

**REGISTERED NUMBER: 08628869 (England and Wales)**

Unaudited Financial Statements for the Year Ended 31 December 2019

for

Cronycle Ltd

Cronycle Ltd (Registered number: 08628869)

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for the Year Ended 31 December 2019

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Cronycle Ltd  
Company Information  
for the Year Ended 31 December 2019

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<b>DIRECTORS:</b>	N J J Granatino H J Marchet
<b>SECRETARY:</b>	CC Secretaries Limited
<b>REGISTERED OFFICE:</b>	Forge & Co Ltd 154 - 158 Shoreditch High Street London E1 6HU
<b>REGISTERED NUMBER:</b>	08628869 (England and Wales)
<b>ACCOUNTANTS:</b>	Cameron Cunningham Limited 1st Floor, Buckhurst House 42/44 Buckhurst Avenue Sevenoaks Kent TN13 1LZ

Balance Sheet  
31 December 2019

	Notes	2019 £	2018 £
<b>FIXED ASSETS</b>			
Intangible assets	4	-	15,167
Tangible assets	5	5,893	4,091
Investments	6	<u>1,120,066</u>	<u>1,120,066</u>
		<u>1,125,959</u>	<u>1,139,324</u>
<b>CURRENT ASSETS</b>			
Debtors	7	533,447	624,753
Cash at bank		<u>49,768</u>	<u>169,780</u>
		583,215	794,533
<b>CREDITORS</b>			
Amounts falling due within one year	8	<u>(1,979,521)</u>	<u>(2,365,324)</u>
<b>NET CURRENT LIABILITIES</b>		<u>(1,396,306)</u>	<u>(1,570,791)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		(270,347)	(431,467)
<b>CREDITORS</b>			
Amounts falling due after more than one year	9	-	(717,683)
<b>NET LIABILITIES</b>		<u>(270,347)</u>	<u>(1,149,150)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital		9,769	6,353
Share premium		5,453,576	4,059,647
Convertible Loan Equity		2,146	7,317
Retained earnings		<u>(5,735,838)</u>	<u>(5,222,467)</u>
		<u>(270,347)</u>	<u>(1,149,150)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

Cronycle Ltd (Registered number: 08628869)

Balance Sheet - continued  
31 December 2019

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

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 7 February 2020 and were signed on its behalf by:

N J J Granatino - Director

The notes form part of these financial statements

Notes to the Financial Statements  
for the Year Ended 31 December 2019

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1. **STATUTORY INFORMATION**

Cronycle Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. **ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

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

**Preparation of consolidated financial statements**

The financial statements contain information about Cronycle Ltd as an individual company and do not contain consolidated financial information as the parent of a group. The company is exempt under Section 399(2A) of the Companies Act 2006 from the requirements to prepare consolidated financial statements.

**Critical accounting judgements**

The company is recognising the research and development tax credit for the current year, this is based on the acceptance of all previous research and development tax credits by HMRC without amendment.

The holding of 95.7% holding in Right Relevance constitutes control of the company and has therefore been classed as a subsidiary in the accounts.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

The monthly subscription fees are recognised at the renewal point each month.

For quarterly subscriptions paid in installments the revenue is recognised at the time of the installment invoice becoming due.

Annual fees paid in a single invoice are recognised over the annual period and any fees for 2020 are accrued at the year end.

**Intangible fixed assets**

Amortisation is provided at the following annual rates in order to write off the cost each asset over its estimated useful life:

Development costs - 20% straight line basis

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 33% straight line basis

**Investments in subsidiaries and associates**

The investment in the subsidiary Right Relevance Inc. is recognised at cost including associated acquisition transaction costs.

The investment in the associate is recognised at cost, the company is deemed to be associated based on the 20% shareholding.

2. **ACCOUNTING POLICIES - continued**

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Research and development**

Expenditure on research and development is written off in the year in which it is incurred.

**Foreign currencies**

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 of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

**Going concern**

We believe that the company's financial statements should be prepared on a going concern basis on the grounds that current and future sources of funding or support will be more than adequate for the company's needs. In assessing going concern, we have paid particular attention to a period of not less than one year from the date of approval of the financial statements.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 (2018 - 4) .

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2019

## 4. INTANGIBLE FIXED ASSETS

	Other intangible assets £
<b>COST</b>	
At 1 January 2019 and 31 December 2019	<u>130,000</u>
<b>AMORTISATION</b>	
At 1 January 2019	114,833
Charge for year	<u>15,167</u>
At 31 December 2019	<u>130,000</u>
<b>NET BOOK VALUE</b>	
At 31 December 2019	<u>-</u>
At 31 December 2018	<u>15,167</u>

## 5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
<b>COST</b>	
At 1 January 2019	20,573
Additions	<u>5,019</u>
At 31 December 2019	<u>25,592</u>
<b>DEPRECIATION</b>	
At 1 January 2019	16,482
Charge for year	<u>3,217</u>
At 31 December 2019	<u>19,699</u>
<b>NET BOOK VALUE</b>	
At 31 December 2019	<u>5,893</u>
At 31 December 2018	<u>4,091</u>

## 6. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Interest in associate £	Unlisted investments £	Totals £
<b>COST</b>				
At 1 January 2019	1,119,866	200	-	1,120,066
Reclassification/transfer	<u>-</u>	<u>(200)</u>	<u>200</u>	<u>-</u>
At 31 December 2019	<u>1,119,866</u>	<u>-</u>	<u>200</u>	<u>1,120,066</u>
<b>NET BOOK VALUE</b>				
At 31 December 2019	<u>1,119,866</u>	<u>-</u>	<u>200</u>	<u>1,120,066</u>
At 31 December 2018	<u>1,119,866</u>	<u>200</u>	<u>-</u>	<u>1,120,066</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2019**6. FIXED ASSET INVESTMENTS - continued**

The investment relates to the purchase of 95.70% holding of the issued and outstanding common stock in Right Relevance, Inc.

The investment is held at cost including acquisition fees.

During the year of review Gentle Reader has issued shares reducing Cronycle's holding to 12.4% also N J J Granatino is no longer acting in the capacity of director, as such the company no longer has significant influence and has therefore been reclassified as an unlisted investment.

**7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2019	2018
	£	£
Trade debtors	7,597	3,000
Amounts owed by group undertakings	422,050	422,050
Other debtors	103,800	199,703
	<u>533,447</u>	<u>624,753</u>

**8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2019	2018
	£	£
Trade creditors	47,114	57,241
Taxation and social security	-	33,486
Other creditors	1,932,407	2,274,597
	<u>1,979,521</u>	<u>2,365,324</u>

Within other creditors is £1,663,523 (2017: £717,683) of loans.

The interest of these convertible loans is 3%.

The convertible loan is recognised at amortised cost with the remainder featured in reserves.

**9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2019	2018
	£	£
Other creditors	<u>-</u>	<u>717,683</u>

Within other creditors is £nil (2018: £717.683) of loans which are being capitalised into shares in January 2020.

The creditor has therefore been transferred to creditors falling due within one year.

Chartered Accountants' Report to the Board of Directors  
on the Unaudited Financial Statements of  
Cronycle Ltd

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**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Cronycle Ltd for the year ended 31 December 2019 which comprise the Income Statement, Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of Cronycle Ltd, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Cronycle Ltd and state those matters that we have agreed to state to the Board of Directors of Cronycle Ltd, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Cronycle Ltd and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Cronycle Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Cronycle Ltd. You consider that Cronycle Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Cronycle Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Cameron Cunningham Limited  
1st Floor, Buckhurst House  
42/44 Buckhurst Avenue  
Sevenoaks  
Kent  
TN13 1LZ

10 February 2020

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.