

**HUDDLE MARKETING LIMITED**  
**UNAUDITED**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2019**

**HUDDLE MARKETING LIMITED**  
**REGISTERED NUMBER:09817642**

**BALANCE SHEET**  
**AS AT 31 OCTOBER 2019**

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Tangible assets	4	3,260	5,209
		<u>3,260</u>	<u>5,209</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	5	-	12,474
Cash at bank and in hand	6	62,046	15,500
		<u>62,046</u>	<u>27,974</u>
Creditors: amounts falling due within one year	7	(27,404)	(21,136)
		<u>(27,404)</u>	<u>(21,136)</u>
<b>Net current assets</b>		<u>34,642</u>	<u>6,838</u>
<b>Total assets less current liabilities</b>		<u>37,902</u>	<u>12,047</u>
<b>Provisions for liabilities</b>			
Deferred tax	8	(619)	(990)
		<u>(619)</u>	<u>(990)</u>
<b>Net assets</b>		<u><u>37,283</u></u>	<u><u>11,057</u></u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		37,183	10,957
		<u>37,283</u>	<u>11,057</u>

**HUDDLE MARKETING LIMITED**  
**REGISTERED NUMBER:09817642**

**BALANCE SHEET (CONTINUED)**  
**AS AT 31 OCTOBER 2019**

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The director considers that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 19 June 2020.

**N Smile**  
Director

# HUDDLE MARKETING LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2019

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### 1. General information

Huddle Marketing Limited is a private company limited by shares, incorporated in England and Wales. Its registered office is The Old Tannery, Oakdene Road, Redhill, Surrey RH1 6BT.

The principal activity of the company continued to be that of digital marketing management.

### 2. Accounting policies

#### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

#### 2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

##### Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

#### 2.3 Interest income

Interest income is recognised in profit or loss using the effective interest method.

#### 2.4 Finance costs

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

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2. Accounting policies (continued)

2.5 Pensions

**Defined contribution pension plan**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the company in independently administered funds.

2.6 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance Sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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**2. Accounting policies (continued)**

**2.7 Tangible fixed assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-25% straight line
Computer equipment	-25% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

**2.8 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**2.9 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**2.10 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**2.11 Provisions for liabilities**

Provisions are made where an event has taken place that gives the company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to profit or loss in the year that the company becomes aware of the obligation, and are measured at the best estimate at the Balance Sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Balance Sheet.

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**2. Accounting policies (continued)**

**2.12 Financial instruments**

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Income and Retained Earnings.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**2.13 Dividends**

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

**3. Employees**

The average monthly number of employees, including directors, during the year was 1 (2018 - 1).

HUDDLE MARKETING LIMITED

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4. Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>			
At 1 November 2018	9,778	1,813	11,591
Additions	-	686	686
	<hr/>	<hr/>	<hr/>
At 31 October 2019	9,778	2,499	12,277
	<hr/>	<hr/>	<hr/>
<b>Depreciation</b>			
At 1 November 2018	5,572	810	6,382
Charge for the year on owned assets	2,292	343	2,635
	<hr/>	<hr/>	<hr/>
At 31 October 2019	7,864	1,153	9,017
	<hr/>	<hr/>	<hr/>
<b>Net book value</b>			
At 31 October 2019	<u>1,914</u>	<u>1,346</u>	<u>3,260</u>
<i>At 31 October 2018</i>	<u>4,206</u>	<u>1,003</u>	<u>5,209</u>

5. Debtors

	2019 £	2018 £
Trade debtors	-	12,474
	<hr/>	<hr/>
	<u>-</u>	<u>12,474</u>

6. Cash and cash equivalents

	2019 £	2018 £
Cash at bank and in hand	62,045	15,501
	<hr/>	<hr/>
	<u>62,045</u>	<u>15,501</u>



HUDDLE MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
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7. Creditors: Amounts falling due within one year

	2019 £	2018 £
Taxation and social security	24,050	17,826
Other creditors	430	735
Accruals and deferred income	2,924	2,575
	<u>27,404</u>	<u>21,136</u>

8. Deferred taxation

	2019 £
At beginning of year	(990)
Charged to profit or loss	371
<b>At end of year</b>	<u><b>(619)</b></u>

The provision for deferred taxation is made up as follows:

	2019 £	2018 £
Accelerated capital allowances	(619)	(990)
	<u>(619)</u>	<u>(990)</u>

9. Pension commitments

The company has made total contributions of £30,000 (2018: £70,000) during the year.

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.