

**Unaudited Financial Statements**  
**for the Period 1 October 2020 to 30 April 2021**  
**for**  
**Sponsorcraft Limited**

**Contents of the Financial Statements  
for the Period 1 October 2020 to 30 April 2021**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Balance Sheet</b>	<b>2</b>
<b>Notes to the Financial Statements</b>	<b>4</b>

**Sponsorcraft Limited**  
**Company Information**  
**for the Period 1 October 2020 to 30 April 2021**

**DIRECTORS:**

SAR Knox  
MD May  
J May  
M Storeygard  
GF Keeys

**SECRETARY:**

**REGISTERED OFFICE:**

85 Great Portland Street  
London  
W1W 7LT

**REGISTERED NUMBER:**

07699834 (England and Wales)

**ACCOUNTANTS:**

Innovata Business Solutions Limited  
Chartered Accountants  
26 Rofant Road  
Northwood  
Middlesex  
HA6 3BE

**Sponsorcraft Limited (Registered number: 07699834)**

**Balance Sheet  
30 April 2021**

	Notes	30.4.21 £	£	30.9.20 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		-		-
Tangible assets	5		14,633		20,603
Investments	6		8		8
			<u>14,641</u>		<u>20,611</u>
<b>CURRENT ASSETS</b>					
Debtors	7	488,783		581,147	
Cash at bank		<u>9,461</u>		<u>55,360</u>	
		498,244		636,507	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>1,568,172</u>		<u>1,621,459</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(1,069,928)</u>		<u>(984,952)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(1,055,287)</u>		<u>(964,341)</u>
<b>CREDITORS</b>					
Amounts falling due after more than one year	9		<u>44,344</u>		<u>50,000</u>
<b>NET LIABILITIES</b>			<u>(1,099,631)</u>		<u>(1,014,341)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	11		730		724
Share premium			2,549,350		2,499,356
Retained earnings			<u>(3,649,711)</u>		<u>(3,514,421)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(1,099,631)</u>		<u>(1,014,341)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 30 April 2021.

The members have not required the company to obtain an audit of its financial statements for the period ended 30 April 2021 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.

**Balance Sheet - continued**  
**30 April 2021**

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 and authorised for issue on 19 August 2021 and were signed on its behalf by:

J May - Director

**Notes to the Financial Statements  
for the Period 1 October 2020 to 30 April 2021**

**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.

Notes to the Financial Statements - continued  
for the Period 1 October 2020 to 30 April 2021

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 19 (2020 - 19 ) .

4. INTANGIBLE FIXED ASSETS

	Other intangible assets £
<b>COST</b>	
At 1 October 2020 and 30 April 2021	<u>1,490</u>
<b>AMORTISATION</b>	
At 1 October 2020 and 30 April 2021	<u>1,490</u>
<b>NET BOOK VALUE</b>	
At 30 April 2021	<u>-</u>
At 30 September 2020	<u>-</u>

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 £
<b>COST</b>				
At 1 October 2020	11,685	17,928	28,862	58,475
Additions	-	-	1,321	1,321
At 30 April 2021	<u>11,685</u>	<u>17,928</u>	<u>30,183</u>	<u>59,796</u>
<b>DEPRECIATION</b>				
At 1 October 2020	6,471	12,982	18,419	37,872
Charge for period	570	2,364	4,357	7,291
At 30 April 2021	<u>7,041</u>	<u>15,346</u>	<u>22,776</u>	<u>45,163</u>
<b>NET BOOK VALUE</b>				
At 30 April 2021	<u>4,644</u>	<u>2,582</u>	<u>7,407</u>	<u>14,633</u>
At 30 September 2020	<u>5,214</u>	<u>4,946</u>	<u>10,443</u>	<u>20,603</u>

Notes to the Financial Statements - continued  
for the Period 1 October 2020 to 30 April 2021

6. **FIXED ASSET INVESTMENTS**

	Shares in group undertakings £
<b>COST</b>	
At 1 October 2020	
and 30 April 2021	<u>8</u>
<b>NET BOOK VALUE</b>	
At 30 April 2021	<u>8</u>
At 30 September 2020	<u>8</u>

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**

	30.4.21 £	30.9.20 £
Trade debtors	45,986	87,533
Amounts owed by group undertakings	308,946	275,733
Other debtors	<u>133,851</u>	<u>217,881</u>
	<u>488,783</u>	<u>581,147</u>

Included within other debtors is an R&D tax credit refund of £88,506 (Sept 2020: £155,964).

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

	30.4.21 £	30.9.20 £
Bank loans and overdrafts	25,625	14,047
Trade creditors	85,877	92,198
Taxation and social security	359,375	374,567
Other creditors	<u>1,097,295</u>	<u>1,140,647</u>
	<u>1,568,172</u>	<u>1,621,459</u>

Included within other creditors is deferred income of £477,214 (Sept 2020: £595,452) and advance of subscription shares due to be issued of £Nil (Sept 2020: £50,000).

9. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	30.4.21 £	30.9.20 £
Other creditors	<u>44,344</u>	<u>50,000</u>

Included within other creditors more than one year is a bank loan, bearing interest at 2.5% and is repayable by 2030.



**Notes to the Financial Statements - continued  
for the Period 1 October 2020 to 30 April 2021**

**10. LEASING AGREEMENTS**

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

	<b>30.4.21</b>	30.9.20
	£	£
Within one year	<b>73,480</b>	73,480
Between one and five years	<b>67,356</b>	115,751
	<b><u>140,836</u></b>	<b><u>189,231</u></b>

**11. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	<b>30.4.21</b>	30.9.20
			£	£
119,655,750	Preference A	0.000001	<b>120</b>	120
601,888,697	Ordinary A	0.000001	<b>602</b>	596
8,542,366	Ordinary B	0.000001	<b>8</b>	8
			<b><u>730</u></b>	<b><u>724</u></b>

The Preference A shares are cumulative.

During the year, the following fully paid shares were allotted at a premium as shown below:

6,466,756 Ordinary A shares of £0.000001 each at a premium of £0.007731 per share.

**12. RELATED PARTY DISCLOSURES**

Included within creditors are loans from Directors of £36,128 (Sept 2020: £Nil). These loans are unsecured, charging interest at 0.8% per month and repayable on demand.

Included within creditors are loans from Directors of £24,839 (Sept 2020: £20,000). These loans charge interest at 1% per month with principal and interest repayable not before 30 April 2022.

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.