

**HELPSHIFT UK LTD**

**DIRECTOR'S REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2020**

HELPSHIFT UK LTD

COMPANY INFORMATION

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Director	E J Vermillion
Registered number	11831259
Registered office	New Penderel House 4th Floor 283-288 High Holborn London United Kingdom WC1V 7HP
Independent auditors	ZEDRA Corporate Reporting Services (UK) Limited (Formerly F&L Corporate Reporting Services Limited)

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**BALANCE SHEET**  
**AS AT 31 DECEMBER 2020**

	Note	2020 £	2019 £
<b>Current assets</b>			
Debtors: amounts falling due within one year	4	60,924	87,682
Bank and cash balances		62,347	88,734
		<u>123,271</u>	<u>176,416</u>
Creditors: amounts falling due within one year	5	(67,914)	(159,217)
<b>Net current assets</b>		<u>55,357</u>	<u>17,199</u>
<b>Total assets less current liabilities</b>		<u>55,357</u>	<u>17,199</u>
<b>Net assets</b>		<u>55,357</u>	<u>17,199</u>
<b>Capital and reserves</b>			
Called up share capital		1	1
Capital contribution reserve	6	14,314	5,031
Profit and loss account		41,042	12,167
		<u>55,357</u>	<u>17,199</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

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

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

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**E J Vermillion**

Director

Date: 9 July 2021

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

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**1. Accounting policies**

**1.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The prior period was shorter than twelve months and therefore the comparatives are not entirely comparable.

The following principal accounting policies have been applied:

**1.2 Going concern**

The Company is in a net asset position of £55,357, which is supported by a positive cash position. The Company operates on a transfer pricing arrangement with its parent company Helpshift Inc., who pay intercompany sales invoices when received and provide additional cash funding as required to support the normal operations of the Company. As a result, the Company is reliant on the continued support of the parent company to finance its operations.

Helpshift UK Limited has received written confirmation from Helpshift, Inc., that it will continue to provide financial support to the Company for a period of 12 months from the date of signing these financial statements. Furthermore, the director has assessed the ability of Helpshift, Inc. to provide this support based upon the forecasts provided and have concluded that the parent will have sufficient working capital to provide the necessary support. For this reason, the director continues to adopt the going concern basis in preparing these financial statements.

**1.3 Turnover**

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

**Rendering of services**

Turnover is recognised on a cost plus 5% basis, in line with the intercompany service agreement with the parent company. Intercompany turnover is recognised when all of the following conditions are satisfied:

- the amount of turnover can be measured reliably;
- it is probable that the Company will receive the consideration due under the intercompany service agreement;
- the costs incurred under the intercompany service agreement can be measured reliably.

**1.4 Debtors**

Short term debtors are measured at transaction price. Loans receivable are intercompany loans measured at cost. No interest is charged on the loans, which are repayable on demand.

**1.5 Other income**

Other income consists of intercompany recharges in respect of staff salaries and expenses to a company under common control.

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

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**1. Accounting policies (continued)**

**1.6 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions.

**1.7 Creditors**

Short term creditors are measured at the transaction price. Loans payable are intercompany loans measured at cost. No interest is charged on the loans, which are repayable on demand.

**1.8 Foreign currency translation**

**Functional and presentation currency**

The Company's functional and presentational currency is GBP.

**Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss.

**1.9 Share based payments**

Where share options are awarded to employees, the fair value of the options at the date of grant is charged to profit or loss over the vesting period. Non-market vesting conditions are taken into account by adjusting the number of equity instruments expected to vest at each Balance sheet date so that, ultimately, the cumulative amount recognised over the vesting period is based on the number of options that eventually vest. Market vesting conditions are factored into the fair value of the options granted. The cumulative expense is not adjusted for failure to achieve a market vesting condition.

The fair value of the award also takes into account non-vesting conditions. These are either factors beyond the control of either party (such as a target based on an index) or factors which are within the control of one or other of the parties (such as the Company keeping the scheme open or the employee maintaining any contributions required by the scheme).

Where the terms and conditions of options are modified before they vest, the increase in the fair value of the options, measured immediately before and after the modification, is also charged to profit or loss over the remaining vesting period.

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

**1. Accounting policies (continued)**

**1.10 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

**1.11 Taxation**

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

**2. Auditors' information**

The auditors' report on the financial statements for the year ended 31 December 2020 was unqualified.

The audit report was signed on 12 July 2021 by Louise Morriss BFP ACA FCCA (Senior statutory auditor) on behalf of ZEDRA Corporate Reporting Services (UK) Limited.

**3. Employees**

The average monthly number of employees, including directors, during the year was 4 (2019 - 4).

**4. Debtors**

	<b>2020</b>	<i>2019</i>
	<b>£</b>	<b>£</b>
Amounts owed by group undertakings	-	59,630
Other debtors	<b>1,994</b>	24,505
Prepayments and accrued income	<b>58,930</b>	3,547
	<u><b>60,924</b></u>	<u><b>87,682</b></u>

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

**5. Creditors: Amounts falling due within one year**

	<b>2020</b>	<i>2019</i>
	<b>£</b>	<i>£</i>
Trade creditors	<b>180</b>	<i>51,560</i>
Amounts owed to group undertakings	<b>26,161</b>	<i>12,556</i>
Corporation tax	<b>7,311</b>	<i>5,789</i>
Other taxation and social security	<b>13,391</b>	<i>26,012</i>
Other creditors	<b>2,490</b>	<i>3,878</i>
Accruals and deferred income	<b>18,381</b>	<i>59,422</i>
	<b><u>67,914</u></b>	<i><u>159,217</u></i>

**6. Capital contribution reserve**

Certain employees of the Company along with other group employees have been granted options over the shares in the Company's parent. The options are granted at an independently determined fair value and 25% of the options are exercisable one year after the date of grant, vesting continues monthly thereafter.

An expense of £9,283 (2019: £5,031), which is equivalent to the fair value of the share options is recognised evenly over the vesting period with a corresponding amount being recognised in the capital contribution reserve.

**7. Controlling party**

Helpshift, Inc. is the parent of the smallest group for which consolidated financial statements are drawn up of which the Company is a member. The registered office of the parent company is 180 Montgomery Street, Suite 1850, San Francisco, CA 94104, USA.

**8. Post balance sheet events**

There were no adjusting or non-adjusting events occurring between the end of the reporting period and the date these financial statements were approved.

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.