

REGISTERED NUMBER: 09370695 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

FOR

APPSUMER LTD

APPSUMER LTD (REGISTERED NUMBER: 09370695)

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FOR THE YEAR ENDED 31 DECEMBER 2019

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APPSUMER LTD

COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2019

DIRECTORS: N S Jones
M S Lais
M Maniar

SECRETARY: OHS Secretaries Limited

REGISTERED OFFICE: 9th Floor
107 Cheapside
London
EC2V 6DN

REGISTERED NUMBER: 09370695 (England and Wales)

ACCOUNTANTS: Horizon Accounts Ltd
Stapleton House Second Floor
110 Clifton Street
London
EC2A 4HT

STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2019

		31.12.19		31.12.18 as restated	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	5		9,429		13,743
CURRENT ASSETS					
Debtors	6	475,851		382,211	
Cash at bank		<u>19,140</u>		<u>436,962</u>	
		494,991		819,173	
CREDITORS					
Amounts falling due within one year	7	<u>427,183</u>		<u>133,402</u>	
NET CURRENT ASSETS			<u>67,808</u>		<u>685,771</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>77,237</u>		<u>699,514</u>
CAPITAL AND RESERVES					
Called up share capital	9		2,320		2,172
Share premium			3,532,632		2,972,389
Share option reserve			223,754		38,981
Retained earnings			<u>(3,681,469)</u>		<u>(2,314,028)</u>
SHAREHOLDERS' FUNDS			<u>77,237</u>		<u>699,514</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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)

STATEMENT OF FINANCIAL POSITION - continued
31 DECEMBER 2019

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

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

The financial statements were approved by the Board of Directors on 28 February 2020 and were signed on its behalf by:

M S Lais - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019

1. **STATUTORY INFORMATION**

Appsumer Ltd 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](#).

The presentation currency of the financial statements is the Pound Sterling (£).

2. **STATEMENT OF COMPLIANCE**

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" including the provisions of Section 1A "Small Entities" and the Companies Act 2006.

3. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

The financial statements have been prepared under the historical cost convention.

Preparation of consolidated financial statements

The financial statements contain information about Appsumer Ltd as an individual company and do not contain consolidated financial information as the parent of a group. The company is exempt under Section 399(2A) of the Companies Act 2006 from the requirements to prepare consolidated financial statements.

Significant judgements and estimates

Share based payments as set out in note 13 to the accounts have been made to the employees. As disclosed in the Share Based Payments accounting policy note below, the fair value of options are recognised in the income statement over the course of the vesting period. The fair value estimate is based on the value of the shares at the date of grant.

There have been no other significant judgements or estimates applied to the numbers contained within these financial statements.

Turnover

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

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Computer equipment - 3 years.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2019

3. ACCOUNTING POLICIES - continued

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 accounts receivable and payable, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares. Derivative financial instruments are initially recorded at cost and thereafter at fair value with changes recognised in the income statement.

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.

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

Financial assets and liabilities are offset and the net amount reported in the statement of financial position 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.

Taxation

Taxation for the year comprises current tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the statement of financial position date.

The tax credit disclosed in the income statement represents the surrender of corporation tax losses for research and development tax credits.

Research and development

Revenue expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the statement of financial position date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2019

3. ACCOUNTING POLICIES - continued

Going concern

The financial statements have been prepared on the going concern basis. The company incurred losses during the year. The company raised additional funds during the year and after the year; the company is still undergoing its research and development phase. Once this phase is completed, the directors expect the company to trade profitably and generate significant cash so that it may meet its obligations, if and when, they become due. The directors are therefore of the opinion that they should continue to adopt the going concern basis of accounting in preparing the annual financial statements.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and demand 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 to changes in value.

Share based payments

The company operates an equity-settled compensation plan. The fair value of the employee services received in exchange for the grant of the options is recognised as an expense in the relevant entity. The total amount to be expensed over the vesting period is determined by reference to the fair value of the options granted at the date of grant, excluding the impact of any non-market vesting conditions (for example, profitability and sales growth targets). Non-market vesting conditions are included in assumptions about the number of options that are expected to vest. At each statement of financial position date, the entity revises its estimates of the number of options that are expected to vest. It recognises the impact of the revision to original estimates, if any, in the relevant income statement. The credit entry is taken to reserves because the share options are equity-settled.

4. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 24 (2018 - 24) .

5. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 January 2019	27,821
Additions	<u>3,908</u>
At 31 December 2019	<u>31,729</u>
DEPRECIATION	
At 1 January 2019	14,078
Charge for year	<u>8,222</u>
At 31 December 2019	<u>22,300</u>
NET BOOK VALUE	
At 31 December 2019	<u>9,429</u>
At 31 December 2018	<u>13,743</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2019**

6.	DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	31.12.19	31.12.18 as restated
		£	£
	Trade debtors	118,476	92,202
	Amounts owed by group undertakings	129,251	-
	Other debtors	<u>228,124</u>	<u>290,009</u>
		<u>475,851</u>	<u>382,211</u>

7.	CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	31.12.19	31.12.18 as restated
		£	£
	Trade creditors	48,870	24,094
	Taxation and social security	70,182	35,856
	Other creditors	<u>308,131</u>	<u>73,452</u>
		<u>427,183</u>	<u>133,402</u>

8.	LEASING AGREEMENTS		
	Minimum lease payments under non-cancellable operating leases fall due as follows:		
		31.12.19	31.12.18 as restated
		£	£
	Within one year	<u>141,596</u>	<u>195,595</u>

9.	CALLED UP SHARE CAPITAL				
	Allotted, issued and fully paid:				
	Number:	Class:	Nominal value:	31.12.19	31.12.18 as restated
				£	£
	2,319,567	Ordinary	£0.001	<u>2,320</u>	<u>2,172</u>

10. RELATED PARTY DISCLOSURES

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

During the year, the directors advanced £30,000 to the company. At the date of the financial statements, the company owed the directors £30,000 (2018 - £0). The loans are interest free and repayable on demand.

11. POST BALANCE SHEET EVENTS

After the financial year end the company raised further investment of £249,983.

12. ULTIMATE CONTROLLING PARTY

During the year there is no ultimate controlling party.

13. SHARE-BASED PAYMENT TRANSACTIONS

The company operates an EMI qualifying share option scheme for its employees. As at the date of the Statement of Financial Position, the company had granted 106,465 EMI qualifying share options to 11 employees with exercise prices ranging from £0.24 to £0.40 per share. As at the year end 20,112 share options had vested and 8,146 share options were lapsed or none of the options were exercised. Share options vest quarterly ranging from a period of 2 to 6 years from the date of grant.

As at the date of the Statement of Financial Position, the company had granted 23,067 non approved share options to 2 employees with exercise prices £0.40 per share. As at the year end 23,067 share options had vested and no share options were lapsed or exercised.

The share options are exercisable on the share capital of the company.

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.