

# Immersive Interactive Ltd

Annual Report and Unaudited Financial Statements  
for the Year Ended 31 October 2020

# Immersive Interactive Ltd

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**Immersive Interactive Ltd**  
**(Registration number: 08249125)**  
**Balance Sheet as at 31 October 2020**

|  | Note     | 2020<br>£               | 2019<br>£             |
|--|----------|-------------------------|-----------------------|
| <b>Fixed assets</b>  |          |                         |                       |
| Intangible assets  | <u>4</u> | 344,436                 | 108,094               |
| Tangible assets  | <u>5</u> | <u>177,070</u>          | <u>162,603</u>        |
|  |          | 521,506                 | 270,697               |
| <b>Current assets</b>  |          |                         |                       |
| Stocks   | <u>6</u> | 36,808                  | 16,320                |
| Debtors  | <u>7</u> | 466,049                 | 519,574               |
| Cash at bank and in hand                                       |          | <u>1,073,258</u>        | <u>402,594</u>        |
|  |          | 1,576,115               | 938,488               |
| <b>Creditors: Amounts falling due within one year</b>          | <u>8</u> | <u>(496,512)</u>        | <u>(385,456)</u>      |
| <b>Net current assets</b>                                      |          | <u>1,079,603</u>        | <u>553,032</u>        |
| <b>Total assets less current liabilities</b>                   |          | 1,601,109               | 823,729               |
| <b>Creditors: Amounts falling due after more than one year</b> | <u>8</u> | <u>(508,591)</u>        | <u>(97,863)</u>       |
| <b>Net assets</b>  |          | <u><u>1,092,518</u></u> | <u><u>725,866</u></u> |
| <b>Capital and reserves</b>                                    |          |                         |                       |
| Called up share capital  |          | 11                      | 10                    |
| Share premium reserve  |          | 186,945                 | 54,748                |
| Profit and loss account  |          | <u>905,562</u>          | <u>671,108</u>        |
| <b>Total equity</b>  |          | <u><u>1,092,518</u></u> | <u><u>725,866</u></u> |

**Immersive Interactive Ltd**  
**(Registration number: 08249125)**  
**Balance Sheet as at 31 October 2020**

For the financial year ending 31 October 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' 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 directors acknowledge their 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 Board on 21 July 2021 and signed on its behalf by:

.....

Mr C M Porter

Director

# Immersive Interactive Ltd

## Notes to the Financial Statements for the Year Ended 31 October 2020

### 1 General information

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

The address of its registered office is:

55 Houghton Street  
Southport  
Merseyside  
PR9 0PG  
England

### 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.

# Immersive Interactive Ltd

## Notes to the Financial Statements for the Year Ended 31 October 2020

### 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:

| <b>Asset class</b>  | <b>Depreciation method and rate</b> |
|---------------------|-------------------------------------|
| Property            | 2% straight line basis              |
| Plant and machinery | 25% reducing balance basis          |
| Motor vehicles      | 25% reducing balance basis          |

### Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

| <b>Asset class</b> | <b>Amortisation method and rate</b> |
|--------------------|-------------------------------------|
| Development costs  | 3 year straight line                |

### 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.

### Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

# **Immersive Interactive Ltd**

## **Notes to the Financial Statements for the Year Ended 31 October 2020**

### **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.

### **Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

### **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.

### **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 directors) during the year, was 11 (2019 - 8).

## Immersive Interactive Ltd

### Notes to the Financial Statements for the Year Ended 31 October 2020

#### 4 Intangible assets

|                               | <b>Internally<br/>generated<br/>software<br/>development<br/>costs<br/>£</b> | <b>Total<br/>£</b> |
|-------------------------------|--|--------------------|
| <b>Cost or valuation</b>      |  |                    |
| At 1 November 2019            | 123,520  | 123,520            |
| Additions acquired separately | 268,759  | 268,759            |
| At 31 October 2020            | 392,279  | 392,279            |
| <b>Amortisation</b>           |  |                    |
| At 1 November 2019            | 15,426   | 15,426             |
| Amortisation charge           | 32,417   | 32,417             |
| At 31 October 2020            | 47,843   | 47,843             |
| <b>Carrying amount</b>        |  |                    |
| At 31 October 2020            | 344,436  | 344,436            |
| At 31 October 2019            | 108,094  | 108,094            |

#### 5 Tangible assets

|                          | <b>Land and<br/>buildings<br/>£</b> | <b>Plant and<br/>machinery<br/>£</b> | <b>Motor vehicles<br/>£</b> | <b>Total<br/>£</b> |
|--------------------------|-------------------------------------|--------------------------------------|-----------------------------|--------------------|
| <b>Cost or valuation</b> |                                     |                                      |                             |                    |
| At 1 November 2019       | 108,495                             | 62,074                               | 28,496                      | 199,065            |
| Additions                | -                                   | 35,205                               | -                           | 35,205             |
| At 31 October 2020       | 108,495                             | 97,279                               | 28,496                      | 234,270            |
| <b>Depreciation</b>      |                                     |                                      |                             |                    |
| At 1 November 2019       | 6,510                               | 22,998                               | 6,955                       | 36,463             |
| Charge for the year      | 2,170                               | 13,182                               | 5,385                       | 20,737             |
| At 31 October 2020       | 8,680                               | 36,180                               | 12,340                      | 57,200             |
| <b>Carrying amount</b>   |                                     |                                      |                             |                    |
| At 31 October 2020       | 99,815                              | 61,099                               | 16,156                      | 177,070            |
| At 31 October 2019       | 101,985                             | 39,077                               | 21,541                      | 162,603            |

## Immersive Interactive Ltd

### Notes to the Financial Statements for the Year Ended 31 October 2020

Included within the net book value of land and buildings above is £99,815 (2019 - £101,985) in respect of freehold land and buildings.

#### 6 Stocks

|                  | 2020<br>£ | 2019<br>£ |
|------------------|-----------|-----------|
| Work in progress | 36,808    | 16,320    |

#### 7 Debtors

|                                       | 2020<br>£ | 2019<br>£ |
|---------------------------------------|-----------|-----------|
| Trade debtors                         | 463,713   | 517,373   |
| Amounts owed by related parties       | 382       | -         |
| Other debtors                         | 1,954     | 2,201     |
| Total current trade and other debtors | 466,049   | 519,574   |

## Immersive Interactive Ltd

### Notes to the Financial Statements for the Year Ended 31 October 2020

#### 8 Creditors

##### Creditors: amounts falling due within one year

|                                 | Note     | 2020<br>£      | 2019<br>£      |
|---------------------------------|----------|----------------|----------------|
| <b>Due within one year</b>      |          |                |                |
| Bank loans and overdrafts       | <u>9</u> | 29,477         | 103,535        |
| Trade creditors                 |          | 68,076         | 2,014          |
| Amounts owed to related parties |          | -              | 17,291         |
| Taxation and social security    |          | 101,821        | 79,182         |
| Other creditors                 |          | 297,138        | 183,434        |
|                                 |          | <u>496,512</u> | <u>385,456</u> |
| <b>Due after one year</b>       |          |                |                |
| Loans and borrowings            | <u>9</u> | <u>508,591</u> | <u>97,863</u>  |

#### 9 Loans and borrowings

|   | 2020<br>£      | 2019<br>£      |
|---|----------------|----------------|
| <b>Non-current loans and borrowings</b> |                |                |
| Bank borrowings                         | <u>508,591</u> | <u>97,863</u>  |
| <br>                                    |                |                |
| <b>Current loans and borrowings</b>     |                |                |
| Bank borrowings                         | <u>29,477</u>  | <u>103,535</u> |

55 Houghton Street

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Solicitors' Regulation Board's rules relating to electronic form, authentication and manner of delivery under section 1072 of  
the Companies Act 2006.