

**SEARCHPILOT LIMITED  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

## SearchPilot Limited Contents

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**SearchPilot Limited**  
**Balance Sheet**  
**As At 31 March 2025**

Registered number: 12316032

	Notes	2025		2024	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible Assets	4		18,767		17,638
			18,767		17,638
<b>CURRENT ASSETS</b>					
Debtors	5	714,431		608,541	
Investments	6	78		78	
Cash at bank and in hand		245,535		502,685	
		960,044		1,111,304	
<b>Creditors: Amounts Falling Due Within One Year</b>	7		(1,080,419 )		(1,194,848 )
			(120,375 )		(83,544 )
<b>NET CURRENT ASSETS (LIABILITIES)</b>					
			(101,608 )		(65,906 )
<b>Creditors: Amounts Falling Due After More Than One Year</b>	8		(2,820 )		(2,820 )
			(104,428 )		(68,726 )
<b>NET LIABILITIES</b>					
			(104,428 )		(68,726 )
<b>CAPITAL AND RESERVES</b>					
Called up share capital	9		1		1
Profit and Loss Account			(104,429 )		(68,727 )
			(104,428 )		(68,726 )
<b>SHAREHOLDERS' FUNDS</b>					
			(104,428 )		(68,726 )

**SearchPilot Limited**  
**Balance Sheet (continued)**  
**As At 31 March 2025**

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For the year ending 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

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

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

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William Critchlow

Director  
18/11/2025

The notes on pages 3 to 5 form part of these financial statements.

**SearchPilot Limited**  
**Notes to the Financial Statements**  
**For The Year Ended 31 March 2025**

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**1. General Information**

SearchPilot Limited is a private company, limited by shares, incorporated in England & Wales, registered number 12316032 . The registered office is 4th Floor Silverstream House, Fitzroy Street, London, W1T 6EB.

**2. Accounting Policies**

**2.1. Basis of Preparation of Financial Statements**

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

**2.2. Going Concern Disclosure**

The directors have not identified any material uncertainties related to events or conditions that may cast significant doubt about the company's ability to continue as a going concern.

**2.3. Turnover**

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**Rendering of services**

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

**2.4. Tangible Fixed Assets and Depreciation**

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer Equipment	33% straight line
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**2.5. Foreign Currencies**

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**2.6. Taxation**

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other years and 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 end of the reporting period.

Deferred tax is recognised on material timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and assets reflect the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

**SearchPilot Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 March 2025**

**3. Average Number of Employees**

Average number of employees, including directors, during the year was: 15 (2024: 16)

**4. Tangible Assets**

	<b>Computer Equipment</b>
	<b>£</b>
<b>Cost</b>	
As at 1 April 2024	33,720
Additions	12,627
Disposals	(11,074 )
As at 31 March 2025	35,273
<b>Depreciation</b>	
As at 1 April 2024	16,082
Provided during the period	9,629
Disposals	(9,205 )
As at 31 March 2025	16,506
<b>Net Book Value</b>	
As at 31 March 2025	18,767
As at 1 April 2024	17,638

**5. Debtors**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	540,666	435,740
Prepayments and accrued income	54,738	74,850
Other debtors	-	69,531
Amounts owed by group undertakings	119,027	28,420
	714,431	608,541

**6. Current Asset Investments**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Shares in subsidiaries	78	78

**7. Creditors: Amounts Falling Due Within One Year**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Trade creditors	50,453	35,487
Other taxes and social security	122,197	120,821
Other creditors	6,475	308,974
Accruals and deferred income	901,294	729,566
	1,080,419	1,194,848

**SearchPilot Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 March 2025**

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**8. Creditors: Amounts Falling Due After More Than One Year**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Amounts owed to group undertakings	2,820	2,820

**9. Share Capital**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Allotted, Called up and fully paid	1	1

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.