

Company registration number: 02565977

Advantage London Limited

Unaudited filleted abridged financial statements

31 May 2018



Advantage London Limited

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Advantage London Limited

Directors and other information

Directors	J M Lucas C S Wright
Secretary	C S Wright
Company number	02565977
Registered office	73 Leonard Street London EC2A 4QS
Accountant	Michael Galler Leskin Galler 330 Kingsland Road London E8 4DA

Advantage London Limited

**Abridged statement of financial position
31 May 2018**

	Note	2018 £	£	2017 £	£
Fixed assets					
Intangible assets	5	73,103		47,403	
Tangible assets	6	5,435		7,944	
			78,538		55,347
Current assets					
Stocks		2,500		2,500	
Debtors		62,026		44,708	
Cash at bank and in hand		5,072		10,707	
		69,598		57,915	
Creditors: amounts falling due within one year		(109,287)		(94,795)	
Net current liabilities			(39,689)		(36,880)
Total assets less current liabilities			38,849		18,467
Net assets			38,849		18,467
Capital and reserves					
Called up share capital			22		22
Profit and loss account			38,827		18,445
Shareholders funds			38,849		18,467

For the year ending 31 May 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 financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

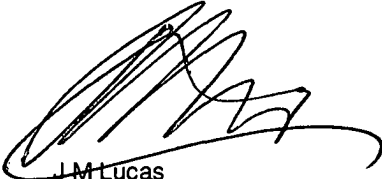
In accordance with section 444 of the Companies Act 2006, the abridged statement of comprehensive income has not been delivered.

The notes on pages 5 to 9 form part of these financial statements.

Advantage London Limited

Abridged statement of financial position (continued)
31 May 2018

These financial statements were approved by the board of directors and authorised for issue on 25 February 2019, and are signed on behalf of the board by:

A handwritten signature in black ink, appearing to be 'J.M. Lucas', written over a horizontal line.

J.M. Lucas
Director

Company registration number: 02565977

The notes on pages 5 to 9 form part of these financial statements.

Advantage London Limited

**Statement of changes in equity
Year ended 31 May 2018**

	Called up share capital £	Profit and loss account £	Total £
At 1 June 2016	22	(3,856)	(3,834)
Profit for the year	<u> </u>	<u>86,730</u>	<u>86,730</u>
Total comprehensive Income for the year	-	86,730	86,730
Dividends paid and payable	<u> </u>	<u>(64,429)</u>	<u>(64,429)</u>
Total investments by and distributions to owners	-	(64,429)	(64,429)
At 31 May 2017 and 1 June 2017	<u>22</u>	<u>18,445</u>	<u>18,467</u>
Profit for the year	<u> </u>	<u>20,382</u>	<u>20,382</u>
Total comprehensive Income for the year	-	20,382	20,382
At 31 May 2018	<u>22</u>	<u>38,827</u>	<u>38,849</u>

Advantage London Limited

Notes to the financial statements

Year ended 31 May 2018

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 73 Leonard Street, London, EC2A 4QS.

2. Statement of compliance

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Turnover

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Taxation

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Advantage London Limited

Notes to the financial statements (continued)

Year ended 31 May 2018

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at a revalued amount, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Intangible assets acquired as part of a business combination are recorded at the fair value at the acquisition date.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Research and development

Research expenditure is written off in the year in which it is incurred.

Development expenditure incurred is capitalised as an intangible asset only when all of the following criteria are met:

- It is technically feasible to complete the intangible asset so that it will be available for use or sale;
- There is the intention to complete the intangible asset and use or sell it;
- There is the ability to use or sell the intangible asset;
- The use or sale of the intangible asset will generate probable future economic benefits;
- There are adequate technical, financial and other resources available to complete the development and to use or sell the intangible asset; and
- The expenditure attributable to the intangible asset during its development can be measured reliably.

Expenditure that does not meet the above criteria is expensed as incurred.

Tangible assets

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

Advantage London Limited

Notes to the financial statements (continued)

Year ended 31 May 2018

Impairment

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

Financial Instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised in finance costs in profit or loss in the period in which it arises.

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Notes to the financial statements (continued)
Year ended 31 May 2018

4. Employee numbers

The average number of persons employed by the company during the year amounted to 3 (2017: 3).

5. Intangible assets

	£
Cost	
At 1 June 2017	63,204
Additions	55,334
At 31 May 2018	<u>118,538</u>
Amortisation	
At 1 June 2017	15,801
Charge for the year	29,634
At 31 May 2018	<u>45,435</u>
Carrying amount	
At 31 May 2018	<u>73,103</u>
At 31 May 2017	<u>47,403</u>

6. Tangible assets

	£
Cost	
At 1 June 2017	20,188
Additions	1,304
At 31 May 2018	<u>21,492</u>
Depreciation	
At 1 June 2017	12,244
Charge for the year	3,813
At 31 May 2018	<u>16,057</u>
Carrying amount	
At 31 May 2018	<u>5,435</u>
At 31 May 2017	<u>7,944</u>

Advantage London Limited

Notes to the financial statements (continued)
Year ended 31 May 2018

7. Directors advances, credits and guarantees

During the year the directors entered into the following advances and credits with the company:

	2018			
	Balance brought forward	Advances /(credits) to the directors	Amounts repaid	Balance o/standing
	£	£	£	£
J M Lucas	(702)	(1,566)	-	(2,268)
C S Wright	(2,225)	(8,744)	-	(10,969)
	<u>(2,927)</u>	<u>(10,310)</u>	<u>-</u>	<u>(13,237)</u>
	2017			
	Balance brought forward	Advances /(credits) to the directors	Amounts repaid	Balance o/standing
	£	£	£	£
J M Lucas	(2,603)	-	1,901	(702)
C S Wright	-	(2,225)	-	(2,225)
	<u>(2,603)</u>	<u>(2,225)</u>	<u>1,901</u>	<u>(2,927)</u>

8. Controlling party

The Directors control 100 % of the issued share capital.