

Registered number: 11037273

**NINETY PERCENT OF EVERYTHING LIMITED**

**UNAUDITED**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 29 APRIL 2021**



**NINETY PERCENT OF EVERYTHING LIMITED**  
**REGISTERED NUMBER: 11037273**

**BALANCE SHEET**  
**AS AT 29 APRIL 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	4	146,949	183,743
<b>Current assets</b>			
Debtors	5	2,640,697	1,858,275
Cash at bank and in hand		1,862,888	1,868,784
		<u>4,503,585</u>	<u>3,727,059</u>
Creditors: amounts falling due within one year	6	(36,274,614)	(23,057,730)
<b>Net current liabilities</b>		<u>(31,771,029)</u>	<u>(19,330,671)</u>
<b>Total assets less current liabilities</b>		<u>(31,624,080)</u>	<u>(19,146,928)</u>
<b>Capital and reserves</b>			
Called up share capital		1	1
Profit and loss account		(31,624,081)	(19,146,929)
<b>Total shareholders' deficit</b>		<u>(31,624,080)</u>	<u>(19,146,928)</u>

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

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

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:



**R D Buckley**  
Director

Date: 28/1/22

The notes on pages 3 to 7 form part of these financial statements.

**NINETY PERCENT OF EVERYTHING LIMITED**

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 29 APRIL 2021**

	<b>Called up share capital £</b>	<b>Profit and loss account £</b>	<b>Total shareholders' deficit £</b>
<b>At 30 April 2019</b>	<b>1</b>	<b>(9,069,449)</b>	<b>(9,069,448)</b>
<b>Comprehensive expense for the financial year</b>			
Loss for the financial year	-	(10,077,480)	(10,077,480)
<b>Total comprehensive expense for the financial year</b>	<b>-</b>	<b>(10,077,480)</b>	<b>(10,077,480)</b>
<b>At 29 April 2020 and 30 April 2020</b>	<b>1</b>	<b>(19,146,929)</b>	<b>(19,146,928)</b>
<b>Comprehensive expense for the financial year</b>			
Loss for the financial year	-	(12,477,152)	(12,477,152)
<b>Total comprehensive expense for the financial year</b>	<b>-</b>	<b>(12,477,152)</b>	<b>(12,477,152)</b>
<b>At 29 April 2021</b>	<b>1</b>	<b>(31,624,081)</b>	<b>(31,624,080)</b>

The notes on pages 3 to 7 form part of these financial statements.

## **NINETY PERCENT OF EVERYTHING LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 APRIL 2021**

#### **1. General information**

Ninety Percent of Everything Limited (the "Company") is a private company limited by shares and is incorporated and domiciled in United Kingdom. The address of its registered office is 7th Floor, Portman House, 2 Portman Street, London, W1H 6DU.

#### **2. Accounting policies**

##### **2.1 Basis of preparation of financial statements**

The financial statements have been prepared on a going concern basis, under the historical cost convention in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied consistently throughout the year:

##### **2.2 Going concern**

The financial statements have been prepared on a going concern basis. The Company is reliant on support from its parent company, Ninety Percent Limited. In order to meet the funding requirements of the Company for the next 12 months, it will be necessary to continue to draw on support from its parent company. The parent company understands and acknowledges the funding requirements of the Company and has confirmed the funding will be available on the basis of the Company's business plan and expected future profitability.

Therefore the Directors consider it appropriate to prepare the accounts on a going concern basis.

During the reporting period, the Company has suffered no material adverse impact from the effects of Covid-19.

##### **2.3 Foreign currency translation**

###### **Functional and presentation currency**

The Company's functional and presentational currency is GBP.

###### **Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at period-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Statement of Comprehensive Income except when deferred in other comprehensive income as qualifying cash flow hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Statement of Comprehensive Income within 'finance income or costs'. All other foreign exchange gains and losses are presented in the Statement of Comprehensive Income within 'other operating income'.

## **NINETY PERCENT OF EVERYTHING LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 APRIL 2021**

#### **2. Accounting policies (continued)**

##### **2.4 Interest income**

Interest income is recognised in the Statement of Comprehensive Income using the effective interest method.

##### **2.5 Pensions**

###### **Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Comprehensive Income when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

##### **2.6 Current taxation**

Tax is recognised in the Statement of Comprehensive Income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the Balance Sheet date in the countries where the Company operates and generates income.

##### **2.7 Tangible assets**

Tangible assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

The estimated useful lives range as follows:

Long-term leasehold property	- 6 Months
Fixtures and fittings	- 10 Years
Office equipment	- 3 Years
Computer equipment	- 3 Years

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Comprehensive Income.

## **NINETY PERCENT OF EVERYTHING LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 APRIL 2021**

#### **2. Accounting policies (continued)**

##### **2.8 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

##### **2.9 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

##### **2.10 Financial instruments**

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or in case of an out-right short-term loan that is not at market rate, the financial asset or liability is measured, initially at the present value of future cash flows discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost, unless it qualifies as a loan from a director in the case of a small company, or a public benefit entity concessionary loan.

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 Statement of Comprehensive Income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet 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.

#### **3. Employees**

The Company has 46 employees other than the directors, who did not receive any remuneration (2020: 39).

**NINETY PERCENT OF EVERYTHING LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 29 APRIL 2021**

**4. Tangible assets**

	Leasehold improvements £	Fixtures and fittings £	Office equipment £	Computer equipment £	Total £
<b>Cost</b>					
At 30 April 2020	70,410	83,033	14,746	172,107	340,296
Additions	-	337	-	55,704	56,041
Disposals	-	-	-	(4,887)	(4,887)
At 29 April 2021	<u>70,410</u>	<u>83,370</u>	<u>14,746</u>	<u>222,924</u>	<u>391,450</u>
<b>Accumulated depreciation</b>					
At 30 April 2020	56,307	16,603	6,139	77,504	156,553
Charge for the year	14,103	8,105	5,492	63,150	90,850
Disposals	-	-	-	(2,902)	(2,902)
At 29 April 2021	<u>70,410</u>	<u>24,708</u>	<u>11,631</u>	<u>137,752</u>	<u>244,501</u>
<b>Net book value</b>					
At 29 April 2021	<u>-</u>	<u>58,662</u>	<u>3,115</u>	<u>85,172</u>	<u>146,949</u>
At 29 April 2020	<u>14,103</u>	<u>66,430</u>	<u>8,607</u>	<u>94,603</u>	<u>183,743</u>

**5. Debtors**

	2021 £	2020 £
Trade debtors	14,231	7,054
Other debtors	264,474	270,835
Tax recoverable	2,096,497	1,298,389
Prepayments and accrued income	265,495	281,997
	<u>2,640,697</u>	<u>1,858,275</u>

**NINETY PERCENT OF EVERYTHING LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 29 APRIL 2021**

**6. Creditors: amounts falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>842,529</b>	368,791
Amounts owed to group undertakings	<b>35,335,168</b>	22,554,495
Accruals and deferred income	<b>96,917</b>	134,444
	<b><u>36,274,614</u></b>	<b><u>23,057,730</u></b>