

UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
31 MARCH 2018

55 PIXELS LIMITED

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**55 PIXELS LIMITED**  
**REGISTERED NUMBER:06221146**

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 31 MARCH 2018**

|  | Note | 2018<br>£             | 2017<br>£             |
|--|------|-----------------------|-----------------------|
| <b>Fixed assets</b>                            |      |                       |                       |
| Tangible assets                                | 4    | 10,577                | 8,397                 |
|  |      | <u>10,577</u>         | <u>8,397</u>          |
| <b>Current assets</b>                          |      |                       |                       |
| Stocks   |      | 12,564                | 875                   |
| Debtors: amounts falling due within one year   | 5    | 217,652               | 171,475               |
| Cash at bank and in hand                       |      | 167,827               | 573,426               |
|  |      | <u>398,043</u>        | <u>745,776</u>        |
| Creditors: amounts falling due within one year | 6    | (69,480)              | (96,810)              |
| <b>Net current assets</b>                      |      | <u>328,563</u>        | <u>648,966</u>        |
| <b>Total assets less current liabilities</b>   |      | <u>339,140</u>        | <u>657,363</u>        |
| <b>Net assets</b>                              |      | <u><u>339,140</u></u> | <u><u>657,363</u></u> |
| <b>Capital and reserves</b>                    |      |                       |                       |
| Called up share capital                        |      | 19,363                | 19,363                |
| Share premium account                          |      | 826,803               | 826,803               |
| Profit and loss account                        |      | (507,026)             | (188,803)             |
|  |      | <u>339,140</u>        | <u>657,363</u>        |

The directors consider that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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 income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

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**55 PIXELS LIMITED**  
REGISTERED NUMBER:06221146

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**STATEMENT OF FINANCIAL POSITION (CONTINUED)**  
**AS AT 31 MARCH 2018**

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

**A W De Watteville**  
Director

Date: 9 July 2018

The notes on pages 3 to 6 form part of these financial statements.

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# 55 PIXELS LIMITED

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## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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### 1. General information

55 Pixels Limited is a private company, limited by shares, registered in England and Wales, registration number 06221146. The principal place of business is 2nd Floor, 17-18 Great Pulteney Street, London, W1F 9NE.

### 2. Accounting policies

#### 2.1 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 following principal accounting policies have been applied:

#### 2.2 Turnover

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

##### Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

#### 2.3 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

|                  |   |     |         |
|------------------|---|-----|---------|
| Office equipment | - | 25% | on cost |
|------------------|---|-----|---------|

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Income and Retained Earnings.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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### 2. Accounting policies (continued)

#### 2.4 Stocks

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each reporting date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

#### 2.5 Financial instruments

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

#### 2.6 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.

#### 2.7 Operating leases: the company as lessee

Rentals paid under operating leases are charged to the Statement of Income and Retained Earnings on a straight line basis over the lease term.

#### 2.8 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 the Statement of Income and Retained Earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of Financial Position. The assets of the plan are held separately from the company in independently administered funds.

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# 55 PIXELS LIMITED

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## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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### 2. Accounting policies (continued)

#### 2.9 Taxation

Tax is recognised in the Statement of Income and Retained Earnings, 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 reporting date in the countries where the company operates and generates income.

#### 2.10 Exceptional items

Exceptional items are transactions that fall within the ordinary activities of the company but are presented separately due to their size or incidence.

### 3. Employees

The average monthly number of employees, including directors, during the year was 13 (2017 - 13).

### 4. Tangible fixed assets

|                                     | Office<br>equipment<br>£ |
|-------------------------------------|--------------------------|
| <b>Cost or valuation</b>            |                          |
| At 1 April 2017                     | 115,293                  |
| Additions                           | 6,518                    |
| Disposals                           | (131)                    |
| At 31 March 2018                    | 121,680                  |
| <b>Depreciation</b>                 |                          |
| At 1 April 2017                     | 106,896                  |
| Charge for the year on owned assets | 4,212                    |
| Disposals                           | (5)                      |
| At 31 March 2018                    | 111,103                  |
| <b>Net book value</b>               |                          |
| At 31 March 2018                    | 10,577                   |
| <i>At 31 March 2017</i>             | 8,397                    |

### 5. Debtors

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# 55 PIXELS LIMITED

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## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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|                                | 2018<br>£      | 2017<br>£      |
|--------------------------------|----------------|----------------|
| Trade debtors                  | 37,011         | 4,420          |
| Other debtors                  | 132,781        | 119,228        |
| Prepayments and accrued income | 47,860         | 47,827         |
|                                | <u>217,652</u> | <u>171,475</u> |

### 6. Creditors: Amounts falling due within one year

|                                    | 2018<br>£     | 2017<br>£     |
|------------------------------------|---------------|---------------|
| Trade creditors                    | 13,273        | 4,316         |
| Other taxation and social security | 32,545        | 45,510        |
| Other creditors                    | 1,749         | 2,635         |
| Accruals and deferred income       | 21,913        | 44,349        |
|                                    | <u>69,480</u> | <u>96,810</u> |

### 7. Pension commitments

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £5,194 (2017: £2,877). Contributions totalling £1,749 (2017: £1,818) were payable to the fund at the reporting date and are included in other creditors.