately	50,000	50,000
At 31 January 2018	50,000	50,000
Amortisation		
Carrying amount		
At 31 January 2018	50,000	50,000

5 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
Additions	1,437	1,437
At 31 January 2018	1,437	1,437
Depreciation		
Charge for the	323	323
At 31 January 2018	323	323
Carrying amount		
At 31 January 2018	1,114	1,114

6 Debtors

	2018 £
Trade debtors	4,975
Total current trade and other debtors	4,975

Customer Intelligence Limited

Notes to the Financial Statements for the Year Ended 31 January 2018

7 Creditors

	Note	2018 £
Due within one year		
Trade creditors		2,019
Amounts owed to group undertakings and undertakings in which the company has a participating interest		6,001
Taxation and social security		1,100
Other creditors		900
		<u>10,020</u>
Due after one year		
Loans and borrowings	8	<u>54,757</u>

8 Loans and borrowings

	2018 £
Non-current loans and borrowings	
Other borrowings	<u>54,757</u>