

**REGISTERED NUMBER: 08820479 (England and Wales)**

Unaudited Financial Statements for the Year Ended 31 December 2016

for

Obrand Limited

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for the Year Ended 31 December 2016

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Obrand Limited

Company Information  
for the Year Ended 31 December 2016

**DIRECTOR:** Mr N Siano

**SECRETARY:**

**REGISTERED OFFICE:** 2nd Floor, Victory House  
99-101 Regent Street  
London  
W1B 4EZ

**REGISTERED NUMBER:** 08820479 (England and Wales)

**ACCOUNTANTS:** European Advisory Partners Ltd  
2nd Floor Victory House  
99-101 Regent Street  
London  
London  
W1B 4EZ

Balance Sheet  
31 December 2016

	Notes	31.12.16 £	£	31.12.15 £	£
<b>FIXED ASSETS</b>					
Intangible assets	3		295,616		320,344
<b>CURRENT ASSETS</b>					
Debtors	4	4,413		56,641	
Cash at bank		<u>3,137</u>		<u>656</u>	
		7,550		57,297	
<b>CREDITORS</b>					
Amounts falling due within one year	5	<u>290,314</u>		<u>366,527</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(282,764)</u>		<u>(309,230)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>12,852</u>		<u>11,114</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	6		2		2
Retained earnings			<u>12,850</u>		<u>11,112</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>12,852</u>		<u>11,114</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2016 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 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.
- (b)

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 Income Statement has not been delivered.

The financial statements were approved by the director on 25 August 2017 and were signed by:

Mr N Siano - Director

Notes to the Financial Statements  
for the Year Ended 31 December 2016

1. **STATUTORY INFORMATION**

Obrand 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 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.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Computer software is being amortised evenly over its estimated useful life of nil years.

**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.

**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.

3. **INTANGIBLE FIXED ASSETS**

	Computer software £
<b>COST</b>	
At 1 January 2016	
and 31 December 2016	369,800
<b>AMORTISATION</b>	
At 1 January 2016	49,456
Amortisation for year	24,728
At 31 December 2016	74,184
<b>NET BOOK VALUE</b>	
At 31 December 2016	295,616
At 31 December 2015	320,344

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2016

4. **DEBTORS**

	31.12.16 £	31.12.15 £
Amounts falling due within one year:		
Trade debtors	4,255	56,042
VAT	-	441
	<u>4,255</u>	<u>56,483</u>
Amounts falling due after more than one year:		
Other debtors	<u>158</u>	<u>158</u>
Aggregate amounts	<u>4,413</u>	<u>56,641</u>

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

	31.12.16 £	31.12.15 £
Trade creditors	13,424	11,222
Tax	2,851	2,903
Other creditors	272,539	350,902
Accrued expenses	<u>1,500</u>	<u>1,500</u>
	<u>290,314</u>	<u>366,527</u>

6. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:		Nominal value:	31.12.16	31.12.15
Number:	Class:		£	£
2	Ordinary	£ 1	<u>2</u>	<u>2</u>

**The following reproduces the text of the report prepared for the director and members in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.**

As described on the Balance Sheet you are responsible for the preparation of the financial statements for the year ended 31 December 2016 set out on pages nil to nil and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

European Advisory Partners Ltd  
2nd Floor Victory House  
99-101 Regent Street  
London  
London  
W1B 4EZ

25 August 2017

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.