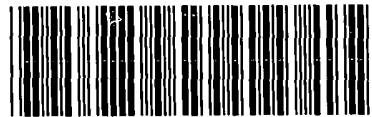


Love Me Beauty Limited
Annual Report and Financial Statements
Registered Number 08234460
For the year ended 31 October 2017

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Love Me Beauty Limited
Annual report and financial statements
For the year ended 31 October 2017

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Company Information

Directors

O Gauci
S Palethorpe
D Rosenberg
Mercia Fund Management (Nominees) Limited

Registered Office

69 Old Street
London
EC1V 9HX

Registered Number

08234460

Accountants

KPMG LLP
15 Canada Square
London
E14 5GL

Balance Sheet

At 31 October 2017

	Note	2017 £	2016 £
Fixed assets			
Intangible assets	4	23,818	33,793
Tangible assets	5	2,236	3,630
		<u>26,054</u>	<u>37,423</u>
Current assets			
Stock	6	65,403	20,418
Debtors	7	35,017	46,585
Cash at bank and in hand		-	42,929
		<u>100,420</u>	<u>109,932</u>
Creditors : amounts falling due within one year	8	<u>(123,330)</u>	<u>(94,594)</u>
Net current (liabilities) / assets		<u>(22,910)</u>	<u>15,338</u>
Total assets less current liabilities		<u>3,144</u>	<u>52,761</u>
Creditors : amounts falling due after more than one year	9	<u>(9,263)</u>	<u>(23,297)</u>
Net (liabilities) / assets		<u>(6,119)</u>	<u>29,464</u>
Capital and reserves			
Called up share capital	10	164	161
Share premium		734,992	674,968
Profit and loss account		<u>(741,275)</u>	<u>(645,665)</u>
Shareholders' (deficit) / funds		<u>(6,119)</u>	<u>29,464</u>

For the year ending 31 October 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question 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.

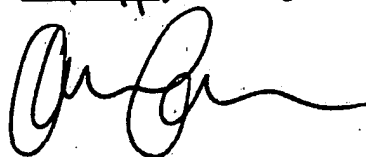
These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime. In accordance with the special provisions applicable to companies subject to the small companies regime as permitted by section 444(5) of the Companies Act 2006, the entity profit and loss account and directors' report is not included as part of these filed financial statements.

These financial statements were approved by the board of directors on 08/04/18 and were signed on its behalf by:

O Gauci- Director

Company Registration No: 08234460

The notes on pages 3 to 9 form part of these financial statements.



Notes

(Forming part of the financial statements)

1 Accounting policies

Love Me Beauty Limited (the "company") is a private company incorporated, domiciled and registered in England in the UK. The registered number is 08234460 and the registered office is 69 Old Street, London, EC1V 9HX.

These financial statements were prepared in accordance with Section 1A of the Financial Reporting Standard 102 *The Financial Reporting Standard* applicable in the UK and Republic of Ireland ("*FRS 102*") as issued in August 2014. The amendments to FRS 102 issued in July 2015 have been applied. The presentation currency of these financial statements is sterling. All amounts in the financial statements have been rounded to the nearest £1.

These financial statements for the period ended 31 October 2017 are the first financial statements of Love Me Beauty Limited prepared in accordance with FRS 102. The date of transition to FRS 102 was 1 November 2015. In the transition to FRS102 from old UK GAAP, the company has made no measurement and recognition adjustments.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the company's accounting policies. The directors are of the opinion that due to the nature of the business, there are no critical accounting estimates or judgments used in the preparation of these financial statements.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

1.1 Measurement convention

The financial statements are prepared on the historical cost basis.

1.2 Going concern

The directors believe that notwithstanding current year losses of £95,610, net current liabilities of £22,910 and net liabilities of £6,119, the company's financial statements should be prepared on a going concern basis on the grounds that current and future sources of funding or support from investors will be adequate to meet the company's needs for a period of at least 12 months from the date of approval of these financial statements.

1.3 Foreign currency

Transactions in foreign currencies are translated to the company's functional currency at the foreign exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are retranslated to the functional currency at the foreign exchange rate ruling at that date. Foreign exchange differences arising on translation are recognised in the profit and loss account.

1.4 Basic financial instruments

Trade and other debtors / creditors

Trade and other debtors are recognised initially at transaction price less attributable transaction costs. Trade and other creditors are recognised initially at transaction price plus attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses in the case of trade debtors. If the arrangement constitutes a financing transaction, for example if payment is deferred beyond normal business terms, then it is measured at the present value of future payments discounted at a market rate of instrument for a similar debt instrument.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits.

Notes (Continued)

1 Accounting policies (continued)

1.5 Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses.

Where parts of an item of tangible fixed assets have different useful lives, they are accounted for as separate items of tangible fixed assets.

The company assesses at each reporting date whether tangible fixed assets are impaired.

Depreciation is charged to the profit and loss account on a straight-line basis over the estimated useful lives of each part of an item of tangible fixed assets. The annual depreciation is as follows:

- Computer equipment 25% Straight line
- Fixtures & fittings 25% Reducing balance

1.6 Intangible fixed assets

Research and development

Expenditure on research activities is recognised in the profit and loss account as an expense as incurred.

Intangible assets comprise costs incurred in the development of the company's website. Such costs are capitalised when the development of the website is technically and commercially feasible and the company intends and has the technical ability and sufficient resources to complete development, future economic benefits are probable and if the company can measure reliably the expenditure attributable to the intangible asset during its development. Development activities involve design for, construction or testing of the production of new or substantially improved products or processes. The expenditure capitalised includes the cost of materials, direct labour and an appropriate proportion of overheads. Other development expenditure is recognised in the profit and loss account as an expense as incurred. Capitalised development expenditure is stated at cost less accumulated amortisation and less accumulated impairment losses.

Amortisation is charged to the profit or loss on a straight-line basis over the estimated useful lives of intangible assets. Intangible assets are amortised from the date they are available for use. The estimated useful lives are as follows:

- Website 4 years

Capitalised development costs are not treated as a realised loss for the purpose of determining the company's distributable profits as the costs meet the conditions requiring them to be treated as an asset in accordance with FRS 102 Section 18.

1.7 Stock

Stock is acquired on a non-exchange transaction and therefore each unit is measured at fair value as at the date of acquisition.

Notes (Continued)

1 Accounting policies (continued)

1.8 Impairment

Financial assets (including trade and other debtors)

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. For financial instruments measured at cost less impairment an impairment is calculated as the difference between its carrying amount and the best estimate of the amount that the company would receive for the asset if it were to be sold at the reporting date. Interest on the impaired asset continues to be recognised through the unwinding of the discount. Impairment losses are recognised in profit or loss. When a subsequent event causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through profit or loss.

Non-financial assets

The carrying amounts of the company's non-financial assets are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. The recoverable amount of an asset is the greater of its value in use and its fair value less costs to sell. 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.

An impairment loss is recognised if the carrying amount of an asset exceeds its estimated recoverable amount. Impairment losses are recognised in profit or loss.

1.9 Turnover

Turnover represents amounts receivable for goods provided through a subscription service net of VAT. Turnover is recognised at the point when the subscription is paid for and the money is received. The total turnover of the company for the year has been derived from its principal activities.

1.10 Expenses

Interest receivable and interest payable

Interest income and interest payable are recognised in the profit and loss account as they accrue, using the effective interest method.

Notes (Continued)

1 Accounting policies (continued)

1.11 Taxation

Tax on the profit or loss 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 directly in equity or other comprehensive income, in which case it is recognised directly in equity or other comprehensive income.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted or substantively enacted at the balance sheet date.

Deferred tax is provided on timing differences which arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in the financial statements. Deferred tax is not recognised on permanent differences arising because certain types of income or expense are non-taxable or are disallowable for tax or because certain tax charges or allowances are greater or smaller than the corresponding income or expense.

Deferred tax is measured at the tax rate that is expected to apply to the reversal of the related difference, using tax rates enacted or substantively enacted at the balance sheet date.

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.

2 Staff numbers

The average number of persons employed by the company (including directors) during the year was 5 (2016: 5).

3 Taxation

Total tax recognised in the profit and loss account

	2017 £	2016 £
<i>Current tax</i>		
Current tax on income for the year	-	-
Adjustment in respect of prior year - R&D credit	(39,363)	(33,891)
Total tax	(39,363)	(33,891)

Notes (Continued)

4 Intangible fixed assets

	Website £
Cost	
At 1 November 2016	50,167
Additions	-
At 31 October 2017	<u>50,167</u>
Amortisation	
At 1 November 2016	16,374
Charge for the year	9,975
At 31 October 2017	<u>26,349</u>
Net Book Value	
As at 31 October 2017	<u>23,818</u>
Net Book Value	
As at 31 October 2016	<u>33,793</u>

5 Tangible fixed assets

	Computer equipment £	Fixtures & fittings £	Total £
Cost			
At 1 November 2016	5,038	116	5,154
Additions	-	-	-
At 31 October 2017	<u>5,038</u>	<u>116</u>	<u>5,154</u>
Depreciation			
At 1 November 2016	1,517	7	1,524
Charge for the year	1,367	27	1,394
At 31 October 2017	<u>2,884</u>	<u>34</u>	<u>2,918</u>
Net Book Value			
At 31 October 2017	<u>2,154</u>	<u>82</u>	<u>2,236</u>
Net Book Value			
At 31 October 2016	<u>3,521</u>	<u>109</u>	<u>3,630</u>

Notes (Continued)

6 Stock

	2017 £	2016 £
Finished goods	<u>65,403</u>	<u>20,418</u>

7 Debtors

	2017 £	2016 £
Trade debtors	24,035	6,482
Other debtors	7,315	10,552
Prepayments and accrued income	3,667	29,551
	<u>35,017</u>	<u>46,585</u>

8 Creditors: amounts falling due within one year

	2017 £	2016 £
Bank loans and overdrafts	18,186	10,586
Trade creditors	15,083	61,188
Taxation and social security	17,743	9,850
Other creditors	68,913	11,137
Accruals and deferred income	3,405	1,833
	<u>123,330</u>	<u>94,594</u>

9 Creditors: amounts falling due after more than one year

	2017 £	2016 £
Bank loans and overdrafts	9,263	23,297
	<u>9,263</u>	<u>23,297</u>

Notes (Continued)

10 Called up share capital

Allotted, issued and fully paid:

	2017 £	2016 £
100,000 Ordinary shares at £0.001 each (2016: 100,000)	100	100
64,393 A Ordinary shares at £0.001 each (2016: 61,143)	64	61
	<u>164</u>	<u>161</u>

11 Related party transactions

During the year, the company received loans from O Gauci of £2,386 (2016: £2,883) and made repayments of £447 (2016: £490). As at 31 October 2017, the company owed O Gauci £13,075 (2016: £11,136). O Gauci is a director of the company. The loan is interest free and the balance is repayable on demand.