

Online Image Analysis Ltd

Annual Report and Unaudited Financial Statements
for the Year Ended 31 January 2020

Grace Frank LLP
Unit 10
1 Luke Street
London
EC2A 4PX

Online Image Analysis Ltd

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Online Image Analysis Ltd

Company Information

Director R D Morgan

Registered office Unit 10
1 Luke Street
London
EC2A 4PX

Accountants Grace Frank LLP
Unit 10
1 Luke Street
London
EC2A 4PX

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited
Statutory Accounts of
Online Image Analysis Ltd
for the Year Ended 31 January 2020**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Online Image Analysis Ltd for the year ended 31 January 2020 as set out on pages 3 to 8 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/regulation>.

This report is made solely to the Board of Directors of Online Image Analysis Ltd, as a body, in accordance with the terms of our engagement letter dated 24 August 2015. Our work has been undertaken solely to prepare for your approval the accounts of Online Image Analysis Ltd and state those matters that we have agreed to state to the Board of Directors of Online Image Analysis Ltd, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Online Image Analysis Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Online Image Analysis Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Online Image Analysis Ltd. You consider that Online Image Analysis Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Online Image Analysis Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

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Grace Frank LLP
Unit 10
1 Luke Street
London
EC2A 4PX

17 June 2020

Online Image Analysis Ltd
(Registration number: 09726325)
Balance Sheet as at 31 January 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	<u>4</u>	3,080	468
Current assets			
Debtors	<u>5</u>	14,328	10,549
Cash at bank and in hand		<u>43,381</u>	<u>38,321</u>
		57,709	48,870
Creditors: Amounts falling due within one year	<u>6</u>	<u>(19,433)</u>	<u>(32,151)</u>
Net current assets		<u>38,276</u>	<u>16,719</u>
Net assets		<u>41,356</u>	<u>17,187</u>
Capital and reserves			
Called up share capital	<u>7</u>	1	1
Profit and loss account		<u>41,355</u>	<u>17,186</u>
Shareholders' funds		<u>41,356</u>	<u>17,187</u>

For the financial year ending 31 January 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved and authorised by the director on 17 June 2020

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R D Morgan
Director

The notes on pages 4 to 8 form an integral part of these financial statements.
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Online Image Analysis Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2020

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

Unit 10
1 Luke Street
London
EC2A 4PX
England

These financial statements were authorised for issue by the director on 17 June 2020.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

Online Image Analysis Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2020

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rate on the date when the fair value is re-measured.

Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

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

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Furniture, fittings and equipment	33% Straight Line

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Online Image Analysis Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2020

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 1 (2019 - 1).

Online Image Analysis Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2020

4 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
At 1 February 2019	2,208	2,208
Additions	3,175	3,175
At 31 January 2020	5,383	5,383
Depreciation		
At 1 February 2019	1,740	1,740
Charge for the year	563	563
At 31 January 2020	2,303	2,303
Carrying amount		
At 31 January 2020	3,080	3,080
At 31 January 2019	468	468

5 Debtors

	2020 £	2019 £
Trade debtors	14,328	10,549
	14,328	10,549

Online Image Analysis Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2020

6 Creditors

Creditors: amounts falling due within one year

	2020 £	2019 £
Due within one year		
Trade creditors	-	12,766
Taxation and social security	7,140	4,985
Other creditors	12,293	14,400
	<u>19,433</u>	<u>32,151</u>

7 Share capital

Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary shares of £1 each	1	1	1	1

8 Related party transactions

Transactions with directors

	At 1 February 2019 £	Advances from directors £	Other payments made to company by director £	At 31 January 2020 £
2020				
R D Morgan				
Loan from R D Morgan to the company	12,600	(2,384)	216	10,432

	At 1 February 2018 £	Advances to directors £	Repayments by director £	At 31 January 2019 £
2019				
R D Morgan				
Loan from R D Morgan to the company	19,590	12,600	(19,590)	12,600

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.