

Acuity Analytics Ltd

Annual Report and Unaudited Financial Statements
for the Period from 6 December 2018 to 31 January 2020

Acuity Analytics Ltd

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Acuity Analytics Ltd

Company Information

Directors	Mr Andrew Lane Ms Nicole Susan Carpenter
Registered office	86-90 Paul Street London EC2A 4NE
Accountants	Lucraft Hodgson & Dawes LLP 2/4 Ash Lane Rustington West Sussex BN16 3BZ

Acuity Analytics Ltd

(Registration number: 11715832)

Balance Sheet as at 31 January 2020

	Note	31 January 2020 £
Fixed assets		
Investments		188,630
Creditors: Amounts falling due within one year	<u>5</u>	<u>(188,565)</u>
Net assets		<u>65</u>
Capital and reserves		
Called up share capital		240
Profit and loss account		(175)
Total equity		<u>65</u>

For the financial period ending 31 January 2020 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 period 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 30 September 2020 and signed on its behalf by:

.....
Ms Nicole Susan Carpenter
Director

Acuity Analytics Ltd

Notes to the Unaudited Financial Statements for the Period from 6 December 2018 to 31 January 2020

1 General information

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

The address of its registered office is:
86-90 Paul Street
London
EC2A 4NE
England

These financial statements were authorised for issue by the Board on 30 September 2020.

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.

These financial statements are presented in Sterling, which is also the company's functional currency. The financial statements are rounded to the nearest £1.

Business combinations

Business combinations are accounted for using the purchase method. The consideration for each acquisition is measured at the aggregate of the fair values at acquisition date of assets given, liabilities incurred or assumed, and equity instruments issued by the group in exchange for control of the acquired, plus any costs directly attributable to the business combination. When a business combination agreement provides for an adjustment to the cost of the combination contingent on future events, the group includes the estimated amount of that adjustment in the cost of the combination at the acquisition date if the adjustment is probable and can be measured reliably.

Acuity Analytics Ltd

Notes to the Unaudited Financial Statements for the Period from 6 December 2018 to 31 January 2020

2 Accounting policies (continued)

Investments

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment. Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

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.

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 period, was 0.

4 Investments

	31 January 2020 £
Investments in subsidiaries	188,630
	188,630

Acuity Analytics Ltd

Notes to the Unaudited Financial Statements for the Period from 6 December 2018 to 31 January 2020

4 Investments (continued)

Subsidiaries	£
Cost or valuation	
Additions	188,630
Provision	
Carrying amount	
At 31 January 2020	188,630

5 Creditors

Creditors: amounts falling due within one year

	Note	31 January 2020 £
Due within one year		
Other payables		188,565
		188,565

2/4 Ash Lane

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.

BN16 3BZ