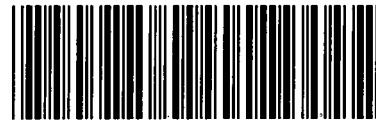


Company Registration No. 06979250 (England and Wales)

**ALVA REPUTATION ANALYSIS LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**  
**PAGES FOR FILING WITH REGISTRAR**

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# ALVA REPUTATION ANALYSIS LIMITED

## COMPANY INFORMATION

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<b>Directors</b>	A Lopez-Valenzuela A Pickering Q Boyd O Thomas W Haney R Goldsmith J J Lehman	(Appointed 24 January 2018) (Appointed 22 June 2018) (Appointed 22 June 2018)
<b>Secretary</b>	R Goldsmith	
<b>Company number</b>	06979250	
<b>Registered office</b>	The Print Rooms 164-180 Union Street Unit 5.10 London SE1 0LH	
<b>Accountants</b>	Mercer & Hole Fleet Place House 2 Fleet Place London EC4M 7RF	

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# ALVA REPUTATION ANALYSIS LIMITED

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# ALVA REPUTATION ANALYSIS LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2017

	Notes	2017		2016	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	4		22,469		33,468
Investments	5		67		67
			<u>22,536</u>		<u>33,535</u>
<b>Current assets</b>					
Debtors	7	680,362		785,837	
Cash at bank and in hand		343,943		492,040	
		<u>1,024,305</u>		<u>1,277,877</u>	
<b>Creditors: amounts falling due within one year</b>	8	<u>(821,314)</u>		<u>(509,197)</u>	
<b>Net current assets</b>			<u>202,991</u>		<u>768,680</u>
<b>Total assets less current liabilities</b>			<u>225,527</u>		<u>802,215</u>
<b>Capital and reserves</b>					
Called up share capital	9		2,035		2,035
Share premium account			2,570,272		2,570,272
Profit and loss reserves			(2,346,780)		(1,770,092)
<b>Total equity</b>			<u>225,527</u>		<u>802,215</u>

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

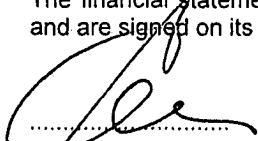
For the financial year ended 31 December 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the board of directors and authorised for issue on 20/09/18 and are signed on its behalf by:

  
A Lopez-Valenzuela  
Director

Company Registration No. 06979250

# ALVA REPUTATION ANALYSIS LIMITED

## STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 DECEMBER 2017

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	Notes	Share capital £	Share premium account £	Convertible loan notes £	Profit and loss reserves £	Total £
<b>Balance at 1 January 2016</b>		1,946	2,026,737	539,589	(1,808,223)	760,049
<b>Year ended 31 December 2016:</b>						
Profit and total comprehensive income for the year		-	-	-	38,131	38,131
Issue of share capital	9	89	543,535	(539,589)	-	4,035
<b>Balance at 31 December 2016</b>		2,035	2,570,272	-	(1,770,092)	802,215
<b>Year ended 31 December 2017:</b>						
Loss and total comprehensive income for the year		-	-	-	(576,688)	(576,688)
<b>Balance at 31 December 2017</b>		2,035	2,570,272	-	(2,346,780)	225,527

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# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2017

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### 1 Accounting policies

#### Company information

Alva Reputation Analysis Limited is a private company limited by shares incorporated in England and Wales. The registered office is The Print Rooms, 164-180 Union Street, Unit 5.10, London, SE1 0LH.

#### 1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £1.

The financial statements have been prepared on a going concern basis under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Turnover

Turnover represents amounts receivable for services net of VAT and trade discounts. Revenue is recognised as earned when, and to the extent that the company obtains the right to consideration in exchange for its performance. Income received in advance of providing the service is recognised over the period that the service is provided and revenue is accrued or deferred accordingly.

Revenue from contracts for the provision of services is recognised by reference to the stage of completion. Revenue is recognised as contract activity progresses, so that for incomplete contracts, it reflects the partial performance of the contractual obligations. For such contracts, the amount of revenue reflects the accrual of the right to consideration by reference to the value of work performed.

#### 1.3 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% on a straight line basis
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

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### 1 Accounting policies

(Continued)

#### 1.4 Fixed asset investments

Interests in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

A subsidiary is an entity controlled by the company. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

#### 1.5 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### 1.6 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand.

#### 1.7 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally 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.

#### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

#### **Impairment of financial assets**

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

#### **Classification of financial liabilities**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

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### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and loans from fellow group companies are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### 1.8 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

#### 1.9 Taxation

The tax expense represents the sum of the tax currently payable.

#### **Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

#### 1.10 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

#### 1.11 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

#### 1.12 Research and development

Research and development expenditure is written off against profits in the year in which it is incurred.

#### 1.13 Reserves

#### **Share premium**

The share premium reserve represents the excess of consideration paid for Ordinary shares above par value.

#### **Profit and loss reserves**

The profit and loss reserve represents accumulated results to date.

# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

### 2 Judgements in applying accounting policies and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

### 3 Employees

The average monthly number of persons (including directors) employed by the company during the year was 32 (2016 - 49).

### 4 Tangible fixed assets

	Plant and machinery £
<b>Cost</b>	
At 1 January 2017	82,053
Additions	2,852
	<hr/>
At 31 December 2017	84,905
	<hr/>
<b>Depreciation and impairment</b>	
At 1 January 2017	48,585
Depreciation charged in the year	13,851
	<hr/>
At 31 December 2017	62,436
	<hr/>
<b>Carrying amount</b>	
At 31 December 2017	22,469
	<hr/> <hr/>
At 31 December 2016	33,468
	<hr/> <hr/>

### 5 Fixed asset investments

	2017 £	2016 £
Investments	67	67
	<hr/> <hr/>	<hr/> <hr/>

The amount in fixed asset investments relates to Alva Reputation Intelligence Inc., a wholly owned subsidiary incorporated in the United States of America.

# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

**5 Fixed asset investments** (Continued)

**Movements in fixed asset investments**

	Shares in group undertakings £
<b>Cost or valuation</b>	
At 1 January 2017 & 31 December 2017	67
<b>Carrying amount</b>	
At 31 December 2017	67
At 31 December 2016	67

**6 Subsidiaries**

Details of the company's subsidiaries at 31 December 2017 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Alva Reputation Intelligence Inc	United States of America	Reputation intelligence	Ordinary shares	100.00	

The aggregate capital and reserves and the result for the year of the subsidiaries noted above was as follows:

Name of undertaking	Profit/(Loss) £	Capital and Reserves £
Alva Reputation Intelligence Inc	(9,951)	100

**7 Debtors**

	2017 £	2016 £
<b>Amounts falling due within one year:</b>		
Trade debtors	451,354	326,799
Corporation tax recoverable	-	123,673
Amounts owed by group undertakings	-	261,198
Other debtors	229,008	74,167
	680,362	785,837

# ALVA REPUTATION ANALYSIS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

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

	2017	2016
	£	£
Trade creditors	238,537	147,007
Amounts due to group undertakings	789	-
Other taxation and social security	63,777	130,931
Other creditors	518,211	231,259
	<u>821,314</u>	<u>509,197</u>

### 9 Called up share capital

	2017	2016
	£	£
<b>Ordinary share capital</b>		
<b>Issued and fully paid</b>		
34,600 Ordinary 'A class' Shares of 1p each	346	346
127,259 Ordinary 'B class' Shares of 1p each	1,273	1,273
41,596 Series A Shares of 1p each	416	416
	<u>2,035</u>	<u>2,035</u>

### 10 Operating lease commitments

#### Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

	2017	2016
	£	£
	288,962	145,113
	<u>288,962</u>	<u>145,113</u>

### 11 Share based payments

At the year end there were 4,696 share options in issue which had been granted to employees. The options are over the ordinary 'B' shares of £0.01 each. No options were exercised during the year. The exercise price is £0.01 and they expire after 10 years. The options vest at the earlier of a qualifying event or three years from the date of grant.

The share option charge is not material and has therefore not been included in the financial statements.

### 12 Related party transactions

These financial statements do not disclose related party transactions with subsidiary companies.

There are no other related party transactions to disclose.

### 13 Ultimate controlling party

At the year end, the directors are of the opinion that there is no ultimate controlling party.