

**HOOPLY LTD
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

BizNav, Chartered Accountants

Southbridge House
Southbridge Place
Croydon
Surrey
CR0 4HA

Hooply Ltd
Unaudited Financial Statements
For The Year Ended 31 December 2016

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Hooply Ltd
Balance Sheet
As at 31 December 2016

Registered number: 08073215

		2016		2015	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	4		6,019		18,645
			6,019		18,645
CURRENT ASSETS					
Debtors	5	39,341		36,323	
Cash at bank and in hand		28,667		20,787	
		68,008		57,110	
Creditors: Amounts Falling Due Within One Year	6	(1,822,795)		(1,719,208)	
NET CURRENT ASSETS (LIABILITIES)			(1,754,787)		(1,662,098)
TOTAL ASSETS LESS CURRENT LIABILITIES			(1,748,768)		(1,643,453)
NET ASSETS			(1,748,768)		(1,643,453)
CAPITAL AND RESERVES					
Called up share capital	7		100		100
Profit and loss account			(1,748,868)		(1,643,553)
SHAREHOLDERS' FUNDS			(1,748,768)		(1,643,453)

Hooply Ltd
Balance Sheet (continued)
As at 31 December 2016

For the year ending 31 December 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities

- The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The director acknowledges her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

On behalf of the board

Ms Anastasia Koroleva

06/03/2017

The notes on pages 4 to 6 form part of these financial statements.

Hooply Ltd
Statement of Changes in Equity
For The Year Ended 31 December 2016

	Share Capital	Profit & Loss Account	Total
	£	£	£
As at 1 January 2015	100	(1,243,812)	(1,243,712)
Loss for the year and total comprehensive income	-	(399,741)	(399,741)
As at 31 December 2015 and 1 January 2016	100	(1,643,553)	(1,643,453)
Loss for the year and total comprehensive income	-	(105,315)	(105,315)
As at 31 December 2016	100	(1,748,868)	(1,748,768)

Hooply Ltd
Notes to the Unaudited Accounts
For The Year Ended 31 December 2016

1. Accounting Policies

1.1. Basis of Preparation of Financial Statements

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

1.2. Going Concern Disclosure

As at the balance sheet date, the company's net liabilities were £1,748,768. The director believes that the company will be going concern in the foreseeable future and the accounts were prepared on that basis.

1.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & Fittings	25% Straight line
Computer Equipment	25% Straight line

1.4. Registrar Filing Requirements

The company has taken advantage of Companies Act 2006 section 444(1) and opted not to file the profit and loss account, directors report, and notes to the financial statements relating to the profit and loss account. The notes which are not included have been hidden but original note numbering has remained the same for those that are present.

3. Staff Costs

Staff costs, including directors' remuneration, were as follows:

	2016	2015
	£	£
Wages and salaries	29,783	145,669
Social security costs	751	17,769
	<u>30,534</u>	<u>163,438</u>

Hooply Ltd
Notes to the Unaudited Accounts (continued)
For The Year Ended 31 December 2016

4. Tangible Assets

	Fixtures & Fittings	Computer Equipment	Total
	£	£	£
Cost			
As at 1 January 2016	34,693	17,010	51,703
Additions	-	399	399
As at 31 December 2016	<u>34,693</u>	<u>17,409</u>	<u>52,102</u>
Depreciation			
As at 1 January 2016	24,496	8,562	33,058
Provided during the period	8,673	4,352	13,025
As at 31 December 2016	<u>33,169</u>	<u>12,914</u>	<u>46,083</u>
Net Book Value			
As at 31 December 2016	<u>1,524</u>	<u>4,495</u>	<u>6,019</u>
As at 1 January 2016	<u>10,197</u>	<u>8,448</u>	<u>18,645</u>

5. Debtors

	2016	2015
	£	£
Due within one year		
VAT	39,341	36,323
	<u>39,341</u>	<u>36,323</u>

6. Creditors: Amounts Falling Due Within One Year

	2016	2015
	£	£
Paye Control account	10,049	29,928
Director's loan account	1,812,746	1,689,280
	<u>1,822,795</u>	<u>1,719,208</u>

7. Share Capital

	Value	Number	2016	2015
	£		£	£
Allotted, called up and fully paid				
Ordinary shares	1,000	100	100	100

8. Related Party Transactions

As at the balance sheet date, the company owed £1,812,746 to the director.

Hooply Ltd
Notes to the Unaudited Accounts (continued)
For The Year Ended 31 December 2016

9. Ultimate Controlling Party

The company's ultimate controlling party is Anastasia Koroleva by virtue of her ownership of 100% of the issued share capital in the company.

10. General Information

Hooply Ltd Registered number 08073215 is a limited by shares company incorporated in England & Wales. The Registered Office is 64 Eccleston Square, London, SW1V 1PH.

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.