
LONGITUDE RESEARCH LIMITED

UNAUDITED
FINANCIAL STATEMENTS
INFORMATION FOR FILING WITH THE REGISTRAR
FOR THE PERIOD ENDED 31 JANUARY 2018

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COMPANIES HOUSE

LONGITUDE RESEARCH LIMITED

COMPANY INFORMATION

Directors

G Lofthouse
R P Mitchell
J Watson
A C Gornall (*resigned 1 February 2018*)
A Mackay (*appointed 1 February 2018*)
J D C Slade (*appointed 1 February 2018*)
L Rossi (*appointed 1 February 2018*)

Registered number

07514721

Registered office

25 Procter Street
London
WC1V 6NY

Accountants

Smith & Williamson LLP
Chartered Accountants
No.1 Bishops Wharf
Walnut Tree Close
Guildford
Surrey
GU1 4RA

Bankers

HSBC Bank Plc
69 Pall Mall
London
SW1 5EY

LONGITUDE RESEARCH LIMITED

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LONGITUDE RESEARCH LIMITED
REGISTERED NUMBER: 07514721

BALANCE SHEET
AS AT 31 JANUARY 2018

	Note	31 January 2018 £	31 January 2018 £	28 February 2017 £	28 February 2017 £
Fixed assets					
Tangible assets	5		40,874		42,703
			<u>40,874</u>		<u>42,703</u>
Current assets					
Debtors: amounts falling due within one year	6	1,338,845		858,173	
Cash at bank and in hand	7	549,681		554,653	
		<u>1,888,526</u>		<u>1,412,826</u>	
Creditors: amounts falling due within one year	8	(2,118,561)		(1,370,959)	
Net current (liabilities)/assets			<u>(230,035)</u>		<u>41,867</u>
Total assets less current liabilities			<u>(189,161)</u>		<u>84,570</u>
Provisions for liabilities					
Deferred tax		(5,972)		(7,260)	
			<u>(5,972)</u>		<u>(7,260)</u>
Net (liabilities)/assets			<u><u>(195,133)</u></u>		<u><u>77,310</u></u>
Capital and reserves					
Called up share capital			222		218
Share premium account	9		112,992		77,092
Profit and loss account			(308,347)		-
			<u>(195,133)</u>		<u>77,310</u>

LONGITUDE RESEARCH LIMITED
REGISTERED NUMBER: 07514721

BALANCE SHEET (CONTINUED)
AS AT 31 JANUARY 2018

The directors consider that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the company to obtain an audit for the period in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The company has opted not to file the income statement in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on



14 May 2018

J Watson
Director

The notes on pages 3 to 9 form part of these financial statements.

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 JANUARY 2018

1. General information

Longitude Research Limited is a private limited company, limited by shares and is incorporated in England and Wales. The company's registration number is 07514721 and the registered office address is at 25 Procter Street, London, WC1V 6NY.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the company's accounting policies (see note 3).

The following principal accounting policies have been applied:

2.2 Going concern

The directors have considered the net liabilities of £195,687 (2017: Net assets of £77,310) of the company as at 31 January 2018 and they have provided confirmations that they will continue to provide financial support to the company for the period of at least 12 months from the date of signing the balance sheet. They believe it is appropriate for the company to continue trading and accordingly these financial statements have been prepared on a going concern basis.

2.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.4 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 JANUARY 2018

2. Accounting policies (continued)

2.4 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	- 10% on cost
Computer equipment	- 25% on cost

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Income statement.

2.5 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.6 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.7 Financial instruments

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or financed at a rate of interest that is not a market rate or in case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Income statement.

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 JANUARY 2018

2. Accounting policies (continued)

2.7 Financial instruments (continued)

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2.8 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.9 Foreign currency translation

Functional and presentation currency

The company's functional and presentational currency is GBP.

Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Income Statement except when deferred in other comprehensive income as qualifying cash flow hedges.

2.10 Operating leases

Rentals paid under operating leases are charged to the Income statement on a straight line basis over the lease term.

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 JANUARY 2018

2. Accounting policies (continued)

2.11 Pensions

Defined contribution pension plan

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the Income statement when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the company in independently administered funds.

2.12 Holiday pay accrual

A liability is recognised to the extent of any unused holiday pay entitlement which is accrued at the Balance sheet date and carried forward to future periods. This is measured at the undiscounted salary cost of the future holiday entitlement so accrued at the Balance sheet date.

2.13 Current and deferred taxation

The tax expense for the period comprises current and deferred tax. Tax is recognised in the Income statement, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

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

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 JANUARY 2018

3. Judgments in applying accounting policies and key sources of estimation uncertainty

The preparation of financial statements in conformity with generally accepted accounting practice requires management to make estimates and judgements that affect the reported amounts of assets and liabilities as well as the disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the reporting period.

Critical judgements

There were no judgements required to be made in preparing the accounts which had, or could have had, a material impact on the accounts.

Critical estimates

There were no estimates required to be made in preparing the accounts which had, or could have had, a material impact on the accounts. Bad debt provisions were considered not to be material.

4. Employees

The average monthly number of employees, including directors, during the period was 30 (2017 - 23).

5. Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Total £
Cost or valuation			
At 1 March 2017	18,914	60,611	79,525
Additions	2,450	9,932	12,382
Disposals	-	(2,723)	(2,723)
At 31 January 2018	21,364	67,820	89,184
Depreciation			
At 1 March 2017	8,648	28,174	36,822
Charge for the period on owned assets	1,840	12,173	14,013
Disposals	-	(2,525)	(2,525)
At 31 January 2018	10,488	37,822	48,310
Net book value			
At 31 January 2018	10,876	29,998	40,874
At 28 February 2017	10,266	32,437	42,703

LONGITUDE RESEARCH LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 JANUARY 2018

6. Debtors

	31 January 2018 £	28 February 2017 £
Trade debtors	1,020,308	485,947
Other debtors	94,464	274,263
Prepayments and accrued income	224,073	97,963
	<u>1,338,845</u>	<u>858,173</u>

7. Cash and cash equivalents

	31 January 2018 £	28 February 2017 £
Cash at bank and in hand	549,681	554,653
	<u>549,681</u>	<u>554,653</u>

8. Creditors: Amounts falling due within one year

	31 January 2018 £	28 February 2017 £
Trade creditors	51,786	264,459
Corporation tax	25,283	102,238
Other taxation and social security	152,992	108,961
Other creditors	13,546	143
Accruals and deferred income	1,874,954	895,158
	<u>2,118,561</u>	<u>1,370,959</u>

LONGITUDE RESEARCH LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 JANUARY 2018**

9. Reserves

Share premium account

This reserve records the amount above the nominal value received for shares sold, less transaction costs.

10. Pension commitments

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted £100,481 (2017 - £120,566). Contributions totalling £11,590 (2017 - £Nil) were payable to the fund at the balance sheet date.

11. Post balance sheet events

On 1 February 2018, Financial Times Group Limited, a company incorporated in England and Wales and registered at Number One, Southwark Bridge, London, SE1 9HL, acquired 51% of the share capital of Longitude Research Limited.