

**REGISTERED NUMBER: 08039713 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 30 April 2018**

**for**

**WEB ANALYSIS SOLUTIONS LIMITED**

**Contents of the Financial Statements  
for the Year Ended 30 April 2018**

---

|                                          | <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>3</b>    |

---

**WEB ANALYSIS SOLUTIONS LIMITED**

**Company Information**  
**for the Year Ended 30 April 2018**

---

**DIRECTOR:** Mr M C Symmonds

**REGISTERED OFFICE:** C/O Timbrell & Co Ltd  
Chiltern House Bus. Centre  
45 Station Road  
Henley-on-Thames  
Oxfordshire  
RG9 1AT

**REGISTERED NUMBER:** 08039713 (England and Wales)

**ACCOUNTANTS:** Timbrell & Co Ltd Chartered Accountants  
Chiltern House  
45 Station Road  
Henley-on-Thames  
Oxfordshire  
RG9 1AT

**WEB ANALYSIS SOLUTIONS LIMITED (REGISTERED NUMBER: 08039713)****Balance Sheet  
30 April 2018**

|                                              | Notes | 30/4/18<br>£   | £              | 30/4/17<br>£   | £              |
|----------------------------------------------|-------|----------------|----------------|----------------|----------------|
| <b>FIXED ASSETS</b>                          |       |                |                |                |                |
| Intangible assets                            | 4     |                | 50,000         |                | 75,000         |
| Tangible assets                              | 5     |                | <u>1,418</u>   |                | <u>1,078</u>   |
|                                              |       |                | 51,418         |                | 76,078         |
| <b>CURRENT ASSETS</b>                        |       |                |                |                |                |
| Debtors                                      | 6     | 41,435         |                | 47,558         |                |
| Cash at bank and in hand                     |       | <u>522,411</u> |                | <u>214,520</u> |                |
|                                              |       | 563,846        |                | 262,078        |                |
| <b>CREDITORS</b>                             |       |                |                |                |                |
| Amounts falling due within one year          | 7     | <u>87,202</u>  |                | <u>72,435</u>  |                |
| <b>NET CURRENT ASSETS</b>                    |       |                | <u>476,644</u> |                | <u>189,643</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |                | <u>528,062</u> |                | <u>265,721</u> |
| <b>CAPITAL AND RESERVES</b>                  |       |                |                |                |                |
| Called up share capital                      | 8     |                | 100            |                | 100            |
| Retained earnings                            | 9     |                | <u>527,962</u> |                | <u>265,621</u> |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |                | <u>528,062</u> |                | <u>265,721</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2018 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 18 June 2018 and were signed by:

Mr M C Symmonds - Director

The notes form part of these financial statements

Notes to the Financial Statements  
for the Year Ended 30 April 2018

---

1. **STATUTORY INFORMATION**

Web Analysis Solutions 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 the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of seven years.

**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.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

|                       |               |
|-----------------------|---------------|
| Fixtures and fittings | - 33% on cost |
| Computer equipment    | - 33% on cost |

**Pension costs and other post-retirement benefits**

The Company pays Contributions directly into the Personal Pension Funds of Directors & Employees & also into NEST Pensions on behalf of other employees

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 3 (2017 - 2) .

Notes to the Financial Statements - continued  
for the Year Ended 30 April 2018

## 4. INTANGIBLE FIXED ASSETS

**COST**At 1 May 2017  
and 30 April 2018Goodwill  
£175,000**AMORTISATION**At 1 May 2017  
Amortisation for year  
At 30 April 2018

100,000

25,000125,000**NET BOOK VALUE**At 30 April 2018  
At 30 April 201750,00075,000

## 5. TANGIBLE FIXED ASSETS

**COST**At 1 May 2017  
Additions  
At 30 April 2018Fixtures  
and  
fittings  
£

904

4671,371Computer  
equipment  
£

3,686

9454,631Totals  
£

4,590

1,4126,002**DEPRECIATION**At 1 May 2017  
Charge for year  
At 30 April 2018

463

373836

3,049

6993,748

3,512

1,0724,584**NET BOOK VALUE**At 30 April 2018  
At 30 April 20175354418836371,4181,078

## 6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Trade debtors  
Other debtors30/4/18  
£

6,883

34,55241,43530/4/17  
£

21,898

25,66047,558

Notes to the Financial Statements - continued  
for the Year Ended 30 April 2018

## 7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|                              | 30/4/18       | 30/4/17       |
|------------------------------|---------------|---------------|
|                              | £             | £             |
| Trade creditors              | 1,335         | 66,518        |
| Taxation and social security | 84,491        | 804           |
| Other creditors              | 1,376         | 5,113         |
|                              | <u>87,202</u> | <u>72,435</u> |

## 8. CALLED UP SHARE CAPITAL

| Allotted, issued and fully paid: |          |                | 30/4/18    | 30/4/17    |
|----------------------------------|----------|----------------|------------|------------|
| Number:                          | Class:   | Nominal value: | £          | £          |
| 100                              | Ordinary | 1              | <u>100</u> | <u>100</u> |

## 9. RESERVES

|                     | Retained earnings<br>£ |
|---------------------|------------------------|
| At 1 May 2017       | 265,621                |
| Profit for the year | 354,177                |
| Dividends           | (91,836)               |
| At 30 April 2018    | <u>527,962</u>         |

## 10. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 30 April 2018 and 30 April 2017:

|                                      | 30/4/18  | 30/4/17      |
|--------------------------------------|----------|--------------|
|                                      | £        | £            |
| <b>Mr M C Symmonds</b>               |          |              |
| Balance outstanding at start of year | 6,774    | -            |
| Amounts advanced                     | -        | 6,774        |
| Amounts repaid                       | (6,774)  | -            |
| Amounts written off                  | -        | -            |
| Amounts waived                       | -        | -            |
| Balance outstanding at end of year   | <u>-</u> | <u>6,774</u> |

The Director's Loan of £6,774 brought forward at the start of the year was fully repaid within 9 months of the last year-end date.

## 11. ULTIMATE CONTROLLING PARTY

The controlling party is Mr M C Symmonds.

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.