

REGISTERED NUMBER: 06721570 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2012
FOR
SIMPLY BECAUSE LIMITED**

FRIDAY



A12 *A1MA287L* 23/11/2012 #283
COMPANIES HOUSE

SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2012**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4
Chartered Accountants' Report	6

SIMPLY BECAUSE LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2012**

DIRECTORS:

Ms S Richey
J R Davidge
B Wilsher

REGISTERED OFFICE.

Studio 201
Berkshire House
39-51 High Street
Ascot
Berkshire
SL5 7HY

REGISTERED NUMBER.

06721570 (England and Wales)

ACCOUNTANTS:

Davis Burton Sellek
Chartered Accountants
The Galleries
Charters Road
Sunningdale
Berkshire
SL5 9QJ

SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)

**ABBREVIATED BALANCE SHEET
30 JUNE 2012**

	Notes	2012 £	2011 £
FIXED ASSETS			
Intangible assets	2	129,347	64,397
Tangible assets	3	75,235	60,033
		<u>204,582</u>	<u>124,430</u>
CURRENT ASSETS			
Debtors		1,125,829	483,612
Cash at bank and in hand		139,491	54,795
		<u>1,265,320</u>	<u>538,407</u>
CREDITORS			
Amounts falling due within one year		<u>1,307,520</u>	<u>553,955</u>
NET CURRENT LIABILITIES		<u>(42,200)</u>	<u>(15,548)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>162,382</u>	<u>108,882</u>
CREDITORS			
Amounts falling due after more than one year		-	(97,900)
PROVISIONS FOR LIABILITIES		<u>(8,122)</u>	<u>-</u>
NET ASSETS		<u><u>154,260</u></u>	<u><u>10,982</u></u>
CAPITAL AND RESERVES			
Called up share capital	4	100	100
Profit and loss account		154,160	10,882
SHAREHOLDERS' FUNDS		<u><u>154,260</u></u>	<u><u>10,982</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 abbreviated accounts

SIMPLY BECAUSE LIMITED (REGISTERED NUMBER: 06721570)

ABBREVIATED BALANCE SHEET - continued
30 JUNE 2012

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on *19th November 2012* and were signed on its behalf by

A handwritten signature in black ink, appearing to read 'S Richey', written in a cursive style.

Ms S Richey - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2012

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents net invoiced sales of services, excluding value added tax

Turnover comprises of marketing services provided to customers during the financial period. It is recognised when the invoice is raised, which is after the service has been provided

Goodwill

Goodwill, being the amount paid in connection with the acquisition of the assets of BEcause Limited (In Administration) on 22 June 2011, will be amortised evenly over its estimated useful life of 3 years

Tangible fixed assets

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

Fixtures and fittings	- 33% on cost
Computer equipment	- 33% on cost

Operating Leases

Rentals under operating leases are charged to the profit and loss account on a straight line basis over the lease term

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2011	64,397
Additions	131,617
	<hr/>
At 30 June 2012	196,014
	<hr/>
AMORTISATION	
Amortisation for year	66,667
	<hr/>
At 30 June 2012	66,667
	<hr/>
NET BOOK VALUE	
At 30 June 2012	129,347
	<hr/>
At 30 June 2011	64,397
	<hr/>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 30 JUNE 2012

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2011	60,033
Additions	83,467
Disposals	(62,335)
At 30 June 2012	<u>81,165</u>
DEPRECIATION	
Charge for year	26,452
Eliminated on disposal	(20,522)
At 30 June 2012	<u>5,930</u>
NET BOOK VALUE	
At 30 June 2012	<u><u>75,235</u></u>
At 30 June 2011	<u><u>60,033</u></u>

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	2012 £	2011 £
100	Ordinary		<u><u>100</u></u>	<u><u>100</u></u>

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS
ON THE UNAUDITED FINANCIAL STATEMENTS OF
SIMPLY BECAUSE LIMITED**

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Simply BEcause Limited for the year ended 30 June 2012 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook

This report is made solely to the Board of Directors of Simply BEcause Limited, as a body, in accordance with the terms of our engagement letter dated 8 August 2011. Our work has been undertaken solely to prepare for your approval the financial statements of Simply BEcause Limited and state those matters that we have agreed to state to the Board of Directors of Simply BEcause Limited, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report

It is your duty to ensure that Simply BEcause Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Simply BEcause Limited. You consider that Simply BEcause Limited is exempt from the statutory audit requirement for the year

We have not been instructed to carry out an audit or a review of the financial statements of Simply BEcause Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements

Davis Burton Sellek

Davis Burton Sellek
Chartered Accountants
The Galleries
Charters Road
Sunningdale
Berkshire
SL5 9QJ

Date 22/11/12.