

Snowplow Analytics Limited

Unaudited Balance Sheet
Year Ended 31 March 2019

Snowplow Analytics Limited

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Snowplow Analytics Limited

Company Information

Directors Yali Sassoon
 Alexander Dean
 Damon Reeve
 Adam Greco
 Oliver Richards

Registered office The Roma Building
 32-38 Scrutton Street
 London
 EC2A 4RQ

Snowplow Analytics Limited

(Registration number: 07852221)
Balance Sheet as at 31 March 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	<u>4</u>	53,548	40,827
Investments	<u>5</u>	15,944	15,944
		<u>69,492</u>	<u>56,771</u>
Current assets			
Debtors	6	490,212	268,145
Cash at bank and in hand		362,896	297,877
		853,108	566,022
Creditors: Amounts falling due within one year	<u>7</u>	<u>(540,039)</u>	<u>(259,418)</u>
Net current assets		<u>313,069</u>	<u>306,604</u>
Total assets less current liabilities		382,561	363,375
Provisions for liabilities		<u>(11,678)</u>	<u>(7,706)</u>
Net assets		<u>370,883</u>	<u>355,669</u>
Capital and reserves			
Called up share capital		101	100
Share premium reserve		19	-
Profit and loss account		370,763	355,569
		<u>370,883</u>	<u>355,669</u>

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.

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 and Directors' Report has been taken.

The notes on pages 5 to 9 form an integral part of these financial statements.

Snowplow Analytics Limited

(Registration number: 07852221)
Balance Sheet as at 31 March 2019

Approved and authorised by the Board on 19 December 2019 and signed on its behalf by:

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Yali Sassoon

Director

The notes on pages 5 to 9 form an integral part of these financial statements.
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Snowplow Analytics Limited

Statement of Changes in Equity Year Ended 31 March 2019

	Share capital £	Share premium £	Profit and loss account £	Total £
At 1 April 2018	100	-	355,569	355,669
Profit for the year	-	-	15,194	15,194
Total comprehensive income	-	-	15,194	15,194
New share capital subscribed	1	19	-	20
At 31 March 2019	101	19	370,763	370,883

	Share capital £	Share premium £	Profit and loss account £	Total £
At 1 April 2017		100	277,654	277,754
Profit for the year		-	97,915	97,915
Total comprehensive income		-	97,915	97,915
Dividends		-	(20,000)	(20,000)
At 31 March 2018		100	355,569	355,669

The notes on pages 5 to 9 form an integral part of these financial statements.

Snowplow Analytics Limited

Notes to the Financial Statements 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:

The Roma Building
32-38 Scrutton Street
London
EC2A 4RQ

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

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

The financial statements are presented in Sterling which is the functional currency of the company and rounded to the nearest £.

Group accounts not prepared

As the company is subject to the small companies regime, group accounts have not been prepared. The company and its subsidiaries qualify as a small group and therefore the company does not require an audit.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of services in the ordinary course of the company's activities. Turnover is recognised on an accruals basis when services are provided. Income received in advance on annual contracts is deferred and recognised in the period when the services are provided. Income from recharged professional fees is also recognised in turnover when the cost is incurred by the company.

Foreign currency transactions and balances

Transactions in foreign currencies are recorded at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the closing rates at the balance sheet date. All exchange differences are included in the profit and loss account.

Tax

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

Snowplow Analytics Limited

Notes to the Financial Statements

Year Ended 31 March 2019

The current 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.

Deferred tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the company. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

Tangible assets

Tangible assets are stated 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 4 years
Computer Equipment	Straight line over 4 years

Investments

Subsidiary undertakings are carried at historic cost.

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 debtors.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors 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.

Snowplow Analytics Limited

Notes to the Financial Statements

Year Ended 31 March 2019

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.

3 Staff numbers

The average number of persons employed by the company during the year was 18 (2018 - 13).

Snowplow Analytics Limited

Notes to the Financial Statements Year Ended 31 March 2019

4 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
At 1 April 2018	57,937	57,937
Additions	31,190	31,190
At 31 March 2019	<u>89,127</u>	<u>89,127</u>
Depreciation		
At 1 April 2018	17,110	17,110
Charge for the year	18,469	18,469
At 31 March 2019	<u>35,579</u>	<u>35,579</u>
Carrying amount		
At 31 March 2019	<u>53,548</u>	<u>53,548</u>
At 31 March 2018	<u>40,827</u>	<u>40,827</u>

5 Investments

	2019 £	2018 £
Investments in subsidiaries	<u>15,944</u>	<u>15,944</u>

Subsidiaries

Cost or valuation		
At 1 April 2018		<u>15,944</u>
Carrying amount		
At 31 March 2019		<u>15,944</u>
At 31 March 2018		<u>15,944</u>

Snowplow Analytics Limited

Notes to the Financial Statements Year Ended 31 March 2019

Details of undertakings

Details of the investments (including principal place of business of unincorporated entities) in which the company holds 20% or more of the nominal value of any class of share capital are as follows:

Undertaking	Registered office	Holding	Proportion of voting rights and shares held	
			2019	2018
Subsidiary undertakings				
Snowplow Analytics Inc.	10 East 40th street 10th Floor New York 10016 United States of America		100%	100%

The principal activity of Snowplow Analytics Inc. is data analytics.

6 Debtors

	2019 £	2018 £
Trade debtors	308,155	211,653
Other debtors	182,057	56,492
	<u>490,212</u>	<u>268,145</u>

7 Creditors

	2019 £	2018 £
Due within one year		
Trade creditors	176,996	65,677
Taxation and social security	12,076	47,395
Other creditors	350,967	146,346
	<u>540,039</u>	<u>259,418</u>

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.