

APPFLY LTD

**Company Registration Number:
07496921 (England and Wales)**

Abbreviated (Unaudited) Accounts

Period of accounts

Start date: 01st February 2012

End date: 31st December 2012

SUBMITTED

APPFLY LTD

Company Information for the Period Ended 31st December 2012

Director:	Jared Barr
Registered office:	3rd Floor Willow House 72-74 Paul Street London EC2A 4NA GBR
Company Registration Number:	07496921 (England and Wales)

APPFLY LTD

Abbreviated Balance sheet As at 31st December 2012

	Notes	2012 £	2012 £
Fixed assets			
Intangible assets:	5	1,048	2,009
Tangible assets:	6	2,276	2,819
Total fixed assets:		<u>3,324</u>	<u>4,828</u>
Current assets			
Debtors:	7	3,295	630
Cash at bank and in hand:		44,686	21,474
Total current assets:		<u>47,981</u>	<u>22,104</u>
Creditors			
Creditors: amounts falling due within one year	8	32,558	16,199
Net current assets (liabilities):		<u>15,423</u>	<u>5,905</u>
Total assets less current liabilities:		<u>18,747</u>	10,733
Total net assets (liabilities):		<u><u>18,747</u></u>	<u><u>10,733</u></u>

The notes form part of these financial statements

APPFLY LTD

Abbreviated Balance sheet As at 31st December 2012 continued

	Notes	2012 £	2012 £
Capital and reserves			
Called up share capital:	9	10	10
Profit and Loss account:		18,737	10,723
Total shareholders funds:		<u>18,747</u>	<u>10,733</u>

For the year ending 31 December 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

The financial statements were approved by the Board of Directors on 24 May 2013

SIGNED ON BEHALF OF THE BOARD BY:

Name: Jared Barr
Status: Director

The notes form part of these financial statements

APPFLY LTD

Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

1. Accounting policies

Basis of measurement and preparation of accounts

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover policy

Turnover represents net invoiced sales of services, excluding value added tax.

Tangible fixed assets depreciation policy

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:
Office Equipment – 33.33% on straight line basis.

Intangible fixed assets amortisation policy

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:
Domain Name – 33.33% on straight line basis.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

5. Intangible assets

	Total
Cost	£
At 01st February 2012:	3,145
	<u>3,145</u>
Amortisation	£
At 01st February 2012:	1,136
Provided during the period:	961
At 31st December 2012:	<u>2,097</u>
Net book value	£
At 31st December 2012:	<u>1,048</u>
At 31st January 2012:	<u>2,009</u>

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

6. Tangible assets

	Total
Cost	£
At 01st February 2012:	4,412
Additions:	1,208
At 31st December 2012:	5,620
Depreciation	
At 01st February 2012:	1,593
Charge for year:	1,751
At 31st December 2012:	3,344
Net book value	
At 31st December 2012:	2,276
At 31st January 2012:	2,819

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

7. Debtors

The value of debtors at year end.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

8. Creditors: amounts falling due within one year

The value of creditors, taxation and accruals at year end.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

9. Called up share capital

Allotted, called up and paid

Previous period			2012
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	1,000	0.01	10
Total share capital:			<u>10</u>
Current period			2012
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	1,000	0.01	10
Total share capital:			<u>10</u>

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