

**POQ STUDIO LTD.**

**Company Registration Number:  
07791197 (England and Wales)**

**Unaudited statutory accounts for the year ended 31 December 2021**

**Period of accounts**

**Start date: 1 January 2021**

**End date: 31 December 2021**

# **POQ STUDIO LTD.**

## **Contents of the Financial Statements for the Period Ended 31 December 2021**

**Directors report**

**Profit and loss**

**Balance sheet**

**Additional notes**

**Balance sheet notes**

# **POQ STUDIO LTD.**

## **Directors' report period ended 31 December 2021**

The directors present their report with the financial statements of the company for the period ended 31 December 2021

### **Principal activities of the company**

The principal activity of the company is that of providing native mobile apps for retailers and brands.

### **Directors**

The directors shown below have held office during the whole of the period from  
**1 January 2021 to 31 December 2021**

Jonathan Lerner  
Eyal Malingier  
Jonathan McKay  
Michael Langguth  
Oyvind Henriksen

The directors shown below have held office during the period of  
**4 January 2021 to 31 December 2021**

Jay Johnston  
Euan Menzies

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006

This report was approved by the board of directors on  
**24 May 2022**

And signed on behalf of the board by:

**Name: Jay Johnston**  
**Status: Director**

# POQ STUDIO LTD.

## Profit And Loss Account for the Period Ended 31 December 2021

	2021	2020
	£	£
Turnover:	7,875,000	5,809,000
Cost of sales:	( 2,747,000 )	( 2,778,000 )
<b>Gross profit(or loss):</b>	<u>5,128,000</u>	<u>3,031,000</u>
Administrative expenses:	( 7,046,000 )	( 7,470,000 )
<b>Operating profit(or loss):</b>	<u>(1,918,000)</u>	<u>(4,439,000)</u>
Interest payable and similar charges:	( 826,000 )	( 652,000 )
<b>Profit(or loss) before tax:</b>	<u>(2,744,000)</u>	<u>(5,091,000)</u>
Tax:	294,000	349,000
<b>Profit(or loss) for the financial year:</b>	<u>(2,450,000)</u>	<u>(4,742,000)</u>

# POQ STUDIO LTD.

## Balance sheet

As at 31 December 2021

	<i>Notes</i>	<i>2021</i>	<i>2020</i>
		£	£
<b>Fixed assets</b>			
Tangible assets:	3	31,000	34,000
<b>Total fixed assets:</b>		<u>31,000</u>	<u>34,000</u>
<b>Current assets</b>			
Debtors:	4	1,679,000	2,268,000
Cash at bank and in hand:		1,129,000	2,704,000
<b>Total current assets:</b>		<u>2,808,000</u>	<u>4,972,000</u>
Creditors: amounts falling due within one year:	5	( 4,055,000 )	( 4,977,000 )
<b>Net current assets (liabilities):</b>		<u>(1,247,000)</u>	<u>(5,000)</u>
<b>Total assets less current liabilities:</b>		<u>(1,216,000)</u>	<u>29,000</u>
Creditors: amounts falling due after more than one year:	6	( 3,694,000 )	( 5,196,000 )
<b>Total net assets (liabilities):</b>		<u>(4,910,000)</u>	<u>(5,167,000)</u>
<b>Capital and reserves</b>			
Called up share capital:		5,000	1,000
Share premium account:		19,081,000	16,378,000
Other reserves:		14,000	14,000
Profit and loss account:		(24,010,000 )	(21,560,000 )
<b>Total Shareholders' funds:</b>		<u>( 4,910,000 )</u>	<u>(5,167,000)</u>

The notes form part of these financial statements

## **POQ STUDIO LTD.**

### **Balance sheet statements**

For the year ending 31 December 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

**This report was approved by the board of directors on 24 May 2022  
and signed on behalf of the board by:**

Name: Jay Johnston  
Status: Director

The notes form part of these financial statements

# POQ STUDIO LTD.

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 1. Accounting policies

#### Basis of measurement and preparation

These financial statements have been prepared in accordance with the provisions of Section 1A (Small Entities) of Financial Reporting Standard 102

#### Turnover policy

The turnover shown in the consolidated statement of comprehensive income represents amounts earned and earnable during the year on the sale of software license subscriptions and services, (including managed services) exclusive of value added tax and other discounts. Software license subscription contracts are recognised straight line over the course of the subscription contract license period. Services turnover is recognised when the company obtains the right to consideration as the services are delivered.

#### Tangible fixed assets depreciation policy

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows: Fixtures, fittings and equipment Three years Computer equipment Three years The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset and is credited or charged to profit or loss. At each reporting period end date, the group reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the group estimates the recoverable amount of the cash-generating unit to which the asset belongs. Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted. If the recoverable amount of an asset is estimated to be less than its carrying amount, the carrying amount of the asset is reduced to its recoverable amount. An impairment loss is recognized immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

#### Other accounting policies

Investments Investments in subsidiaries are measured at cost less accumulated impairment. Cash and cash equivalents Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities. Taxation The charge for taxation is the sum of the tax currently payable and deferred tax payable. Current tax is measured at amounts expected to be paid using the tax rates and laws that have been enacted or substantively enacted by the reporting period end date. Tax credits in respect of Research & Development Tax Relief are recognized when it is considered probable the amount will be received. Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the period end reporting date except that the recognition of deferred tax assets is limited to the extent that the group anticipates making sufficient taxable profits in the future to absorb the reversal of the underlying differences. Share-based payments Equity-settled share-based payments are measured at fair value at the date of grant by reference to the fair value of the equity instruments granted using the Black Scholes model. Leases Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight-line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed. Foreign exchange Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the consolidated statement of comprehensive income for the year. Financial Liabilities Financial liabilities are classified as either financial liabilities at fair value through profit or loss or other financial liabilities. Financial liabilities are stated at fair value with differences taken to the consolidated statement of comprehensive income. Interest on financial liabilities up to maturity is included in the finance costs line item in the consolidated statement of comprehensive income. Other financial liabilities are initially measured at fair value, net of transaction costs. For Convertible loan notes, the amount initially attributed to debt component is at fair value, net of transaction costs and the conversion and redemption features are measured at fair value through profit or loss. Judgements in applying accounting policies and key sources of estimation uncertainty The directors evaluate estimates and judgements incorporated into the financial statements based on historical knowledge and best available information. In preparing these financial statements, the Directors have made the following key estimates Revenue from managed services and other services : Revenue from managed services is accounted for depending on the contract-specific facts and circumstances and is based upon the satisfaction of specific performance obligations and milestones. Estimates may be required when determining the service performed as proportion of the total services to be provided. When carrying out the assessment various factors are considered including time and material spent, milestones achieved and schedules of completed works. Research & Development tax credits: Judgements and estimates are used to determine tax credits in respect of Research & Development Tax Relief and are recognized when it is considered probable amounts will be received. Convertible loan note: The company uses estimates and assumptions for the carrying value of financial instruments at fair value through profit or loss. Key inputs used are discount rates, measurement of conversion and redemption feature (note 13).

# **POQ STUDIO LTD.**

## **Notes to the Financial Statements for the Period Ended 31 December 2021**

### **2. Employees**

	<i><b>2021</b></i>	<i><b>2020</b></i>
Average number of employees during the period	<b>62</b>	75



# POQ STUDIO LTD.

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 3. Tangible assets

	Land & buildings	Plant & machinery	Fixtures & fittings	Office equipment	Motor vehicles	Total
Cost	£	£	£	£	£	£
At 1 January 2021		157,000	24,000			181,000
Additions		25,000				25,000
Disposals		( 2,000 )				( 2,000 )
Revaluations						
Transfers						
At 31 December 2021		180,000	24,000			204,000
<b>Depreciation</b>						
At 1 January 2021		123,000	24,000			147,000
Charge for year		28,000				28,000
On disposals		( 2,000 )				( 2,000 )
Other adjustments						
At 31 December 2021		149,000	24,000			173,000
<b>Net book value</b>						
At 31 December 2021		31,000	0			31,000
At 31 December 2020		34,000	0			34,000

# POQ STUDIO LTD.

## Notes to the Financial Statements for the Period Ended 31 December 2021

### 4. Debtors

	<i>2021</i>	<i>2020</i>
	£	£
Trade debtors	<b>888,000</b>	1,148,000
Prepayments and accrued income	<b>491,000</b>	371,000
Other debtors	<b>300,000</b>	749,000
Total	<b><u>1,679,000</u></b>	<u>2,268,000</u>

# POQ STUDIO LTD.

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 5. Creditors: amounts falling due within one year note

	<i>2021</i>	<i>2020</i>
	£	£
Bank loans and overdrafts		525,000
Trade creditors	<b>640,000</b>	475,000
Taxation and social security	<b>436,000</b>	1,645,000
Accruals and deferred income	<b>2,766,000</b>	2,152,000
Other creditors	<b>213,000</b>	180,000
Total	<b><u>4,055,000</u></b>	<b><u>4,977,000</u></b>

# POQ STUDIO LTD.

## Notes to the Financial Statements

for the Period Ended 31 December 2021

### 6. Creditors: amounts falling due after more than one year note

	<i>2021</i>	<i>2020</i>
	£	£
Bank loans and overdrafts	3,269,000	4,836,000
Other creditors	425,000	360,000
Total	<u>3,694,000</u>	<u>5,196,000</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.