REGISTERED NUMBER: 10878576 (England and Wales)

Unaudited Financial Statements

for the Year Ended 31 July 2022

for

Optimale Ltd

Contents of the Financial Statements
for the Year Ended 31 July 2022

Optimale Ltd

Company Information
for the Year Ended 31 July 2022

DIRECTORS:	Mr K Murphy Mr G L Pallis
REGISTERED OFFICE:	71-75 Shelton Street Covent Garden London WC2H 9JQ
REGISTERED NUMBER:	10878576 (England and Wales)
ACCOUNTANT:	Tony Dicker & Co Chartered Accountants 29 Courtenay Road Keynsham Bristol BS31 1JU

Optimale Ltd (Registered number: 10878576)

Balance Sheet
31 July 2022

		31.7.22		31.7.21 as restated	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible assets	4		9,828		7,322
Tangible assets	5		849		318
			10,677		7,640
CURRENT ASSETS					
Debtors	6	228,198		263,052	
Cash at bank		138,432		38,329	
		366,630		301,381	
CREDITORS					
Amounts falling due within one year	7	242,848		92,855	
NET CURRENT ASSETS			123,782		208,526
TOTAL ASSETS LESS CURRENT LIABILITIES			134,459		216,166
CAPITAL AND RESERVES					
Called up share capital	8		103		103
Retained earnings			134,356		216,063
SHAREHOLDERS' FUNDS			134,459		216,166

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2022 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.

The notes form part of these financial statements

continued...

Balance Sheet - continued
31 July 2022

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 27 April 2023 and were signed on its behalf by:

Mr K Murphy - Director

Mr G L Pallis - Director

1. **STATUTORY INFORMATION**

Optimale 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.

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 is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

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.

Website costs is being amortised evenly over its estimated useful life of five years.

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

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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 7 (2021 - 4) .

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4. INTANGIBLE FIXED ASSETS

	Other intangible assets £
COST	
At 1 August 2021	9,152
Additions	5,420
At 31 July 2022	14,572
AMORTISATION	
At 1 August 2021	1,830
Charge for year	2,914
At 31 July 2022	4,744
NET BOOK VALUE	
At 31 July 2022	9,828
At 31 July 2021	7,322

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 August 2021	2,466
Additions	790
At 31 July 2022	3,256
DEPRECIATION	
At 1 August 2021	2,148
Charge for year	259
At 31 July 2022	2,407
NET BOOK VALUE	
At 31 July 2022	849
At 31 July 2021	318

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6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.7.22	31.7.21 as restated
	£	£
Trade debtors	14,385	3,450
Other debtors	213,813	259,602
	228,198	263,052

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.7.22	31.7.21 as restated
	£	£
Bank loans and overdrafts	26,853	13,073
Trade creditors	203,409	28,228
Taxation and social security	11,954	48,046
Other creditors	632	3,508
	242,848	92,855

8. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.7.22	31.7.21 as restated
			£	£
100	Ordinary	£1	100	100
1	B Ordinary	£1	1	1
2	C Ordinary	£1	2	2
			103	103

9. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to directors subsisted during the years ended 31 July 2022 and 31 July 2021:

	31.7.22	31.7.21 as restated
	£	£
Dr C Airey		
Balance outstanding at start of year	19,626	-
Amounts advanced	-	20,326
Amounts repaid	(19,626)	(700)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	-	19,626

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9. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES - continued

Mr D Kennett

Balance outstanding at start of year	929	-
Amounts advanced	-	929
Amounts repaid	(929)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	-	929

10. RELATED PARTY DISCLOSURES

Also included within debtors is an amount of £198,140 (2021: £233,874) due from WebRx Pharma Ltd. Mr A Kennett, Mr D Kennett and Dr C Airey are all Directors of WebRx Pharma Ltd and were directors of Optimale Ltd during the year.

During the year, purchases of £784,386 (2021: £144,745) were made from WebRx Pharma Ltd.

During the year, purchases of £90,950 (2021: £67,512) were made from CJA Aesthetics Ltd. Dr C Airey (Director) is also a director of CJA Aesthetics Ltd.