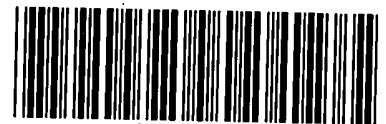


**REGISTERED NUMBER: 06880938 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2017  
FOR  
51 DEGREES MOBILE EXPERTS LIMITED**

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COMPANIES HOUSE

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FOR THE YEAR ENDED 31 MARCH 2017**

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**51 DEGREES MOBILE EXPERTS LIMITED**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 MARCH 2017**

**DIRECTORS:**

J W Rosewell  
Mrs S R Rosewell  
H Medcraft

**REGISTERED OFFICE:**

5 Charlotte Close  
Caversham  
Reading  
Berkshire  
RG4 7BY

**REGISTERED NUMBER:**

06880938 (England and Wales)

**BALANCE SHEET  
31 MARCH 2017**

	Notes	31.3.17 £	£	31.3.16 £	£
<b>FIXED ASSETS</b>					
Intangible assets	3		-		-
Investments	4		<u>13,022</u>		<u>13,022</u>
			<u>13,022</u>		<u>13,022</u>
<b>CURRENT ASSETS</b>					
Debtors	5	<u>2,917</u>		234	
Cash at bank		<u>10,896</u>		<u>5,586</u>	
		<u>13,813</u>		<u>5,820</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>81,188</u>		<u>67,243</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(67,375)</u>		<u>(61,423)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(54,353)</u>		<u>(48,401)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			213		213
Share premium			14,169		14,169
Retained earnings			<u>(68,735)</u>		<u>(62,783)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(54,353)</u>		<u>(48,401)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 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 financial statements

**BALANCE SHEET - continued  
31 MARCH 2017**

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Profit and Loss Account has not been delivered.

The financial statements were approved by the Board of Directors on 4.7.17 and were signed on its behalf by:

  
.....  
Mrs S R Rosewell - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2017**

**1. STATUTORY INFORMATION**

51 Degrees Mobile Experts Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

51 Degrees Mobile Experts is the parent company of 51 Degrees Mobi Limited, a company that is registered in England and Wales.

The principal activity of the company in the year under review was that of a holding company for intellectual property.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Significant judgements and estimates**

In the application of the company's accounting policies, management is required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The accounting estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The accounting estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of revision and future periods if the revision affects both current and future periods.

**Turnover**

Turnover represents subscription income and this is recognised on an accruals basis over the term of the contract.

**Intangible assets**

Development expenditure is normally written off in the year of expenditure, however expenditure incurred on specific projects is capitalised when recoverability can be foreseen with reasonable certainty and is amortised in relation to sales from such projects.

**Investments in subsidiaries**

Investments in subsidiary undertakings are recognised at cost.

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2017**

**2. ACCOUNTING POLICIES - continued**

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Profit and Loss Account, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Financial assets and liabilities**

Trade and other debtors are initially recognised at transaction price and are subsequently remeasured to amortised cost using the effective interest method, less impairment losses for bad and doubtful debts, except where the effect of discounting would be immaterial. In such cases, the receivables are stated at cost less impairment losses for bad and doubtful debts.

Loans receivable are measured initially at fair value, net of transaction costs, and non-current loans receivable are subsequently remeasured to amortised cost using the effective interest method, less any impairment.

Cash and cash equivalents comprise cash at bank and in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. Bank overdrafts, when applicable, are shown within current liabilities.

Trade and other creditors are initially recognised at transaction price and are subsequently remeasured to amortised cost using the effective interest method unless the effect of discounting would be immaterial, in which case they are stated at cost.

Loans payable are measured initially at fair value, net of transaction costs, and non-current loans payable are subsequently remeasured to amortised cost using the effective interest method.

**Going concern**

The director is not aware of any material uncertainties that may cast significant doubt over the ability of the company to continue trading. The preparation of the financial statements on the going concern basis is therefore deemed appropriate.

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2017**

**3. INTANGIBLE FIXED ASSETS**

	<b>Development costs £</b>
<b>COST</b>	
At 1 April 2016 and 31 March 2017	<u>56,785</u>
<b>AMORTISATION</b>	
At 1 April 2016 and 31 March 2017	<u>56,785</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>-</u>
At 31 March 2016	<u>-</u>

**4. FIXED ASSET INVESTMENTS**

	<b>Shares in group undertakings £</b>
<b>COST</b>	
At 1 April 2016 and 31 March 2017	<u>13,022</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>13,022</u>
At 31 March 2016	<u>13,022</u>

**5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>31.3.17 £</b>	<b>31.3.16 £</b>
Trade debtors	-	234
Other debtors	1,250	-
Prepayments	1,667	-
	<u>2,917</u>	<u>234</u>



**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2017**

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>31.3.17</b>	<b>31.3.16</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>4,200</b>	-
VAT	<b>50</b>	171
Other creditors	<b>10,000</b>	134
Directors' current accounts	<b>31,693</b>	31,693
Directors' loan accounts	<b>34,000</b>	34,000
Accrued expenses	<b>1,245</b>	1,245
	<b><u>81,188</u></b>	<b><u>67,243</u></b>

**7. FIRST YEAR ADOPTION**

The company has adopted Financial Reporting Standard 102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland. Adoption of Financial Reporting Standard 102 has not resulted in any change to the financial results or financial position of the company previously reported under former UK GAAP. Consequently, a reconciliation showing the effect of transitioning to Financial Reporting Standard 102 from former UK GAAP is not presented.