

Strategic Report, Report of the Directors and
Financial Statements for the Year Ended 30 September 2016
for
Aerial Direct Limited

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Aerial Direct Limited

Contents of the Financial Statements
for the Year Ended 30 September 2016

	Page
Company Information	1
Strategic Report	2
Report of the Directors	3
Report of the Independent Auditors	5
Income Statement	6
Other Comprehensive Income	7
Balance Sheet	8
Statement of Changes in Equity	9
Cash Flow Statement	10
Notes to the Cash Flow Statement	11
Notes to the Financial Statements	12
Reconciliation of Equity	19
Reconciliation of Profit	21
Trading and Profit and Loss Account	22

The directors present their strategic report for the year ended 30 September 2016.

REVIEW OF BUSINESS

The company operates in the telecommunications field. We are a telecommunications provider, operating a call centre, the resale of telecommunications services, the sale, installation and maintenance of fixed line services and handset financing for over 100,000 customers across the UK.

2015 saw vast growth within Aerial Direct, over 2016 we set out to maintain our existing customer base by providing additional support services, and improving the business efficiency through streamlining systems and information flow.

To achieve this the company invested significantly in three key areas:

- * The development of our systems sales to provide a comprehensive well supported service, from sales and installation through to on-going maintenance and customer support.
- * Provision of access for our customers to affordable financing for new mobile and systems handsets working with partner organisations
- * Continued research and development of our bespoke IT systems, achieving real time integration with key suppliers and other business stakeholders, reducing the manual input required to run our business operation.

We were delighted to have been presented with two prestigious awards for our industry; 'Best B2B Dealer (over 50 employees)' at the Mobile News Awards 2017 and the O2 Customer Excellence Award 2017. These awards acknowledge the success of our approach to deliver an exceptional customer journey.

PRINCIPAL RISKS AND UNCERTAINTIES

The key risk for our business is the continuation of our contract with O2. This prompted the investment in our customer services support and the qualification route on offer. Providing the best quality customer experience is part of maintaining customer loyalty and accounts. The next twelve months will see a full risk analysis being undertaken on the business and its future opportunities.

RESULTS AND PERFORMANCE

The results for the company for the year, as set out on pages 6 and 7, show a small decrease in profit on ordinary activities before tax of £5,765,621 (2015 £6,880,490). The shareholders' fund of the company totals £1,850,577 (2015 £687,283) and the net current asset have also risen to £1,904,119 (2015 £744,272).

The performance of the company has produced encouraging results, and these are forecast to grow throughout 2017 building on the current contracts success and performance.

BUSINESS ENVIRONMENT

Competition is fierce within this business sector and we believe the differential between us and other providers is that we care about our customer experience. At Aerial Direct to support this we have introduced and actively encourage all our support staff to undertake the new NVQ2 call centre customer services qualification.

FUTURE PROSPECTS

The coming year looks to be an exciting time for the business, we intend to further grow the three areas we focused on over the last year, continuing with significant investment into a new software platform for our bespoke IT system in the Cloud, enabling efficient and effective management of appointments and new prospects.

ON BEHALF OF THE BOARD:


D. Kilby - Director

Date: 28/6/2017

Aerial Direct Limited

Company Information
for the Year Ended 30 September 2016

DIRECTORS:

P H Davis
D Kilby

REGISTERED OFFICE:

10-12 Rodney Road
Portsmouth
Hampshire
PO4 8QT

REGISTERED NUMBER:

08043921 (England and Wales)

SENIOR STATUTORY AUDITOR: J R Reilly

AUDITORS:

Rothmans Audit LLP
69 High Street
Fareham
Hampshire
PO16 7BB

Aerial Direct Limited

Report of the Directors for the Year Ended 30 September 2016

The directors present their report with the financial statements of the company for the year ended 30 September 2016.

DIVIDENDS

Interim dividends per share were paid as follows:

Ordinary £1.00 shares	2200000	-
A Ordinary £1.00 shares	1650000	-

The directors recommend that no final dividends be paid.

The total distribution of dividends for the year ended 30 September 2016 will be £3,850,000.

The following interim dividends were paid to Ordinary Shareholders:

15/10/15	£80,000
07/12/15	£400,000
11/01/16	£200,000
04/02/16	£180,000
02/03/16	£320,000
04/05/16	£300,000
05/07/16	£380,000
06/09/16	£340,000

The following interim dividends were paid to A Ordinary Shareholders:

15/10/15	£60,000
07/12/15	£300,000
11/01/16	£150,000
04/02/16	£135,000
02/03/16	£240,000
04/05/16	£225,000
05/07/16	£285,000
06/09/16	£255,000

DIRECTORS

The directors shown below have held office during the whole of the period from 1 October 2015 to the date of this report.

P H Davis
D Kilby

POLITICAL DONATIONS AND EXPENDITURE

During the year the company made the following charitable donations:

£157.49	Carphone Warehouse Charity Raffle Donation
£550.00	Eleanor's Voice Charity
£400.00	Claire Barrow Charity
£2,583.33	Rays of Sunshine Children's Charity

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

The auditors, Rothmans Audit LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:


.....
D Kilby - Director

Date: 28/06/2017

Report of the Independent Auditors to the Members of
Aerial Direct Limited

We have audited the financial statements of Aerial Direct Limited for the year ended 30 September 2016 on pages six to twenty one. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Strategic Report and the Report of the Directors to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 30 September 2016 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



J R Reilly (Senior Statutory Auditor)
for and on behalf of Rothmans Audit LLP
69 High Street
Fareham
Hampshire
PO16 7BB

Date: 28/06/2017

Aerial Direct Limited

Income Statement
for the Year Ended 30 September 2016

	Notes	30.9.16 £	30.9.15 £
TURNOVER		20,497,050	24,683,947
Cost of sales		<u>6,152,717</u>	<u>12,227,339</u>
GROSS PROFIT		14,344,333	12,456,608
Administrative expenses		<u>8,581,902</u>	<u>5,576,793</u>
OPERATING PROFIT	3	5,762,431	6,879,815
Interest receivable and similar income		<u>3,190</u>	<u>675</u>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		5,765,621	6,880,490
Tax on profit on ordinary activities	4	<u>752,327</u>	<u>1,384,484</u>
PROFIT FOR THE FINANCIAL YEAR		<u><u>5,013,294</u></u>	<u><u>5,496,006</u></u>

The notes form part of these financial statements

Aerial Direct Limited

Other Comprehensive Income
for the Year Ended 30 September 2016

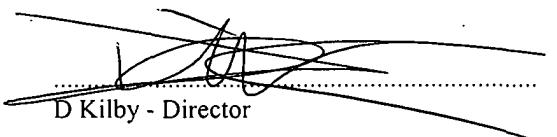
	Notes	30.9.16 £	30.9.15 £
PROFIT FOR THE YEAR		5,013,294	5,496,006
OTHER COMPREHENSIVE INCOME		-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		<u>5,013,294</u>	<u>5,496,006</u>

The notes form part of these financial statements

Balance Sheet
30 September 2016

	Notes	30.9.16 £	30.9.15 £
FIXED ASSETS			
Intangible assets	6	68,886	137,771
Tangible assets	7	332,557	364,161
		<u>401,443</u>	<u>501,932</u>
CURRENT ASSETS			
Stocks	8	5,424	-
Debtors	9	1,751,460	1,201,446
Cash at bank and in hand		1,612,624	1,760,378
		<u>3,369,508</u>	<u>2,961,824</u>
CREDITORS			
Amounts falling due within one year	10	1,866,832	2,719,484
NET CURRENT ASSETS		<u>1,502,676</u>	<u>242,340</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,904,119</u>	<u>744,272</u>
PROVISIONS FOR LIABILITIES	12	53,422	56,869
NET ASSETS		<u><u>1,850,697</u></u>	<u><u>687,403</u></u>
CAPITAL AND RESERVES			
Called up share capital	13	120	120
Retained earnings	14	1,850,577	687,283
SHAREHOLDERS' FUNDS		<u><u>1,850,697</u></u>	<u><u>687,403</u></u>

The financial statements were approved by the Board of Directors on 28/09/2017 and were signed on its behalf by:


D Kilby - Director

Aerial Direct Limited

Statement of Changes in Equity
for the Year Ended 30 September 2016

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 October 2014	120	(828,723)	(828,603)
Changes in equity			
Dividends	-	(3,980,000)	(3,980,000)
Total comprehensive income	-	5,496,006	5,496,006
Balance at 30 September 2015	120	687,283	687,403
Changes in equity			
Dividends	-	(3,850,000)	(3,850,000)
Total comprehensive income	-	5,013,294	5,013,294
Balance at 30 September 2016	120	1,850,577	1,850,697

The notes form part of these financial statements

Aerial Direct Limited

Cash Flow Statement
for the Year Ended 30 September 2016

	Notes	30.9.16 £	30.9.15 £
Cash flows from operating activities			
Cash generated from operations	1	5,067,369	5,140,034
Tax paid		(1,327,615)	56,869
Net cash from operating activities		<u>3,739,754</u>	<u>5,196,903</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(40,698)	(369,237)
Interest received		3,190	675
Net cash from investing activities		<u>(37,508)</u>	<u>(368,562)</u>
Cash flows from financing activities			
Equity dividends paid		(3,850,000)	(3,980,000)
Net cash from financing activities		<u>(3,850,000)</u>	<u>(3,980,000)</u>
(Decrease)/increase in cash and cash equivalents		<u>(147,754)</u>	<u>848,341</u>
Cash and cash equivalents at beginning of year	2	1,760,378	912,037
Cash and cash equivalents at end of year	2	<u><u>1,612,624</u></u>	<u><u>1,760,378</u></u>

The notes form part of these financial statements

Notes to the Cash Flow Statement
for the Year Ended 30 September 2016

1. **RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS**

	30.9.16	30.9.15
	£	£
Profit before taxation	5,765,621	6,880,490
Depreciation charges	141,187	229,386
Finance income	(3,190)	(675)
	5,903,618	7,109,201
Increase in stocks	(5,424)	-
(Increase)/decrease in trade and other debtors	(550,014)	691,326
Decrease in trade and other creditors	(280,811)	(2,660,493)
Cash generated from operations	5,067,369	5,140,034

2. **CASH AND CASH EQUIVALENTS**

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

Year ended 30 September 2016

	30.9.16	1.10.15
	£	£
Cash and cash equivalents	1,612,624	1,760,378

Year ended 30 September 2015

	30.9.15	1.10.14
	£	£
Cash and cash equivalents	1,760,378	912,037

Notes to the Financial Statements
for the Year Ended 30 September 2016

1. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with 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.

Significant judgements and estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Changes in accounting policies

This is the first year the company has presented its results under FRS 102. The last financial statements prepared under UK GAAP were for the year ended 30th September 2015. The date of transition to FRS 102 was 1st October 2014. Set out below are the changes in accounting policies which reconcile profit and total equity at 1st October 2014 and 30th September 2014 between UK GAAP as previously reported and FRS 102. This reconciliation can be found on pages 18 to 20.

A. Under previous UK GAAP the company was not required to provide for holiday accruals or prepayments at the year end. Under FRS 102 a provision is required for this and has been applied to the opening position at 1st October 2014 (£35,754 prepayment) and to the closing position at 30th September 2015 (£69,390 prepayment).

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 2012, is being amortised evenly over its estimated useful life of five years.

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 - 25% on reducing balance

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred tax

Deferred taxation is provided on the liability method to take account of timing differences between the treatment of certain items for accounts purposes and their treatment for tax purposes.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the period end and that are expected to apply to the reversal of timing differences.

Taxation

Taxation expense for the period comprises of current and deferred tax recognised in the reporting period. Tax is recognised in the profit and loss account, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case tax is also recognised in other comprehensive income or directly in equity respectively.

Current and deferred taxation assets and liabilities are not discounted.

Current tax is the amount of income tax payable in respect of the taxable profit for the year. Tax is calculated on the basis of tax rates and laws that have been enacted or substantively enacted at the period end.

1. **ACCOUNTING POLICIES - continued**

Financial instruments

The company has the following basic financial instruments:

- Short term debtors and creditors

Short term debtors and creditors are recorded at transaction price. Any losses arising from impairment are recognised in the profit and loss account.

Share capital and distributions to equity holders

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Dividends and other distributions to the company's shareholders are recognised as a liability in the financial statements in the period in which the dividends and other distributions are approved. These amounts are recognised in the statement of changes in equity.

2. **STAFF COSTS**

	30.9.16	30.9.15
	£	£
Wages and salaries	6,385,291	3,785,624
Social security costs	632,325	539,660
	<u>7,017,616</u>	<u>4,325,284</u>

The average monthly number of employees during the year was as follows:

	30.9.16	30.9.15
Sales and admin staff	<u>218</u>	<u>200</u>

3. **OPERATING PROFIT**

The operating profit is stated after charging:

	30.9.16	30.9.15
	£	£
Depreciation - owned assets	72,302	160,501
Goodwill amortisation	68,885	68,885
Auditors' remuneration	<u>9,500</u>	<u>-</u>
Directors' remuneration	<u>-</u>	<u>-</u>

Notes to the Financial Statements - continued
for the Year Ended 30 September 2016

4. **TAXATION****Analysis of the tax charge**

The tax charge on the profit on ordinary activities for the year was as follows:

	30.9.16 £	30.9.15 £
Current tax:		
UK corporation tax	1,080,044	1,327,615
Prior year adjustment	(324,270)	-
Total current tax	755,774	1,327,615
Deferred tax	(3,447)	56,869
Tax on profit on ordinary activities	752,327	1,384,484

Reconciliation of total tax charge included in profit and loss

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	30.9.16 £	30.9.15 £
Profit on ordinary activities before tax	5,765,621	6,880,490
Profit on ordinary activities multiplied by the standard rate of corporation tax in the UK of 20% (2015 - 20.500%)	1,153,124	1,410,500
Effects of:		
Expenses not deductible for tax purposes	21,407	20,767
Capital allowances in excess of depreciation	-	(60,696)
Depreciation in excess of capital allowances	3,447	-
Utilisation of tax losses	-	(42,956)
Research and Development	(97,934)	-
Deferred taxation	(3,447)	56,869
Prior year adjustment for R & D	(324,270)	-
Total tax charge	752,327	1,384,484

The prior year adjustment relates to a R&D claim subsequently submitted for the accounting period to 30th September 2015.

5. **DIVIDENDS**

	30.9.16 £	30.9.15 £
Ordinary shares of £1.00 each		
Interim	2,200,000	2,660,000
A Ordinary shares of £1.00 each		
Interim	1,650,000	1,320,000
	3,850,000	3,980,000

Notes to the Financial Statements - continued
for the Year Ended 30 September 2016

6. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 October 2015	
and 30 September 2016	344,426
AMORTISATION	
At 1 October 2015	206,655
Amortisation for year	68,885
At 30 September 2016	275,540
NET BOOK VALUE	
At 30 September 2016	68,886
At 30 September 2015	137,771

7. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1 October 2015	642,001
Additions	40,698
At 30 September 2016	682,699
DEPRECIATION	
At 1 October 2015	277,840
Charge for year	72,302
At 30 September 2016	350,142
NET BOOK VALUE	
At 30 September 2016	332,557
At 30 September 2015	364,161

8. STOCKS

	30.9.16 £	30.9.15 £
Stocks	5,424	-

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.16 £	30.9.15 £
Trade debtors	55,778	1,096,960
Other debtors	29,940	7,147
Accrued income	1,458,711	-
Prepayments	91,338	27,949
Holiday prepayment	115,693	69,390
	1,751,460	1,201,446

Notes to the Financial Statements - continued
for the Year Ended 30 September 2016

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.16	30.9.15
	£	£
Trade creditors	432,819	77,907
Tax	755,774	1,327,615
Social security and other taxes	179,274	166,493
VAT	393,129	1,035,178
Other creditors	-	71,925
Accrued expenses	105,836	40,366
	<u>1,866,832</u>	<u>2,719,484</u>

11. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	30.9.16	30.9.15
	£	£
Within one year	118,750	125,000
Between one and five years	420,000	431,250
In more than five years	275,000	382,500
	<u>813,750</u>	<u>938,750</u>

The operating leases are due to be reviewed in June 2017 and March 2018.

12. PROVISIONS FOR LIABILITIES

	30.9.16	30.9.15
	£	£
Deferred tax	<u>53,422</u>	<u>56,869</u>
		Deferred tax
		£
Balance at 1 October 2015		56,869
Accelerated capital allowances		(3,447)
Balance at 30 September 2016		<u>53,422</u>

13. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	30.9.16	30.9.15
			£	£
60	Ordinary	£1.00	60	60
60	A Ordinary	£1.00	60	60
			<u>120</u>	<u>120</u>

Notes to the Financial Statements - continued
for the Year Ended 30 September 2016

14. **RESERVES**

	Retained earnings £
At 1 October 2015	687,283
Profit for the year	5,013,294
Dividends	(3,850,000)
At 30 September 2016	<u>1,850,577</u>

15. **RELATED PARTY DISCLOSURES**

Ainslie Consulting Limited

A company in which D Ainslie is a shareholder

During the year the company was charged consultancy and commission fees totalling £409,750 (2015: £627,276) by Ainslie Consulting Limited. All transactions are on an arms length commercial basis and no amounts were written off during the year. There were no balances outstanding at the year end 30th September 2016 and 30th September 2015.

Aerial Telephones Limited

A company in which Mr P H Davis is a shareholder

During the year the company raised sales totalling £19,212,437 (2015: £17,969,433) to Aerial Telephones Limited, and were charged for purchases and other direct costs totalling £3,382,724 (2015: £3,614,014). All transactions are on an arms length commercial basis and no amounts were written off during the year.

	30.9.16 £	30.9.15 £
Amount due (to)/from related party at the balance sheet date	<u>(274,568)</u>	<u>1,096,960</u>

Beebu Telecom Limited

A company in which D Kilby and P Davis are shareholders

During the year the company raised sales totalling £162 (2015: £Nil) and was charged purchases totalling £20,000 (2015: £Nil) by Beebu Limited. The company also lent Beebu Limited a total of £29,170 during the year. All transactions are on an arms length commercial basis and no amounts were written off during the year.

	30.9.16 £	30.9.15 £
Amount due from related party at the balance sheet date	<u>29,332</u>	<u>-</u>

D Kilby Consulting Limited

A company in which Mr D Kilby is a shareholder

During the year the company was charged consultancy and commission fees totalling £777,500 (2015: £1,195,000) by D Kilby Consulting Limited. All transactions are on an arms length commercial basis and no amounts were written off during the year. There were no balances outstanding at the year end 30th September 2016 and 30th September 2015.

15. RELATED PARTY DISCLOSURES - continued

M Rhys Consulting Limited

A company in which M Rhys is a shareholder.

During the year the company was charged consultancy and commission fees totalling £409,750 (2015: £616,750) by M Rhys Consulting Limited. All transactions are on an arms length commercial basis and no amounts were written off during the year. There were no balances outstanding at the year end 30th September 2016 and 30th September 2015.

16. ULTIMATE CONTROLLING PARTY

There is no ultimate controlling party.

Aerial Direct Limited

Reconciliation of Equity

1 October 2014

(Date of Transition to FRS 102)

	Notes	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
FIXED ASSETS				
Intangible assets		206,656	-	206,656
Tangible assets		155,425	-	155,425
		<u>362,081</u>	<u>-</u>	<u>362,081</u>
CURRENT ASSETS				
Debtors		1,867,041	-	1,867,041
Prepayments and accrued income	A	12,545	35,754	48,299
Cash at bank		912,037	-	912,037
		<u>2,791,623</u>	<u>35,754</u>	<u>2,827,377</u>
CREDITORS				
Amounts falling due within one year		(3,008,486)	-	(3,008,486)
NET CURRENT LIABILITIES		<u>(216,863)</u>	<u>35,754</u>	<u>(181,109)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		145,218	35,754	180,972
CREDITORS				
Amounts falling due after more than one year		(973,821)	-	(973,821)
NET LIABILITIES		<u>(828,603)</u>	<u>35,754</u>	<u>(792,849)</u>
CAPITAL AND RESERVES				
Called up share capital		120	-	120
Other reserves		(828,723)	35,754	(792,969)
SHAREHOLDERS' FUNDS		<u>(828,603)</u>	<u>35,754</u>	<u>(792,849)</u>

The notes form part of these financial statements

Aerial Direct Limited

Reconciliation of Equity - continued

30 September 2015

	Notes	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
FIXED ASSETS				
Intangible assets		137,771	-	137,771
Tangible assets		364,161	-	364,161
		<u>501,932</u>	<u>-</u>	<u>501,932</u>
CURRENT ASSETS				
Debtors		1,132,056	69,390	1,201,446
Cash at bank		1,760,378	-	1,760,378
		<u>2,892,434</u>	<u>69,390</u>	<u>2,961,824</u>
CREDITORS				
Amounts falling due within one year		(2,719,484)	-	(2,719,484)
NET CURRENT ASSETS		<u>172,950</u>	<u>69,390</u>	<u>242,340</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		674,882	69,390	744,272
PROVISIONS FOR LIABILITIES		<u>(56,869)</u>	<u>-</u>	<u>(56,869)</u>
NET ASSETS		<u>618,013</u>	<u>69,390</u>	<u>687,403</u>
CAPITAL AND RESERVES				
Called up share capital		120	-	120
Retained earnings		617,893	69,390	687,283
SHAREHOLDERS' FUNDS		<u>618,013</u>	<u>69,390</u>	<u>687,403</u>

Notes to the reconciliation of equity

Note 1 to the financial statements "Accounting Policies" includes a sub-heading 'Changes in accounting policies' which includes details regarding the reconciliation of equity above.

Aerial Direct Limited

Reconciliation of Profit
for the Year Ended 30 September 2015

	Notes	UK GAAP £	Effect of transition to FRS 102 £	FRS 102 £
TURNOVER		24,683,947	-	24,683,947
Cost of sales		(12,227,339)	-	(12,227,339)
GROSS PROFIT		12,456,608	-	12,456,608
Administrative expenses	A	(5,646,183)	69,390	(5,576,793)
OPERATING PROFIT		6,810,425	69,390	6,879,815
Interest receivable and similar income		675	-	675
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		6,811,100	69,390	6,880,490
Tax on profit on ordinary activities		(1,384,484)	-	(1,384,484)
PROFIT FOR THE FINANCIAL YEAR		5,426,616	69,390	5,496,006

Notes to the reconciliation of profit or loss

Note 1 to the financial statements "Accounting Policies" includes a sub-heading 'Changes in accounting policies' which includes details regarding the reconciliation of profit above.