

# **HOW MARKET LIMITED**

**Company Registration Number:  
08765921 (England and Wales)**

**Unaudited abridged accounts for the year ended 30 November 2018**

## **Period of accounts**

**Start date: 01 December 2017**

**End date: 30 November 2018**

# **HOW MARKET LIMITED**

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# HOW MARKET LIMITED

## Company Information

for the Period Ended 30 November 2018

**Director:** Katherine Smyth

**Registered office:** 86-90  
Paul Street  
London  
EC2A 4NE

**Company Registration Number:** 08765921 (England and Wales)

# **HOW MARKET LIMITED**

## **Directors' Report Period Ended 30 November 2018**

The directors present their report with the financial statements of the company for the period ended 30 November 2018

### **Principal Activities**

Strategic Communications and Advisory Services

### **Directors**

**The directors shown below have held office during the whole of the period from 01 December 2017 to 30 November 2018**  
Katherine Smyth

**This report was approved by the board of directors on 29 August 2019**  
**And Signed On Behalf Of The Board By:**

Name: Katherine Smyth  
Status: Director

# HOW MARKET LIMITED

## Balance sheet

As at 30 November 2018

|                                                          | <i>Notes</i> | <i>2018</i><br>£ | <i>2017</i><br>£ |
|----------------------------------------------------------|--------------|------------------|------------------|
| <b>Fixed assets</b>                                      |              |                  |                  |
| Intangible assets:                                       | 2            | 0                | 0                |
| Tangible assets:                                         | 3            | 0                | 1,000            |
| <b>Total fixed assets:</b>                               |              | <u>0</u>         | <u>1,000</u>     |
| <b>Current assets</b>                                    |              |                  |                  |
| Stocks:                                                  |              | 100              | 100              |
| Debtors:                                                 |              | 11,500           | 8,600            |
| Cash at bank and in hand:                                |              | 5,768            | 1,650            |
| <b>Total current assets:</b>                             |              | <u>17,368</u>    | <u>10,350</u>    |
| Prepayments and accrued income:                          |              | 0                | 0                |
| Creditors: amounts falling due within one year:          |              | ( 1,300 )        | ( 2,500 )        |
| <b>Net current assets (liabilities):</b>                 |              | <u>16,068</u>    | <u>7,850</u>     |
| Total assets less current liabilities:                   |              | 16,068           | 8,850            |
| Creditors: amounts falling due after more than one year: |              | ( 0 )            | ( 0 )            |
| Provision for liabilities:                               |              | ( 0 )            | ( 0 )            |
| Accruals and deferred income:                            |              | ( 0 )            | ( 0 )            |
| <b>Total net assets (liabilities):</b>                   |              | <u>16,068</u>    | <u>8,850</u>     |

The notes form part of these financial statements

# HOW MARKET LIMITED

## Balance sheet continued

As at 30 November 2018

|                             | <i>Notes</i> | <i>2018</i><br>£ | <i>2017</i><br>£ |
|-----------------------------|--------------|------------------|------------------|
| <b>Capital and reserves</b> |              |                  |                  |
| Called up share capital:    |              | 1                | 1                |
| Revaluation reserve:        | 4            | 0                | 0                |
| Profit and loss account:    |              | 16,067           | 8,849            |
| <b>Shareholders funds:</b>  |              | <u>16,068</u>    | <u>8,850</u>     |

For the year ending 30 November 2018 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.

The members have agreed to the preparation of abridged accounts for this accounting period in accordance with Section 444(2A).

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

**This report was approved by the board of directors on 29 August 2019**

**And Signed On Behalf Of The Board By:**

Name: Katherine Smyth

Status: Director

The notes form part of these financial statements

# **HOW MARKET LIMITED**

## **Notes to the Financial Statements**

**for the Period Ended 30 November 2018**

### **1. Accounting policies**

#### **Basis of measurement and preparation**

These financial statements have been prepared in accordance with the provisions of Section 1A (Small Entities) of Financial Reporting Standard 102

# HOW MARKET LIMITED

## Notes to the Financial Statements

for the Period Ended 30 November 2018

### 2. Intangible assets

|                                    | Total    |
|------------------------------------|----------|
| <b>Cost</b>                        | £        |
| At 01 December 2017                | 0        |
| Additions                          | 0        |
| Disposals                          | (0)      |
| Revaluations                       | 0        |
| Transfers                          | 0        |
| At 30 November 2018                | <b>0</b> |
| <b>Amortisation</b>                |          |
| Amortisation at 01 December 2017   | 0        |
| Charge for year                    | 0        |
| On disposals                       | (0)      |
| Other adjustments                  | 0        |
| Amortisation at 30 November 2018   | <b>0</b> |
| <b>Net book value</b>              |          |
| Net book value at 30 November 2018 | <b>0</b> |
| Net book value at 30 November 2017 | <b>0</b> |

N/A

# HOW MARKET LIMITED

## Notes to the Financial Statements

for the Period Ended 30 November 2018

### 3. Tangible Assets

|                       | Total        |
|-----------------------|--------------|
| <b>Cost</b>           | £            |
| At 01 December 2017   | 1,000        |
| Additions             | 0            |
| Disposals             | (1,000)      |
| Revaluations          | 0            |
| Transfers             | 0            |
| At 30 November 2018   | <b>0</b>     |
| <b>Depreciation</b>   |              |
| At 01 December 2017   | 0            |
| Charge for year       | 0            |
| On disposals          | (0)          |
| Other adjustments     | 0            |
| At 30 November 2018   | <b>0</b>     |
| <b>Net book value</b> |              |
| At 30 November 2018   | <b>0</b>     |
| At 30 November 2017   | <b>1,000</b> |

N/A

# HOW MARKET LIMITED

## Notes to the Financial Statements

for the Period Ended 30 November 2018

### 4. Revaluation reserve

|                                      | <i>2018</i><br><i>£</i> |
|--------------------------------------|-------------------------|
| Balance at 01 December 2017          | 0                       |
| Surplus or deficit after revaluation | 0                       |
| Balance at 30 November 2018          | <hr/> 0 <hr/>           |

N/A

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