

Cyber Media Solutions Limited

Annual Report and Unaudited Financial Statements

for the Year Ended 31 March 2019

Winton Bath Limited
Chartered Accountants
First Floor
6 Ferranti Court
Staffordshire Technology Park
Stafford
Staffordshire
ST18 0LQ

Cyber Media Solutions Limited

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Cyber Media Solutions Limited

Company Information

Director Mr A B Bonser

Company secretary Mr S M Bidmead

Registered office Opus House
Priestley Court
Staff Tech Park
Stafford
Staffordshire
ST18 0LQ

Accountants Winton Bath Limited
Chartered Accountants
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Cyber Media Solutions Limited
(Registration number: 03858761)
Balance Sheet as at 31 March 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	4	16,575	29,066
Current assets			
Debtors	5	386,442	330,728
Cash at bank and in hand		1,843	39,945
		388,285	370,673
Creditors: Amounts falling due within one year	6	(251,194)	(236,567)
Net current assets		137,091	134,106
Net assets		153,666	163,172
Capital and reserves			
Called up share capital	7	100	100
Capital redemption reserve		40,000	40,000
Profit and loss account		113,566	123,072
Total equity		153,666	163,172

For the financial year ending 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the director on 6 December 2019

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Mr A B Bonser
Director

The notes on pages [3](#) to [7](#) form an integral part of these financial statements.

Cyber Media Solutions Limited

Notes to the Financial Statements for the Year Ended 31 March 2019

1 General information

The company is a private company limited by share capital, incorporated in England.

The address of its registered office is:

Opus House
Priestley Court
Staff Tech Park
Stafford
Staffordshire
ST18 0LQ

These financial statements were authorised for issue by the director on 6 December 2019.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;
it is probable that future economic benefits will flow to the entity;
and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

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

Cyber Media Solutions Limited

Notes to the Financial Statements for the Year Ended 31 March 2019

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

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

Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Fixtures and fittings	Straight line over 7 years
Computer equipment	20% on cost

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis. The share capital disclosed on the balance sheet is allotted called up and fully paid.

Cyber Media Solutions Limited

Notes to the Financial Statements for the Year Ended 31 March 2019

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 18 (2018 - 21).

Cyber Media Solutions Limited

Notes to the Financial Statements for the Year Ended 31 March 2019

4 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
At 1 April 2018	<u>313,006</u>	<u>313,006</u>
At 31 March 2019	<u>313,006</u>	<u>313,006</u>
Depreciation		
At 1 April 2018	283,940	283,940
Charge for the year	<u>12,491</u>	<u>12,491</u>
At 31 March 2019	<u>296,431</u>	<u>296,431</u>
Carrying amount		
At 31 March 2019	<u>16,575</u>	<u>16,575</u>
At 31 March 2018	<u>29,066</u>	<u>29,066</u>

5 Debtors

	2019 £	2018 £
Trade debtors	257,527	218,727
Prepayments	7,365	7,256
Other debtors	<u>121,550</u>	<u>104,745</u>
	<u>386,442</u>	<u>330,728</u>

Included in other debtors is a deferred tax asset of £21,324 (2018 £30,363) arising from research and development claims.

Included in other debtors is amounts recoverable on contracts of £76,000 (2018 £63,156).

Cyber Media Solutions Limited

Notes to the Financial Statements for the Year Ended 31 March 2019

6 Creditors

Creditors: amounts falling due within one year

	2019 £	2018 £
Due within one year		
Trade creditors	22,313	23,472
Taxation and social security	82,935	81,611
Other creditors	145,946	131,484
	<u>251,194</u>	<u>236,567</u>

7 Share capital

Allotted, called up and fully paid shares

	2019		2018	
	No.	£	No.	£
Ordinary of £1 each	100	100	100	100

8 Related party transactions

Transactions with directors

During the year Mr A B Bonser, director, made an interest free loan to the company as follows:

	At 1 April 2018 £	Advances to directors £	Repayments by director £	At 31 March 2019 £
2019				
Mr A B Bonser				
Directors loan account	(63,000)	100,150	(122,332)	(85,182)

	Advances to directors £	Repayments by director £	At 31 March 2018 £
2018			
Mr A B Bonser			
Directors loan account	40,000	(103,000)	(63,000)