

REGISTERED NUMBER: 04094597 (England and Wales)

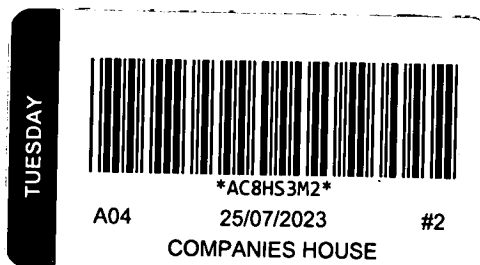
Strategic Report, Report of the Directors and

Financial Statements

for the Year Ended 31 January 2023

for

Simply Thank You Limited
(formerly known as STY.COM Limited)



**Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)**

**Contents of the Financial Statements
for the Year Ended 31 January 2023**

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Simply Thank You Limited
(formerly known as STY.COM Limited)

Company Information
for the Year Ended 31 January 2023

DIRECTORS:

C W Eglington
K Iceton
M Eglington
M C Eglington

SECRETARY:

K Iceton

REGISTERED OFFICE:

Richmond Court
Morton Road
DARLINGTON
County Durham
DL1 4PT

REGISTERED NUMBER:

04094597 (England and Wales)

**SENIOR STATUTORY
AUDITOR:**

Antony Luckett BCom BFP FCA DChA

AUDITORS:

Clive Owen LLP
Chartered Accountants
& Statutory Auditors
140 Coniscliffe Road
Darlington
County Durham
DL3 7RT

**Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)**

**Strategic Report
for the Year Ended 31 January 2023**

The directors present their strategic report for the year ended 31 January 2023.

REVIEW OF BUSINESS

The company's principal activity during the year continued to be that of the sale and delivery of physical and digital gifts in the business to business reward, incentive and service recovery markets.

Simply Thank You are Customer and Employee Engagement specialists who have traded for over 30 years. We operate from a modern 32,000 sq ft warehouse in Darlington which is our central hub for all storage, production and administrative activities.

The five pillars of the organisation are Acquisition, Retention, Reward, Recovery and large-scale Fulfilment utilising the very latest technology for reporting and management information. The Core Values of the business truly reflect the type of business we are, namely, being Trusted, Innovative, Friendly, Flexible, Inclusive and Sustainable. It also helps to explain the strength and longevity of our client relationships, in the instance of Natwest, a relationship that has lasted for 29 years.

Simply Thank You has a broad base of high quality business clients covering many different business sectors including Banking, Insurance, Airlines, Rail, Automotive, Utilities and Retail.

KEY PERFORMANCE INDICATORS

The directors consider turnover, gross profit margin and EBITDA's (earnings before interest, tax, depreciation and amortisation) to be key measures of the company's performance.

	2023	2022	
Turnover	£14,650,135	£11,041,115	32.7%
Gross profit	£5,099,313	£3,774,117	35.1%
Gross profit margin	34.8%	34.2%	1.8%
EBITDA	£2,236,412	£1,323,114	69.0%
EBITDA (excluding exceptional items)	£2,236,412	£1,328,902	68.3%

Financial year ending 31st January 2023 saw very strong results with turnover improving by £.6m, Gross Profit by £1.3m and EBITDA by £913k.

Performance was exceptionally improved by activities through one major client that will not be repeated in 2023/4, hence the lower 12.1% growth figure in EBITDA (excluding exceptional items).

REVIEW OF 2022/2023

Notwithstanding the exceptional performance highlighted above, the business still performed strongly during the year due to a number of key factors. Key existing clients in the banking sector in particular carried out a number of customer acquisition and loyalty campaigns that utilised Simply Thank You's digital reward and fulfilment capabilities. In addition, 'Onecode', our own digital reward currency has grown from strength to strength during the year with billings trebling and redemption's (classed as turnover) more than doubling during the year. On top of this the number of clients requiring bespoke or branded services such as branded gifting wrapping, websites and flower boxes increased substantially.

A number of new client wins in the current and previous financial year also contributed significantly and this trend is set to continue. Simply Thank You's USP is that it is able to source virtually anything that a client requires for its employee or customer engagement program, whether that be digital or physical rewards fully branded to the recipient. This flexibility continues to be a significant plus for the organisation in retaining and attracting clients and is in line with our Vision of 'Empowering businesses to seamlessly gift almost anything to employees and customers, more cost effectively and memorably than anyone else'.

Our ISO 9001 and ISO 14001 accreditations during the year were testimony to our robust systems and processes. These accreditations stand us in good stead in our drive to acquire an even broader base of profitable new clients as we strive towards our Mission of becoming the UK's leading provider of physical and digital rewards to businesses.

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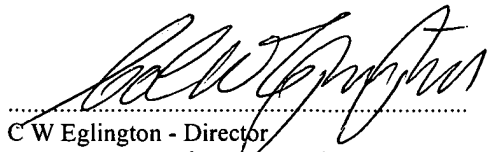
Strategic Report
for the Year Ended 31 January 2023

PRINCIPAL RISKS AND UNCERTAINTIES

The management of the business and the execution of the company's strategy are subject to a number of risks. The key business risks and uncertainties affecting the company are considered to be the general economic climate. The company mitigates the risk by using a proactive approach to all business activities. This allows the company to react swiftly to any changes in the market thus mitigating the risk.

The challenges of the current economic situation in the UK did see price increases from suppliers, however we were able to manage these increases whilst still maintaining a reasonable gross margin without impacting on the quality of the goods that we send out.

ON BEHALF OF THE BOARD:


.....
C W Eglington - Director

Date: 11/07/2023

**Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)**

**Report of the Directors
for the Year Ended 31 January 2023**

The directors present their report with the financial statements of the company for the year ended 31 January 2023.

DIVIDENDS

The total distribution of dividends for the year ended 31 January 2023 will be £244,160.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 February 2022 to the date of this report.

C W Eglington
K Iceton
M Eglington

Other changes in directors holding office are as follows:

M C Eglington - appointed 1 April 2022

M J Wood ceased to be a director after 31 January 2023 but prior to the date of this report.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

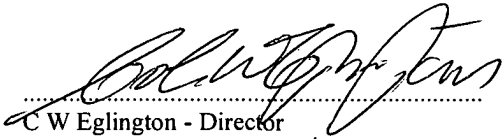
Simply Thank You Limited (Registered number: 04094597)
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**Report of the Directors
for the Year Ended 31 January 2023**

AUDITORS

The auditors, Clive Owen LLP, are deemed to be reappointed under section 487(2) of the Companies Act 2006.

ON BEHALF OF THE BOARD:


.....
C W Eglington - Director

Date: 11/07/2023

**Report of the Independent Auditors to the Members of
Simply Thank You Limited**

Opinion

We have audited the financial statements of Simply Thank You Limited (the 'company') for the year ended 31 January 2023 which comprise the Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity, Cash Flow Statement and Notes to the Cash Flow Statement, Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 January 2023 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Report of the Independent Auditors to the Members of Simply Thank You Limited

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, to detect material misstatements in respect of irregularities, including fraud. Our audit must be alert to the risk of manipulation of the financial statements and seek to understand the incentives and opportunities for management to achieve this.

We undertake the following procedures to identify and respond to these risks of non-compliance:

- Understanding the key legal and regulatory frameworks that are applicable to the Company. We communicated identified laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit. We determined the most significant of these to be financial reporting legislation, taxation legislation, health & safety, FCA regulations, alcohol licensing and employment law.
- Enquiry of directors and management as to policies and procedures to ensure compliance and any known instances of non-compliance.
- Review of board minutes and correspondence with regulators.
- Enquiry of directors and management as to areas of the financial statements susceptible to fraud and how these risks are managed.
- Challenging management on key estimates, assumptions and judgements made in the preparation of the financial statements. These key areas of uncertainty are disclosed in the accounting policies.
- Identifying and testing unusual journal entries, with a particular focus on manual journal entries.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

**Report of the Independent Auditors to the Members of
Simply Thank You Limited**

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Clive Owen UK

Antony Luckett BCom BFP FCA DChA (Senior Statutory Auditor)
for and on behalf of Clive Owen LLP
Chartered Accountants
& Statutory Auditors
140 Coniscliffe Road
Darlington
County Durham
DL3 7RT

Date: *12 July 2022*.....

Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)

**Statement of Comprehensive
Income
for the Year Ended 31 January 2023**

	Notes	2023		2022	
		£	£	£	£
TURNOVER	3		14,650,135		11,041,115
Cost of sales			<u>9,550,822</u>		<u>7,266,998</u>
GROSS PROFIT			5,099,313		3,774,117
Distribution costs		500,198		442,569	
Administrative expenses		<u>2,525,182</u>		<u>2,196,830</u>	
			<u>3,025,380</u>		<u>2,639,399</u>
			2,073,933		1,134,718
Other operating income			-		<u>52,245</u>
OPERATING PROFIT	5		2,073,933		1,186,963
Exceptional items	6		-		<u>5,788</u>
			2,073,933		1,181,175
Interest payable and similar expenses	7		<u>34,338</u>		<u>23,917</u>
PROFIT BEFORE TAXATION			2,039,595		1,157,258
Tax on profit	8		<u>395,472</u>		<u>241,369</u>
PROFIT FOR THE FINANCIAL YEAR			1,644,123		915,889
OTHER COMPREHENSIVE INCOME			-		-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR			<u><u>1,644,123</u></u>		<u><u>915,889</u></u>


The notes form part of these financial statements

Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)

Balance Sheet
31 January 2023

	Notes	2023		2022	
		£	£	£	£
FIXED ASSETS					
Intangible assets	10		184,435		202,443
Tangible assets	11		<u>509,806</u>		<u>438,917</u>
			694,241		641,360
CURRENT ASSETS					
Stocks	12	640,916		686,208	
Debtors	13	3,804,581		2,923,081	
Cash at bank and in hand		<u>1,603,876</u>		<u>1,521,506</u>	
		6,049,373		5,130,795	
CREDITORS					
Amounts falling due within one year	14		<u>2,870,272</u>		<u>3,323,871</u>
NET CURRENT ASSETS			<u>3,179,101</u>		<u>1,806,924</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			3,873,342		2,448,284
CREDITORS					
Amounts falling due after more than one year	15		(267,808)		(267,978)
PROVISIONS FOR LIABILITIES			<u>(179,177)</u>		<u>(136,876)</u>
NET ASSETS			<u>3,426,357</u>		<u>2,043,430</u>
CAPITAL AND RESERVES					
Called up share capital	20		1,206		1,221
Share premium	21		391,339		391,339
Capital redemption reserve	21		15		-
Retained earnings	21		<u>3,033,797</u>		<u>1,650,870</u>
SHAREHOLDERS' FUNDS			<u>3,426,357</u>		<u>2,043,430</u>

The financial statements were approved by the Board of Directors and authorised for issue on 11 July 2022 and were signed on its behalf by:



 C W Eglington - Director

The notes form part of these financial statements

Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)

Statement of Changes in Equity
for the Year Ended 31 January 2023

	Called up share capital £	Retained earnings £	Share premium £	Capital redemption reserve £	Total equity £
Balance at 1 February 2021	1,221	734,981	391,339	-	1,127,541
Prior year adjustment	-	91,560	-	-	91,560
As restated	<u>1,221</u>	<u>826,541</u>	<u>391,339</u>	-	<u>1,219,101</u>
Changes in equity					
Dividends	-	(91,560)	-	-	(91,560)
Total comprehensive income	-	915,889	-	-	915,889
Balance at 31 January 2022	<u>1,221</u>	<u>1,650,870</u>	<u>391,339</u>	-	<u>2,043,430</u>
Changes in equity					
Reduction in share capital	(15)	(17,036)	-	15	(17,036)
Dividends	-	(244,160)	-	-	(244,160)
Total comprehensive income	-	1,644,123	-	-	1,644,123
Balance at 31 January 2023	<u><u>1,206</u></u>	<u><u>3,033,797</u></u>	<u><u>391,339</u></u>	<u><u>15</u></u>	<u><u>3,426,357</u></u>

The notes form part of these financial statements.

Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)

Cash Flow Statement
for the Year Ended 31 January 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	807,747	939,064
Interest paid		(27,969)	(22,323)
Interest element of hire purchase payments paid		(6,369)	(1,594)
Tax paid		<u>(211,517)</u>	<u>(95,294)</u>
Net cash from operating activities		<u>561,892</u>	<u>819,853</u>
 Cash flows from investing activities			
Purchase of intangible fixed assets		(60,606)	(59,921)
Purchase of tangible fixed assets		(65,314)	(189,509)
Share buy back		<u>(17,021)</u>	<u>-</u>
Net cash from investing activities		<u>(142,941)</u>	<u>(249,430)</u>
 Cash flows from financing activities			
Loan repayments in year		(80,000)	(60,000)
Capital repayments in year		(12,406)	(14,802)
Share issue		(15)	-
Equity dividends paid		<u>(244,160)</u>	<u>(91,560)</u>
Net cash from financing activities		<u>(336,581)</u>	<u>(166,362)</u>
 Increase in cash and cash equivalents			
Cash and cash equivalents at beginning of year	2	1,521,506	1,117,445
Cash and cash equivalents at end of year	2	<u>1,603,876</u>	<u>1,521,506</u>

The notes form part of these financial statements

Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)

Notes to the Cash Flow Statement
for the Year Ended 31 January 2023

1. RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS

	2023	2022
	£	£
Profit before taxation	2,039,595	1,157,258
Depreciation charges	178,250	141,939
Intercompany write off	-	2,130
Finance costs	<u>34,338</u>	<u>23,917</u>
	2,252,183	1,325,244
Decrease in stocks	45,292	4,397
Increase in trade and other debtors	(881,500)	(698,341)
(Decrease)/increase in trade and other creditors	<u>(608,228)</u>	<u>307,764</u>
Cash generated from operations	<u><u>807,747</u></u>	<u><u>939,064</u></u>

2. CASH AND CASH EQUIVALENTS

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

Year ended 31 January 2023

	31.1.23	1.2.22
	£	£
Cash and cash equivalents	<u>1,603,876</u>	<u>1,521,506</u>

Year ended 31 January 2022

	31.1.22	1.2.21
	£	£
Cash and cash equivalents	<u>1,521,506</u>	<u>1,117,445</u>

The notes form part of these financial statements

Simply Thank You Limited (Registered number: 04094597)
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Notes to the Cash Flow Statement
for the Year Ended 31 January 2023

3. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.2.22 £	Cash flow £	Other non-cash changes £	At 31.1.23 £
Net cash				
Cash at bank and in hand	<u>1,521,506</u>	<u>82,370</u>		<u>1,603,876</u>
	<u>1,521,506</u>	<u>82,370</u>		<u>1,603,876</u>
Debt				
Finance leases	(11,145)	12,406	(105,211)	(103,950)
Debts falling due within 1 year	(80,000)	-	-	(80,000)
Debts falling due after 1 year	<u>(260,000)</u>	<u>80,000</u>	<u>-</u>	<u>(180,000)</u>
	<u>(351,145)</u>	<u>92,406</u>	<u>(105,211)</u>	<u>(363,950)</u>
Total	<u><u>1,170,361</u></u>	<u><u>174,776</u></u>	<u><u>(105,211)</u></u>	<u><u>1,239,926</u></u>

The notes form part of these financial statements

**Simply Thank You Limited (Registered number: 04094597)
(formerly known as STY.COM Limited)**

**Notes to the Financial Statements
for the Year Ended 31 January 2023**

1. STATUTORY INFORMATION

Simply Thank You Limited 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.

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" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

There were no material departures from that standard.

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year, and also have been consistently applied within the same accounts.

Significant judgements and estimates

Preparation of the financial statements requires management to make significant judgements and estimates. The items in the financial statements where these judgements and estimates have been made include:

Stock provisions - Management applies procedures to identify defective, slow moving and obsolete stocks. An estimation is made of the price obtainable in the market in which the goods are expected to be sold and any costs of completion and sale are taken into account. The value of stock is reduced by the deficit between the cost and estimated net realisable value of the stock in the form of a stock provision.

Depreciation and amortisation - Depreciation and amortisation is calculated so as to write off the cost of an asset, less its residual value, over the useful economic life of that asset. An estimate of the useful economic life of assets is detailed in the accounting policies. The value of the depreciation and amortisation charge in the profit and loss account during the year was £141,939.

Dilapidation provision - Dilapidation provision is based on estimated costs to return leased properties to their original state at the end of the lease term.

Debtor provision - There is no debtor provision in the financial statements.

Turnover

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

Income recognition

Income is recognised when significant risks and rewards of ownership of the goods have transferred to the customer.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Computer software is being amortised evenly over its estimated useful life of five years.

**Simply Thank You Limited (Registered number: 04094597)
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**Notes to the Financial Statements - continued
for the Year Ended 31 January 2023**

2. ACCOUNTING POLICIES - continued

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Improvements to property	- 10% on cost and 5% on cost
Plant and machinery	- 15% on cost
Fixtures and fittings	- 15% on cost
Motor vehicles	- 25% on cost
Computer equipment	- 20% on cost and 10% on cost

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses.

Stocks

Stocks are valued at the lower of cost and estimated selling price less costs to sell. Stock is used on a first in first out basis.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Comprehensive Income, 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.

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.

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to profit or loss over the relevant period. The capital element of the future payments is treated as a liability.

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Simply Thank You Limited (Registered number: 04094597)
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Notes to the Financial Statements - continued
for the Year Ended 31 January 2023

2. ACCOUNTING POLICIES - continued

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.

Financial instruments

Basic financial instruments are recognised at amortised cost with changes recognised in profit or loss.

Invoice discounting

The invoice discounting creditor represents amounts received in respect of financed debts. There is full recourse to the company for losses on debts, and so the financed debts continue to be recognised on the balance sheet. Interest and other charges relating to invoice discounting are recognised in the profit and loss account over the relevant period.

3. TURNOVER

The turnover and profit before taxation are attributable to the one principal activity of the company.

An analysis of turnover by geographical market is given below:

	2023	2022
	£	£
United Kingdom	<u>14,650,135</u>	<u>11,041,115</u>
	<u><u>14,650,135</u></u>	<u><u>11,041,115</u></u>

4. EMPLOYEES AND DIRECTORS

	2023	2022
	£	£
Wages and salaries	1,575,856	1,269,582
Social security costs	154,537	126,582
Other pension costs	<u>85,331</u>	<u>160,252</u>
	<u><u>1,815,724</u></u>	<u><u>1,556,416</u></u>

The average number of employees during the year was as follows:

	2023	2022
Directors	4	4
Staff	<u>49</u>	<u>45</u>
	<u><u>53</u></u>	<u><u>49</u></u>

	2023	2022
	£	£
Directors' remuneration	491,806	334,528
Directors' pension contributions to money purchase schemes	<u>68,414</u>	<u>143,300</u>

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Notes to the Financial Statements - continued
for the Year Ended 31 January 2023

4. EMPLOYEES AND DIRECTORS - continued

Information regarding the highest paid director is as follows:

	2023	2022
	£	£
Emoluments etc	211,778	134,846
Pension contributions to money purchase schemes	<u>36,000</u>	<u>118,500</u>

Key management remuneration is not disclosed as the directors are the only employees considered key management and are disclosed separately.

5. OPERATING PROFIT

The operating profit is stated after charging/(crediting):

	2023	2022
	£	£
Other operating leases	120,344	122,422
Depreciation - owned assets	63,814	38,681
Depreciation - assets on hire purchase contracts	35,822	10,744
Computer software amortisation	78,614	92,514
Audit fee	13,000	10,930
Foreign exchange differences	<u>-</u>	<u>(2,327)</u>

6. EXCEPTIONAL ITEMS

	2023	2022
	£	£
Irrecoverable intercompany balances	<u>-</u>	<u>5,788</u>

7. INTEREST PAYABLE AND SIMILAR EXPENSES

	2023	2022
	£	£
Bank loan interest	12,198	7,047
Invoice discounting charges	15,771	15,276
Hire purchase	<u>6,369</u>	<u>1,594</u>
	<u>34,338</u>	<u>23,917</u>

8. TAXATION

Analysis of the tax charge

The tax charge on the profit for the year was as follows:

	2023	2022
	£	£
Current tax:		
UK corporation tax	353,171	211,517
Deferred tax	<u>42,301</u>	<u>29,852</u>
Tax on profit	<u>395,472</u>	<u>241,369</u>

**Simply Thank You Limited (Registered number: 04094597)
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**Notes to the Financial Statements - continued
for the Year Ended 31 January 2023**

8. TAXATION - continued

Reconciliation of total tax charge included in profit and loss

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below:

	2023 £	2022 £
Profit before tax	<u>2,039,595</u>	<u>1,157,258</u>
Profit multiplied by the standard rate of corporation tax in the UK of 19% (2022 - 19%)	387,523	219,879
Effects of:		
Expenses not deductible for tax purposes	(1,163)	(5,055)
Depreciation in excess of capital allowances	9,112	348
Deferred tax rate change impact balance	-	26,197
Total tax charge	<u>395,472</u>	<u>241,369</u>

9. DIVIDENDS

	2023 £	2022 £
Ordinary shares of 1p each Interim	<u>244,160</u>	<u>91,560</u>

10. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 February 2022	895,150
Additions	<u>60,606</u>
At 31 January 2023	<u>955,756</u>
AMORTISATION	
At 1 February 2022	692,707
Amortisation for year	<u>78,614</u>
At 31 January 2023	<u>771,321</u>
NET BOOK VALUE	
At 31 January 2023	<u>184,435</u>
At 31 January 2022	<u>202,443</u>

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Notes to the Financial Statements - continued
for the Year Ended 31 January 2023

11. TANGIBLE FIXED ASSETS

	Improvements to property £	Plant and machinery £	Fixtures and fittings £
COST			
At 1 February 2022	297,081	293,028	201,269
Additions	<u>7,050</u>	<u>-</u>	<u>48,776</u>
At 31 January 2023	<u>304,131</u>	<u>293,028</u>	<u>250,045</u>
DEPRECIATION			
At 1 February 2022	99,913	141,610	154,831
Charge for year	<u>15,249</u>	<u>25,748</u>	<u>15,015</u>
At 31 January 2023	<u>115,162</u>	<u>167,358</u>	<u>169,846</u>
NET BOOK VALUE			
At 31 January 2023	<u>188,969</u>	<u>125,670</u>	<u>80,199</u>
At 31 January 2022	<u>197,168</u>	<u>151,418</u>	<u>46,438</u>
	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 February 2022	38,076	189,225	1,018,679
Additions	<u>105,211</u>	<u>9,488</u>	<u>170,525</u>
At 31 January 2023	<u>143,287</u>	<u>198,713</u>	<u>1,189,204</u>
DEPRECIATION			
At 1 February 2022	8,285	175,123	579,762
Charge for year	<u>35,822</u>	<u>7,802</u>	<u>99,636</u>
At 31 January 2023	<u>44,107</u>	<u>182,925</u>	<u>679,398</u>
NET BOOK VALUE			
At 31 January 2023	<u>99,180</u>	<u>15,788</u>	<u>509,806</u>
At 31 January 2022	<u>29,791</u>	<u>14,102</u>	<u>438,917</u>

**Simply Thank You Limited (Registered number: 04094597)
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**Notes to the Financial Statements - continued
for the Year Ended 31 January 2023**

11. TANGIBLE FIXED ASSETS - continued

Fixed assets, included in the above, which are held under hire purchase contracts are as follows:

		Motor vehicles £
COST		
At 1 February 2022		18,076
Additions		105,211
Transfer to ownership		<u>20,000</u>
At 31 January 2023		<u>143,287</u>
DEPRECIATION		
At 1 February 2022		8,285
Charge for year		<u>35,822</u>
At 31 January 2023		<u>44,107</u>
NET BOOK VALUE		
At 31 January 2023		<u>99,180</u>
At 31 January 2022		<u>9,791</u>

12. STOCKS

	2023	2022
	£	£
Stocks	<u>640,916</u>	<u>686,208</u>

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade debtors	2,230,153	2,326,924
Other debtors	104,091	85,292
Invoice discounting debtor	-	66,954
Prepayments and accrued income	<u>1,470,337</u>	<u>443,911</u>
	<u>3,804,581</u>	<u>2,923,081</u>

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Bank loans and overdrafts (see note 16)	80,000	80,000
Hire purchase contracts (see note 17)	16,142	3,167
Trade creditors	695,380	721,929
Corporation tax	353,171	211,517
Taxation and social security	183,127	288,256
Other creditors	445,304	1,510,308
Invoice discounting	113,972	-
Accruals and deferred income	<u>983,176</u>	<u>508,694</u>
	<u>2,870,272</u>	<u>3,323,871</u>

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**Notes to the Financial Statements - continued
for the Year Ended 31 January 2023**

15. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2023	2022
	£	£
Bank loans (see note 16)	180,000	260,000
Hire purchase contracts (see note 17)	<u>87,808</u>	<u>7,978</u>
	<u>267,808</u>	<u>267,978</u>

16. LOANS

An analysis of the maturity of loans is given below:

	2023	2022
	£	£
Amounts falling due within one year or on demand:		
Bank loans	<u>80,000</u>	<u>80,000</u>
Amounts falling due between two and five years:		
Bank loans - 2-5 years	<u>180,000</u>	<u>260,000</u>

17. LEASING AGREEMENTS

Minimum lease payments fall due as follows:

	Hire purchase contracts	
	2023	2022
	£	£
Net obligations repayable:		
Within one year	16,142	3,167
Between one and five years	<u>87,808</u>	<u>7,978</u>
	<u>103,950</u>	<u>11,145</u>
	Non-cancellable operating leases	
	2023	2022
	£	£
Within one year	178,402	172,842
Between one and five years	566,046	525,937
In more than five years	<u>80,855</u>	<u>202,137</u>
	<u>825,303</u>	<u>900,916</u>

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**Notes to the Financial Statements - continued
for the Year Ended 31 January 2023**

18. SECURED DEBTS

The following secured debts are included within creditors:

	2023 £	2022 £
Bank loans	260,000	340,000
Hire purchase contracts	<u>103,950</u>	<u>11,145</u>
	<u>363,950</u>	<u>351,145</u>

Bank loans are secured by a fixed and floating charge over the assets of the company.

Invoice discounting is secured by a fixed and floating charge over the assets and undertakings of the company.

Hire purchase agreements are secured on the assets to which they relate.

19. PROVISIONS FOR LIABILITIES

	2023 £	2022 £
Deferred tax	154,177	111,876
Other provisions	<u>25,000</u>	<u>25,000</u>
	<u>179,177</u>	<u>136,876</u>

	Deferred tax £	Other provisions £
Balance at 1 February 2022	111,876	25,000
Accelerated capital allowances	<u>42,301</u>	-
Balance at 31 January 2023	<u>154,177</u>	<u>25,000</u>

20. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			2023	2022
Number:	Class:	Nominal value:	£	£
120,763	Ordinary	1p	<u>1,206</u>	<u>1,221</u>

During the year the company bought back 1,317 ordinary shares of £0.01 each at a cost of £17,036.

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Notes to the Financial Statements - continued
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21. RESERVES

	Retained earnings £	Share premium £	Capital redemption reserve £	Totals £
At 1 February 2022	1,650,870	391,339	-	2,042,209
Profit for the year	1,644,123			1,644,123
Dividends	(244,160)			(244,160)
Purchase of own shares	<u>(17,036)</u>	<u>-</u>	<u>15</u>	<u>(17,021)</u>
At 31 January 2023	<u>3,033,797</u>	<u>391,339</u>	<u>15</u>	<u>3,425,151</u>

Called-up share capital - represents the nominal value of shares that have been issued.

Share premium account - includes any premiums received on issue of share capital. Any transaction costs associated with the issuing of shares are deducted from share premium.

Retained earnings - includes all current and prior period retained profits and losses.

Capital redemption reserve - Represents nominal value of share capital repurchased by the company.

22. CAPITAL COMMITMENTS

	2023 £	2022 £
Contracted but not provided for in the financial statements	<u>-</u>	<u>120,209</u>

23. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 January 2023 and 31 January 2022:

	2023 £	2022 £
K Iceton		
Balance outstanding at start of year	-	2,380
Amounts repaid	-	(2,380)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>-</u>	<u>-</u>

24. RELATED PARTY DISCLOSURES

Entities over which the company has control, joint control or significant influence

	2023 £	2022 £
Write off of loans - exceptional items	<u>-</u>	<u>5,788</u>

25. ULTIMATE CONTROLLING PARTY

The control of the company is vested in S Al Badr and H M Al Badr. C W Eglington, a director and shareholder of the company, has the power to vote on behalf of S Al Badr and H M Al Badr in all matters except those where he has a personal interest, and therefore he has ultimate control of the company.