

Unaudited Financial Statements
For The Year Ended 31 January 2021
for
Pulse Advanced Media Limited

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For The Year Ended 31 January 2021

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Pulse Advanced Media Limited
Company Information
For The Year Ended 31 January 2021

DIRECTOR: B W Reeves

REGISTERED OFFICE: Goodridge Court
Goodridge Avenue
Gloucester
Gloucestershire
GL2 5EN

REGISTERED NUMBER: 08381299 (England and Wales)

ACCOUNTANTS: Kingscott Dix Limited
Chartered Accountants
Goodridge Court
Goodridge Avenue
Gloucester
Gloucestershire
GL2 5EN

Balance Sheet
31 January 2021

	Notes	31.1.21 £	£	31.1.20 £	£
FIXED ASSETS					
Tangible assets	4		786		1,730
CURRENT ASSETS					
Debtors	5	128,289		87,675	
Cash at bank and in hand		<u>258,953</u>		<u>179,525</u>	
		387,242		267,200	
CREDITORS					
Amounts falling due within one year	6	<u>39,114</u>		<u>51,935</u>	
NET CURRENT ASSETS			<u>348,128</u>		<u>215,265</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>348,914</u>		<u>216,995</u>
CAPITAL AND RESERVES					
Called up share capital	7		2		2
Retained earnings			<u>348,912</u>		<u>216,993</u>
SHAREHOLDERS' FUNDS			<u>348,914</u>		<u>216,995</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2021 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director and authorised for issue on 20 January 2022 and were signed by:

B W Reeves - Director

Notes to the Financial Statements
For The Year Ended 31 January 2021

1. STATUTORY INFORMATION

Pulse Advanced Media 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.

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" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade and settlement discounts.

Revenue from the provision of services is recognised to the extent that the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably. Where a contract is partially completed at the balance sheet date, turnover represents the fair value of the service provided to date based on the stage of completion of the contract at the balance sheet date.

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	- 15% on reducing balance
Computer equipment	- 33% on cost

Notes to the Financial Statements - continued
For The Year Ended 31 January 2021

2. ACCOUNTING POLICIES - continued

Financial instruments

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method.

Impairment of financial assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. The impairment loss is recognised in profit or loss.

Derecognition of financial assets

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire, or when it transfers the financial asset and substantially all the risks and rewards of ownership to another entity.

Basic financial liabilities

Basic financial liabilities, including trade and other payables, are recognised at transaction price.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities.

Derecognition of financial liabilities

Financial liabilities are derecognised when, and only when, the company's obligations are discharged, cancelled, or they expire.

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.

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.

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.

Notes to the Financial Statements - continued
For The Year Ended 31 January 2021

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 3 (2020 - 2) .

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 February 2020 and 31 January 2021	<u>1,293</u>	<u>11,859</u>	<u>13,152</u>
DEPRECIATION			
At 1 February 2020	563	10,859	11,422
Charge for year	<u>110</u>	<u>834</u>	<u>944</u>
At 31 January 2021	<u>673</u>	<u>11,693</u>	<u>12,366</u>
NET BOOK VALUE			
At 31 January 2021	<u>620</u>	<u>166</u>	<u>786</u>
At 31 January 2020	<u>730</u>	<u>1,000</u>	<u>1,730</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.21 £	31.1.20 £
Trade debtors	101,775	87,675
Tax	<u>26,514</u>	<u>-</u>
	<u>128,289</u>	<u>87,675</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.21 £	31.1.20 £
Trade creditors	-	6,184
Tax	-	12,485
Social security and other taxes	4,706	4,167
VAT	25,889	20,996
Directors' current accounts	6,519	6,103
Accrued expenses	<u>2,000</u>	<u>2,000</u>
	<u>39,114</u>	<u>51,935</u>

7. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			31.1.21 £	31.1.20 £
Number:	Class:	Nominal value:		
1	Ordinary	1	1	1
1	B Ordinary	1	<u>1</u>	<u>1</u>
			<u>2</u>	<u>2</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.