REGISTERED NUMBER: 07699834 (England and Wales)

Unaudited Financial Statements

for the Period 1 August 2019 to 31 December 2019

for

Sponsorcraft Limited

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for the Period 1 August 2019 to 31 December 2019

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Sponsorcraft Limited

Company Information
for the Period 1 August 2019 to 31 December 2019

DIRECTORS:	SAR Knox D Knox MD May J May M Storeygard ALR Sullivan GF Keeys
SECRETARY:	
REGISTERED OFFICE:	35-39 Old Street London EC1V 9HX
REGISTERED NUMBER:	07699834 (England and Wales)
ACCOUNTANTS:	Innovata Business Solutions Limited Chartered Accountants 26 Rofant Road Northwood Middlesex HA6 3BE

Balance Sheet
31 December 2019

	Notes	31.12.19 £	£	31.7.19 £	£
FIXED ASSETS					
Intangible assets	4		-		-
Tangible assets	5		**25,526**		29,329
Investments	6		**8**		8
			25,534		29,337
CURRENT ASSETS					
Debtors	7	**455,560**		581,155	
Cash at bank		**29,567**		40	
		485,127		581,195	
CREDITORS					
Amounts falling due within one year	8	**1,101,040**		1,269,692	
NET CURRENT LIABILITIES			**(615,913)**		(688,497)
TOTAL ASSETS LESS CURRENT LIABILITIES			**(590,379)**		(659,160)
CAPITAL AND RESERVES					
Called up share capital	10		**724**		697
Share premium			**2,499,356**		2,231,383
Retained earnings			**(3,090,459)**		(2,891,240)
SHAREHOLDERS' FUNDS			**(590,379)**		(659,160)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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 notes form part of these financial statements

continued...

Balance Sheet - continued
31 December 2019

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 Board of Directors on 1 March 2020 and were signed on its behalf by:

J May - Director

1. STATUTORY INFORMATION

Sponsorcraft 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.

Related party exemption
The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

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.

Patents and licences are being amortised evenly over their estimated useful life of five years.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over estimated useful life.

Improvements to property 6 years straight line
Furniture & Fixture 25% straight line
Computer equipment 25% straight line

Investments in subsidiaries
Investments in subsidiary undertakings are recognised at cost.

Taxation
Taxation for the period 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 period 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.

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2. **ACCOUNTING POLICIES - continued**

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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the period was 15 (2019 - 16) .

4. **INTANGIBLE FIXED ASSETS**

	Other intangible assets £
COST	
At 1 August 2019 and 31 December 2019	1,490
AMORTISATION	
At 1 August 2019 and 31 December 2019	1,490
NET BOOK VALUE	
At 31 December 2019	-
At 31 July 2019	-

Intangible asset is the cost of the website domain name (www.hubbub.net), which has been amortised over 5 years.

5. **TANGIBLE FIXED ASSETS**

	Improvements to property £	Fixtures and fittings £	Computer equipment £	Totals £
COST				
At 1 August 2019	11,685	17,478	26,174	55,337
Additions	-	191	152	343
At 31 December 2019	11,685	17,669	26,326	55,680
DEPRECIATION				
At 1 August 2019	4,197	8,260	13,551	26,008
Charge for period	814	1,677	1,655	4,146
At 31 December 2019	5,011	9,937	15,206	30,154
NET BOOK VALUE				
At 31 December 2019	6,674	7,732	11,120	25,526
At 31 July 2019	7,488	9,218	12,623	29,329

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6. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
COST	
At 1 August 2019 and 31 December 2019	**8**
NET BOOK VALUE	
At 31 December 2019	**8**
At 31 July 2019	8

Investments relates to 100% share ownership of Hubbub Inc , incorporated in United States of America, of 1,000 shares with a nominal value of USD$0.001 for a total consideration of USD$10 (i.e GBP £8). The company's registered address is 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.19 £	31.7.19 £
Trade debtors	**112,500**	192,736
Amounts owed by group undertakings	**209,200**	199,826
Other debtors	**133,860**	188,593
	455,560	581,155

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.19 £	31.7.19 £
Bank loans and overdrafts	**10,158**	10,681
Trade creditors	**64,461**	62,124
Taxation and social security	**108,694**	92,542
Other creditors	**917,727**	1,104,345
	1,101,040	1,269,692

Included within other creditors is a loan from a company under common directorship for £146,810 (July 2019: £Nil). The loan bears interest at 1.4% and is repayable with 12 months notice.

Included within other creditors is deferred income of £563,846 (2018: £557,540).

9. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	31.12.19 £	31.7.19 £
Within one year	**73,480**	73,480
Between one and five years	**189,231**	259,683
	262,711	333,163

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10. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	**31.12.19** **£**	31.7.19 £
119,655,750	Preference A	0.000001	**120**	120
595,421,941	Ordinary A	0.000001	**596**	569
8,542,366	Ordinary B	0.000001	**8**	8
			724	697

The Preference A shares are cumulative.

The following fully paid shares were allotted during the year at a premium as shown below:
26,179,544 Ordinary A shares of £0.000001 each at a premium of £0.010236 per share.

11. RELATED PARTY DISCLOSURES

Included within creditors are loans from Directors of £5,000 (July 2019: £25,000). These loans are unsecured, interest-free and repayable on demand.

Included within creditors are loans from Directors of £30,000 (July 2019: £50,000). These loans charge interest at 1% per month with principal and interest repayable by 30 June 2020.

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.