

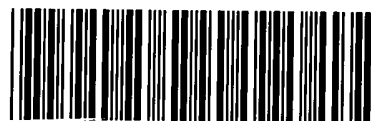
**STRATEGIC REPORT, REPORT OF THE DIRECTORS AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016**

FOR

PERKBOX LIMITED

(FORMERLY HUDDLEBUY LIMITED)

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**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

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FOR THE YEAR ENDED 31 DECEMBER 2016**

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**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2016**

DIRECTORS:

C P Cao
S Chopra
U Goyal

SECRETARY:

R J Gorle

REGISTERED OFFICE:

20-22 Tudor Street
London
EC4Y 0AY

REGISTERED NUMBER:

07355963 (England and Wales)

INDEPENDENT AUDITORS:

PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
1 Embankment Place
London
WC2N 6RH

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**STRATEGIC REPORT
FOR THE YEAR ENDED 31 DECEMBER 2016**

The directors present their strategic report for the year ended 31 December 2016.

REVIEW OF BUSINESS

The company develops and operates a leading 'software as a service' employee engagement and customer loyalty platform, which provides a range of tools and discounted perks and benefits to staff and customers for reward and recognition. Access to the products is made available on a subscription basis, and specific perks and benefits can then be redeemed by the end users.

The directors are satisfied with the performance during the year. The company grew its core businesses substantially in terms of number of customers and ongoing subscription revenues and it is well positioned in the UK employee engagement and customer loyalty markets.

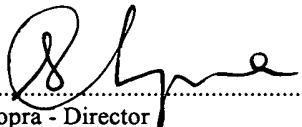
The company continued to invest heavily in development of the product and expansion of the team and therefore as expected made an operating loss in the year. The directors expect to continue investing in the growth of the company to grow its customer base and make improvements to its core products.

The directors were pleased to announce the £4.4m equity investment in December 2016 from Draper Esprit and private investors through the Seedrs platform. At the end of the year the Company had cash reserves of £3.0m.

PRINCIPAL RISKS AND UNCERTAINTIES

The employee engagement and customer loyalty markets are fast moving. They are therefore subject to change for example in the competitive environment, the regulatory and tax environments, and as a result of updates to technical platforms and standards. Our business is also reliant on third party partners to continue to provide attractive benefits for our users.

ON BEHALF OF THE BOARD:


.....
S Chopra - Director

Date: 06/09/17

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 DECEMBER 2016**

The directors present their report with the audited financial statements of the company for the year ended 31 December 2016.

CHANGE OF NAME

The company passed a special resolution on 15 December 2016 changing its name from Huddlebuy Limited to Perkbox Limited.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of the development and operation of a 'software as a service' employee engagement and customer loyalty platform.

DIVIDENDS

No dividends will be distributed for the year ended 31 December 2016.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2016 to the date of this report.

C P Cao
S Chopra
U Goyal

GOING CONCERN

The company has made a loss in the year under review, but the directors are confident that the company will become profitable in the future, through its existing products and on-going development and marketing of its platform.

FINANCIAL RISK MANAGEMENT

The company's operations expose it to a variety of financial risks that include credit risk and liquidity risk. The following policies are in place to help mitigate these risks:

Credit risk

Credit risk arises from cash and cash equivalents, deposits with banks and financial institutions, and credit exposures such as outstanding receivables. The company seeks to minimise the exposure on cash deposits by using only major banks and financial institutions. It operates credit checking and control procedures to reduce the risk from bad debts.

Liquidity risk

The company actively manages cash balances to ensure there are sufficient available funds for operations.

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 DECEMBER 2016**

DIRECTORS' RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulation.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 102, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

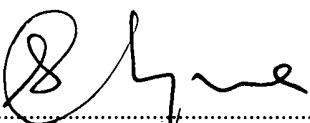
The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

ON BEHALF OF THE BOARD:


.....
S Chopra - Director

Date: 06/09/17
.....

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

REPORT ON THE FINANCIAL STATEMENTS

Our Opinion

In our opinion, Perkbox Limited (formerly Huddlebuy Limited)'s financial statements (the "financial statements"):

- give a true and fair view of the state of the company's affairs as at 31 December 2016 and of its loss and cash flows for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

What we have audited

The financial statements, included within the Strategic Report, Report of Directors and Financial Statements (the "Annual Report"), comprise:

- the Balance Sheet as at 31 December 2016;
- the Income Statement and Other Comprehensive Income for the year then ended;
- the Cash Flow Statement for the year then ended;
- the Statement of Changes in Equity for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies and other explanatory information.

The financial reporting framework that has been applied in the preparation of the financial statements is United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law (United Kingdom Generally Accepted Accounting Practice).

In applying the financial reporting framework, the directors have made a number of subjective judgements, for example in respect of significant accounting estimates. In making such estimates, they have made assumptions and considered future events.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

In addition, in light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we are required to report if we have identified any material misstatements in the Strategic Report and the Report of the Directors. We have nothing to report in this respect.

OTHER MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Adequacy of accounting records and information and explanations received

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

Directors' remuneration

Under the Companies Act 2006 we are required to report to you if, in our opinion, certain disclosures of directors' remuneration specified by law are not made. We have no exceptions to report arising from this responsibility.

RESPONSIBILITIES FOR THE FINANCIAL STATEMENTS AND THE AUDIT

Our responsibilities and those of the directors

As explained more fully in the Directors' Responsibilities Statement set out on page 4, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland) ("ISAs (UK & Ireland)"). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

What an audit of financial statements involves

We conducted our audit in accordance with ISAs (UK & Ireland). An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the directors; and
- the overall presentation of the financial statements.

We primarily focus our work in these areas by assessing the directors' judgements against available evidence, forming our own judgements, and evaluating the disclosures in the financial statements.

We test and examine information, using sampling and other auditing techniques, to the extent we consider necessary to provide a reasonable basis for us to draw conclusions. We obtain audit evidence through testing the effectiveness of controls, substantive procedures or a combination of both.

In addition, we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report. With respect to the Strategic Report and Report of the Directors, we consider whether those reports include the disclosures required by applicable legal requirements.

OTHER MATTER – PRIOR PERIOD FINANCIAL STATEMENTS UNAUDITED

The financial statements for the year ended 31 December 2015, forming the corresponding figures of the financial statements for the year ended 31 December 2016, are unaudited.

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**



Mark Jordan (Senior Statutory Auditor)
for and on behalf of PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
1 Embankment Place
London
WC2N 6RH

Date: 7/9/17

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**INCOME STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2016**

	Note	2016 £	2015 (unaudited) £
TURNOVER	3	14,674,608	4,320,298
Cost of sales		<u>(7,900,402)</u>	<u>(1,217,069)</u>
GROSS PROFIT		6,774,206	3,103,229
Administrative expenses		<u>(9,193,430)</u>	<u>(2,928,954)</u>
OPERATING (LOSS)/PROFIT	5	(2,419,224)	174,275
Interest receivable and similar income		<u>3,247</u>	<u>2,892</u>
(LOSS)/PROFIT BEFORE TAXATION		(2,415,977)	177,167
Tax on (loss)/profit	6	<u>-</u>	<u>-</u>
(LOSS)/PROFIT FOR THE FINANCIAL YEAR		<u>(2,415,977)</u>	<u>177,167</u>

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2016**

	2016	2015 (unaudited)
	£	£
(LOSS)/PROFIT FOR THE FINANCIAL YEAR	(2,415,977)	177,167
OTHER COMPREHENSIVE INCOME	<u>-</u>	<u>-</u>
TOTAL COMPREHENSIVE (EXPENSE)/INCOME FOR THE YEAR	<u>(2,415,977)</u>	<u>177,167</u>

PERKBOX LIMITED (REGISTERED NUMBER: 07355963)
(FORMERLY HUDDLEBUY LIMITED)

BALANCE SHEET
AS AT 31 DECEMBER 2016

		2016		2015 (unaudited)	
	Note	£	£	£	£
FIXED ASSETS					
Tangible assets	7		135,706		51,681
CURRENT ASSETS					
Stocks	8	318,668		12,787	
Debtors	9	1,136,698		248,336	
Cash at bank and in hand	—	<u>3,035,836</u>		<u>2,224,337</u>	
		4,491,202		2,485,460	
CREDITORS					
Amounts falling due within one year	10	<u>(1,993,089)</u>		<u>(1,802,180)</u>	
NET CURRENT ASSETS			<u>2,498,113</u>		<u>683,280</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			2,633,819		734,961
PROVISIONS FOR LIABILITIES	12		<u>-</u>		<u>(1,832)</u>
NET ASSETS			<u><u>2,633,819</u></u>		<u><u>733,129</u></u>
CAPITAL AND RESERVES					
Called up share capital	13		1,353		1,276
Share premium account	14		4,668,339		351,749
(Accumulated losses)/retained earnings	14		<u>(2,035,873)</u>		<u>380,104</u>
TOTAL SHAREHOLDERS' FUNDS			<u><u>2,633,819</u></u>		<u><u>733,129</u></u>

The financial statements on pages 8 to 23 were approved by the Board of Directors on 06/09/17 and were signed on its behalf by:

.....
C P Cao - Director

.....
S Chopra - Director

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2016**

	Called up share capital	(Accumulated losses)/retained earnings	Share premium account	Total Shareholders' fund
	£	£	£	£
Balance as at 1 January 2015 (unaudited)	1,275	202,937	351,749	555,961
Changes in equity				
Issue of share capital	1	-	-	1
Profit for the financial year and total comprehensive income	-	177,167	-	177,167
Balance as at 31 December 2015 (unaudited)	1,276	380,104	351,749	733,129
Changes in equity				
Issue of share capital	77	-	4,368,020	4,368,097
Loss for the financial year and total comprehensive expense	-	(2,415,977)	-	(2,415,977)
Share issue costs	-	-	(51,430)	(51,430)
Balance as at 31 December 2016	<u>1,353</u>	<u>(2,035,873)</u>	<u>4,668,339</u>	<u>2,633,819</u>

PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2016

		2016	2015 (unaudited)
	Note	£	£
Cash flows from operating activities			
Cash (used in) / generated from operations	1	(3,343,134)	1,879,003
Tax paid		<u>(16,266)</u>	<u>-</u>
Net cash from operating activities		<u>(3,359,400)</u>	<u>1,879,003</u>
 Cash flows from investing activities			
Purchase of tangible fixed assets		(149,015)	(59,747)
Interest received		<u>3,247</u>	<u>2,892</u>
Net cash from investing activities		<u>(145,768)</u>	<u>(56,855)</u>
 Cash flows from financing activities			
Share issue		<u>4,316,667</u>	<u>1</u>
Net cash from financing activities		<u>4,316,667</u>	<u>1</u>
 Increase in cash and cash equivalents		 811,499	 1,822,149
Cash and cash equivalents at beginning of year	2	 <u>2,224,337</u>	 <u>402,188</u>
Cash and cash equivalents at end of year	2	 <u><u>3,035,836</u></u>	 <u><u>2,224,337</u></u>

PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2016

1. RECONCILIATION OF (LOSS)/PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS

	2016	2015 (unaudited)
	£	£
(Loss)/profit before taxation	(2,415,977)	177,167
Depreciation charges	50,036	17,227
Loss on disposal of fixed assets	14,954	-
Finance income	<u>(3,247)</u>	<u>(2,892)</u>
	(2,354,234)	191,502
Increase in stocks	(305,881)	(12,787)
(Increase)/decrease in trade and other debtors	(888,362)	104,134
Increase in trade and other creditors	<u>205,343</u>	<u>1,596,154</u>
Cash generated from operations	<u>(3,343,134)</u>	<u>1,879,003</u>

2. CASH AND CASH EQUIVALENTS

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

Year ended 31 December 2016

	31.12.16	1.1.16
	£	£
Cash and cash equivalents	<u>3,035,836</u>	<u>2,224,337</u>

Year ended 31 December 2015

	31.12.15 (unaudited)	1.1.15 (unaudited)
	£	£
Cash and cash equivalents	<u>2,224,337</u>	<u>402,188</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

1. STATUTORY INFORMATION

Perkbox Limited (formerly Huddlebuy Limited) is a private company, 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 (£).

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with 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.

During the year a number of reclassifications were identified in the 2015 balance sheet. These reclassifications have been reflected in the comparatives presented within these financial statements. These reclassifications do not impact previously reported profit.

Significant accounting judgements and estimation uncertainty

The Company makes estimates and assumptions concerning the future. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances. The resulting accounting estimates will, by definition, seldom equal the related actual results.

Turnover

Turnover is the amount derived from ordinary activities, stated after trade discounts, other sales taxes and net of VAT.

Tangible fixed assets

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

Office equipment	- 25% on cost
Computer equipment	- 25% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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.

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

2. ACCOUNTING POLICIES - continued

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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. TURNOVER

The turnover and loss (2015 - profit) before taxation are attributable to the one principal activity of the company.

An analysis of turnover by geographical market is given below:

	2016	2015 (unaudited)
	£	£
United Kingdom	<u>14,674,608</u>	<u>4,320,298</u>
	<u>14,674,608</u>	<u>4,320,298</u>

4. EMPLOYEES AND DIRECTORS

	2016	2015 (unaudited)
	£	£
Wages and salaries	3,731,552	1,500,631
Social security costs	413,690	145,987
Other pension costs	<u>500</u>	<u>-</u>
	<u>4,145,742</u>	<u>1,646,618</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

4. EMPLOYEES AND DIRECTORS - continued

The average monthly number of employees during the year was as follows:

	2016 No.	2015 (unaudited) No.
Directors	2	2
Administrative staff	<u>94</u>	<u>42</u>
	<u>96</u>	<u>44</u>
	2016 £	2015 £
Directors' remuneration	<u>192,000</u>	<u>172,000</u>

5. OPERATING (LOSS)/PROFIT

The operating loss (2015 - operating profit) is stated after charging:

	2016 £	2015 (unaudited) £
Depreciation - owned assets	50,036	17,227
Loss on disposal of fixed assets	14,954	-
Auditors' remuneration	23,000	-
Operating lease payments	<u>174,262</u>	<u>-</u>

6. TAX ON (LOSS)/PROFIT

Analysis of the tax charge

No liability to UK corporation tax arose for the year ended 31 December 2016.

Reconciliation of total tax charge included in profit and loss

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below:

	2016 £	2015 (unaudited) £
(Loss)/profit before tax	<u>(2,415,977)</u>	<u>177,167</u>
(Loss)/profit multiplied by the standard rate of corporation tax in the UK of 20% (2015 - 20%)	(483,195)	35,433
Effects of:		
Expenses not deductible for tax purposes	15,431	1,483
Capital allowances in excess of depreciation	(29,803)	(8,504)
Utilisation of tax losses	-	(6,397)
Enhanced R&D tax relief	-	(22,015)
Tax losses carried forwards	<u>497,567</u>	<u>-</u>
Total tax charge	<u>-</u>	<u>-</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

6. TAX ON (LOSS)/PROFIT - continued

The unrecognised deferred tax asset is due to a lack of historical profits. The approximate unrecognised deferred tax asset is £497,567 (2015: Provision of £1,832 per note 12).

7. TANGIBLE FIXED ASSETS

	Office equipment £	Computer equipment £	Totals £
COST			
At 1 January 2016	18,049	55,866	73,915
Additions	30,495	118,520	149,015
Disposals	<u>(16,362)</u>	<u>(11,944)</u>	<u>(28,306)</u>
At 31 December 2016	<u>32,182</u>	<u>162,442</u>	<u>194,624</u>
ACCUMULATED DEPRECIATION			
At 1 January 2016	4,835	17,399	22,234
Charge for year	10,897	39,139	50,036
Eliminated on disposal	<u>(7,370)</u>	<u>(5,982)</u>	<u>(13,352)</u>
At 31 December 2016	<u>8,362</u>	<u>50,556</u>	<u>58,918</u>
NET BOOK VALUE			
At 31 December 2016	<u>23,820</u>	<u>111,886</u>	<u>135,706</u>
At 31 December 2015 (unaudited)	<u>13,214</u>	<u>38,467</u>	<u>51,681</u>

8. STOCKS

	2016 £	2015 (unaudited) £
Stocks	<u>318,668</u>	<u>12,787</u>

9. DEBTORS

	2016 £	2015 (unaudited) £
Trade debtors	487,102	44,888
Other debtors	238,065	3,232
Prepayments and accrued income	<u>411,531</u>	<u>200,216</u>
	<u>1,136,698</u>	<u>248,336</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015 (unaudited)
	£	£
Trade creditors	678,028	145,023
Taxation	6,579	21,013
Social security and other taxes	145,481	69,929
VAT	321,134	282,945
Other creditors	26,843	4,158
Deferred revenue	382,264	1,249,167
Accrued expenses	<u>432,760</u>	<u>29,945</u>
	<u><u>1,993,089</u></u>	<u><u>1,802,180</u></u>

11. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2016	2015 (unaudited)
	£	£
Not later than one year	223,443	-
Later than one year and not later than five years	159,149	-
Later than five years	<u>-</u>	<u>-</u>

12. PROVISIONS FOR LIABILITIES

	2016	2015 (unaudited)
	£	£
Deferred tax		
Excess of capital allowances over depreciation	<u>-</u>	<u>1,832</u>
		Deferred tax
		£
Balance at 1 January 2016		1,832
Credit to Income Statement during year		<u>(1,832)</u>
Balance at 31 December 2016		<u>-</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

13. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2016	2015 (unaudited)
			£	£
1,352,582	Ordinary	0.1p	<u>1,353</u>	<u>1,276</u>

76,086 Ordinary shares of 0.1p were issued during the year for cash of £4,368,097.

14. RESERVES

	(Accumulated losses)/retained earnings £	Share premium account £	Totals £
At 1 January 2016	380,104	351,749	731,853
Loss for the financial year	(2,415,977)	-	(2,415,977)
Cash share issue	-	4,368,020	4,368,020
Share issue costs	-	(51,430)	(51,430)
At 31 December 2016	<u>(2,035,873)</u>	<u>4,668,339</u>	<u>2,632,466</u>

15. RELATED PARTY DISCLOSURES

During the year, a total of key management personnel compensation of £192,000 was paid.

16. ULTIMATE CONTROLLING PARTY

As at 31 December 2016 there was no parent entity nor ultimate controlling party.

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2016**

17. SHARE-BASED PAYMENTS

The Company operates the Huddlebuy Share Option Plan, a share-based payment scheme for its employees.

Key employees are granted share options in the Company as part of the scheme. The options are granted with a fixed exercise price, are exercisable subject to a vesting period typically over four years after the date of grant, and expire ten years after the date of grant. Employees are not entitled to dividends until the shares are exercised. Employees are required to remain in employment with the Company until exercise, otherwise the awards lapse. Grants for new joiners are approved by the board periodically. On exercise of the options by the employees, the Company issues new shares.

A reconciliation of share option movements over the year to 31 December 2016 is shown below:

	2016		2015 (unaudited)	
	No.	Weighted average exercise price	No.	Weighted average exercise price
Outstanding at 1 January	20,080	£0.0012	20,430	£0.0012
Granted	12,977	£0.0012	8,650	£0.0012
Forfeited	(2,000)	£0.0012	(7,593)	£0.0012
Exercised	-	£0.0012	(1,407)	£0.0012
Expired	-		-	
Outstanding at 31 December	31,057	£0.0012	20,080	£0.0012
Exercisable at 31 December	13,675	£0.0012	4,724	£0.0012

The Company is unable to directly measure the fair value of employee services received. Instead the fair value of the share options granted during the year is determined by estimating the market value of the options on the date of grant. The exercise price for all grants made up to 31 December 2016 was deemed to be approximately nominal value, hence the market value was not sufficiently material and no charge was deemed necessary.

The notes form part of these financial statements

PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)

RECONCILIATION OF EQUITY
AS AT 1 JANUARY 2015
(DATE OF TRANSITION TO FRS 102)

	Note	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
FIXED ASSETS				
Tangible assets		<u>9,161</u>	-	<u>9,161</u>
CURRENT ASSETS				
Debtors		352,470	-	352,470
Cash at bank and in hand		<u>402,188</u>	-	<u>402,188</u>
		<u>754,658</u>	-	<u>754,658</u>
CREDITORS				
Amounts falling due within one year		<u>(206,026)</u>	-	<u>(206,026)</u>
NET CURRENT ASSETS		<u>548,632</u>	-	<u>548,632</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		557,793	-	557,793
PROVISIONS FOR LIABILITIES		<u>(1,832)</u>	-	<u>(1,832)</u>
NET ASSETS		<u>555,961</u>	-	<u>555,961</u>
CAPITAL AND RESERVES				
Called up share capital		1,275	-	1,275
Share premium account		351,749	-	351,749
(Accumulated losses)/retained earnings		<u>202,937</u>	-	<u>202,937</u>
TOTAL SHAREHOLDERS' FUNDS		<u>555,961</u>	-	<u>555,961</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**RECONCILIATION OF EQUITY - continued
AS AT 31 DECEMBER 2015**

	Note	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
FIXED ASSETS				
Tangible assets		51,681	-	51,681
CURRENT ASSETS				
Stocks		12,787	-	12,787
Debtors		248,336	-	248,336
Cash at bank and in hand		2,224,337	-	2,224,337
		<u>2,485,460</u>	-	<u>2,485,460</u>
CREDITORS				
Amounts falling due within one year		(1,802,180)	-	(1,802,180)
NET CURRENT ASSETS		<u>683,280</u>	-	<u>683,280</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		734,961	-	734,961
PROVISIONS FOR LIABILITIES		<u>(1,832)</u>	-	<u>(1,832)</u>
NET ASSETS		<u>733,129</u>	-	<u>733,129</u>
CAPITAL AND RESERVES				
Called up share capital		1,276	-	1,276
Share premium account		351,749	-	351,749
(Accumulated losses)/retained earnings		<u>380,104</u>	-	<u>380,104</u>
TOTAL SHAREHOLDERS' FUNDS		<u>733,129</u>	-	<u>733,129</u>

The notes form part of these financial statements

**PERKBOX LIMITED
(FORMERLY HUDDLEBUY LIMITED)**

**RECONCILIATION OF PROFIT
FOR THE YEAR ENDED 31 DECEMBER 2015**

	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
TURNOVER	4,320,298	-	4,320,298
Cost of sales	<u>(1,217,069)</u>	<u>-</u>	<u>(1,217,069)</u>
GROSS PROFIT	3,103,229	-	3,103,229
Administrative expenses	<u>(2,928,954)</u>	<u>-</u>	<u>(2,928,954)</u>
OPERATING PROFIT	174,275	-	174,275
Interest receivable and similar income	<u>2,892</u>	<u>-</u>	<u>2,892</u>
PROFIT BEFORE TAXATION	177,167	-	177,167
Tax on profit	<u>-</u>	<u>-</u>	<u>-</u>
PROFIT FOR THE FINANCIAL YEAR	<u><u>177,167</u></u>	<u><u>-</u></u>	<u><u>177,167</u></u>

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