COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 JULY 2017

Company registered number: 8613775
# COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

**REPORT AND ACCOUNTS**

**FOR THE YEAR ENDED 31 JULY 2017**

<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors and company details</td>
<td>1</td>
</tr>
<tr>
<td>Directors' Report</td>
<td>2 – 4</td>
</tr>
<tr>
<td>Independent Auditors' Report</td>
<td>5 – 6</td>
</tr>
<tr>
<td>Profit and loss account</td>
<td>7</td>
</tr>
<tr>
<td>Balance sheet</td>
<td>8</td>
</tr>
<tr>
<td>Notes to the accounts</td>
<td>9 - 14</td>
</tr>
</tbody>
</table>
COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

DIRECTORS AND COMPANY DETAILS

FOR THE YEAR ENDED 31 JULY 2017

DIRECTORS

Richard Charkin (appointed 26 October 2017)
David Grace (appointed 26 October 2017)
Mark Linder
Graham Prentice (resigned 31 July 2017)

CHIEF EXECUTIVE OFFICER

None for the period

REGISTERED OFFICE

Monmouth House
38 – 40 Artillery Lane
London E1 7LS

AUDITORS

haysmacintyre
Chartered Accountants
10 Queen Street Place
London EC4R 1AG

BANKERS

National Westminster Bank plc
250 Regent Street
London W1B 3BN
COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

DIRECTORS’ REPORT

FOR THE YEAR ENDED 31 JULY 2017

The directors of the company are pleased to present their report together with the audited financial statements of the company for the reporting year ended 31 July 2017.

Activities
Common Purpose Global Customised Limited ("the company") has two areas of activity:

1) Licences
2) Providing customised programmes

Licences
The company manages the licensing arrangements with the Common Purpose licensees, which in 2016/17 included Common Purpose UK, Common Purpose Customised Ltd, Common Purpose Asia Pacific Ltd, Common Purpose International and Common Purpose Student Experiences Ltd, together with Common Purpose organisations operating in Germany, Hong Kong, Hungary, Ireland, India, South Africa and Turkey. Common Purpose UK, Common Purpose Customised Ltd, Common Purpose Asia Pacific Ltd, Common Purpose International and Common Purpose Student Experiences Ltd are direct subsidiaries of Common Purpose Charitable Trust, which is the company’s ultimate parent company. The company also granted a licence to a newly established company in the United States (Common Purpose US Inc) in 2017.

In addition, the company provides IT services to the Common Purpose licensees.

Governing document and constitution
The governing documents of Common Purpose Global Customised Limited are the Memorandum and Articles of Association.

Organisational structure and decision-making
Dr Mike Martin, who reported to the board of directors, managed the customised programme activity of the company. Dr Martin was also Chief Operating Officer for Common Purpose Charitable Trust during the year, and in that capacity managed the licensee activity of the company. Mr Martin left Common Purpose in September 2017.

Directors’ insurance and indemnities
The directors have the benefit of the indemnity provisions contained in the company’s Articles of Association, and the company has maintained throughout the year directors’ and officers’ liability insurance for the benefit of the company, the directors and its officers.

Risk review statement
The directors have established a quarterly risk assessment process, which identifies the major foreseeable risks faced by the company, assessing their likelihood and impact, and as appropriate, implementing measures to mitigate these risks. The directors have reviewed the major risks to which the company is exposed and are satisfied that appropriate systems have been established to mitigate those risks.

Objectives for the year
The main objectives for 2016/17 were to continue to grow the global customised programmes business but with a focus on current clients rather than developing new business, make progress on our IT development and to continue to administer - with Common Purpose Charitable Trust - Operating Standards for the licensees.

Review of progress
Turnover in 2016/17 of £628,403 (2015/16: £496,843) is made up of licence fee income of £312,034 (2015/16: £261,981) and fee income from customised courses of £316,169 (2015/16: £234,662).

The company continued to provide services to the established organisations in the UK, Ireland, Germany, Hong Kong, Hungary, South Africa, India and Turkey. It also ran customised programmes for a range of corporations in the US, UK, Middle East, India, Hong Kong and Singapore.

Finances
The attached financial statements show the current state of the finances.
COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 JULY 2017

Results for the year
The company made a surplus for the year of £478 (2015/16: loss of £250,674). This reflects the impact of the management and business reorganisation undertaken at the start of the year to eliminate losses and return the company to profitability.

Plans ahead for 2017/18
The key areas of focus for the company will continue to be to:

- Build on already established and key relationships in other parts of Common Purpose to maximise interest in customised work globally;
- Keep up with the market trends in our sector and align our IT systems internally and externally to enhance the online experience for our staff, customers, participants and alumni community;
- Having developed a strong service evaluation process, continue to develop and communicate more robust statistical data which demonstrates the impact our services/solutions are making on the customer;

Areas of focus specifically for customised programmes include:

- Prioritising existing Common Purpose key accounts and key development accounts in line with decisions taken by the Board during 2016/17; and
- Developing existing key account relationships in order to maximise repeat and new business opportunities globally.
Directors' responsibilities statement
The directors are responsible for preparing the Directors' Report and the financial statements in accordance with the applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under the 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 estimates that are reasonable and prudent
- prepare the financial statements on a 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.

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information.

In preparing this report the directors have taken advantage of the exemptions available to small companies.

Approved by the directors on 28 March 2018 and signed on their behalf by

[Signature]
Richard Charkin
INDEPENDENT AUDITORS’ REPORT TO THE MEMBERS OF
COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

Opinion

We have audited the financial statements of Common Purpose Global Customised Limited (the ‘company’) for the year ended 31 July 2017 which comprise the profit and loss account, the balance sheet and the 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), Section 1A.

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 an Auditor’s report 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.

In our opinion, the financial statements:
• give a true and fair view of the state of the company’s affairs as at 31 July 2017 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 Auditor’s 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:
• the directors’ use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
• the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company’s ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor’s report thereon. The directors are responsible for the other information. 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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:
INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF
COMMON PURPOSE GLOBAL CUSTOMISED LIMITED

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

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 directors' report.

We have nothing to report in respect of the following matters in relation to which 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; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement set out on page 4, 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 is 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.

Auditor's 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 an auditor's report 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.

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 auditor's report.

Richard Weaver (Senior Statutory Auditor)
For and on behalf of haysmacintyre, Statutory Auditors

21 March 2018

10 Queen Street Place
London
EC4R 1AG
## COMMON PURPOSE CUSTOMISED LIMITED
### PROFIT AND LOSS ACCOUNT
#### YEAR ENDED 31 JULY 2017

<table>
<thead>
<tr>
<th>Note</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Turnover</td>
<td>628,403</td>
<td>496,643</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>4</td>
<td>(627,925)</td>
</tr>
<tr>
<td>Operating profit / (loss)</td>
<td></td>
<td>478</td>
</tr>
<tr>
<td>Interest received</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Profit / (loss) on ordinary activities before taxation</td>
<td></td>
<td>478</td>
</tr>
<tr>
<td>Retained profit / (loss) for the financial year</td>
<td></td>
<td>478</td>
</tr>
</tbody>
</table>

All of the company's activities are classed as continuing.

The company has no recognised gains and losses other than those shown above.
## Balance Sheet

**As at 31 July 2017**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>Fixed assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intangible fixed assets</td>
<td>6</td>
<td>21,034</td>
</tr>
<tr>
<td>Tangible fixed Assets</td>
<td>6a</td>
<td>20,801</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors and accrued income</td>
<td>7</td>
<td>504,088</td>
</tr>
<tr>
<td>Cash at bank and in hand</td>
<td>713</td>
<td>12,243</td>
</tr>
<tr>
<td></td>
<td>504,801</td>
<td>231,271</td>
</tr>
<tr>
<td>Creditors: amounts falling due within one year</td>
<td>8</td>
<td>(546,156)</td>
</tr>
<tr>
<td><strong>Net current assets / (liabilities)</strong></td>
<td>(41,355)</td>
<td>(289,315)</td>
</tr>
<tr>
<td><strong>Total assets less current liabilities</strong></td>
<td>480</td>
<td>(250,673)</td>
</tr>
<tr>
<td>Creditors: amounts falling due after more than one year</td>
<td>9</td>
<td>(250,674)</td>
</tr>
<tr>
<td><strong>Net assets / (liabilities)</strong></td>
<td>(250,194)</td>
<td>(250,673)</td>
</tr>
<tr>
<td><strong>Capital and reserves</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deficit on reserves</td>
<td>(250,195)</td>
<td>(250,674)</td>
</tr>
<tr>
<td>Issued share capital</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>(250,194)</td>
<td>(250,673)</td>
</tr>
</tbody>
</table>

This report has been prepared in accordance with the special provision of the Companies Act 2006 relating to small entities.

The financial statements were approved and authorised for issue by the Board of Directors on 28 March 2018 and were signed below on its behalf by:

Richard Charkin  
Director
1. ENTITY STATUS

Common Purpose Global Customised Limited is a private company limited by guarantee, registered in England and Wales under number 8613775. Its registered office address is shown on page 1.

2. ACCOUNTING POLICIES

Accounting basis

The financial statements of the company have been prepared in compliance with United Kingdom Accounting Standards ("UK GAAP"), including Financial Reporting Standard 102, "The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland" ("FRS 102") Section 1A, Small Entities. The small entities exemption is applicable for periods beginning on or after 1st January 2016.

Assets and liabilities are initially measured at cost or transaction value. There are no items requiring subsequent re-measurement at fair value. The company holds only basic financial instruments. There are no areas of material cattation uncertainty.

Going concern

The accounts are prepared on a going concern basis which assumes that the company will continue in business for the foreseeable future and, in assessing, the company's viability as going concern, the directors have had regard to a minimum period of 12 months from the date of approval of the accounts.

The company mace a small surplus in the year as set out in the profit and loss account, and held minimal cash at the balance sheet date. Remedial action initiated in 2015/16 has begun to deliver results, having ensured the business makes a profit. The company will look to generate positive cash flows during 2017/18, but it continues to rely on group financing.

Having considered the forecast results and cash flows of the company together with the available financing and the ability of the parent charitable company to provide support, the directors have concluded that the going concern basis remains appropriate.

Revenue

Revenue is recognised to the extent that it is probable that economic benefits will flow to the company and the revenue can be reliably measured.

Turnover represents the transaction value, which is also the fair value, of fees invoiced in respect of customised courses, net of VAT and discounts.

Foreign currency translation

Transactions denominated in in foreign currencies are initially translated into sterling at the exchange rate at the transaction date. Monetary items are retranslated at the balance sheet date and the resulting differences are reflected in the Statement of Financial Activities.

Intangible Fixed assets and amortisation

Software costs and the costs of acquiring trademarks are capitalised at cost.

Amortisation is calculated on a monthly basis so as to write off the cost of the fixed assets over the expected useful economic lives. The principal annual rates and bases used for this purpose are:

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software costs</td>
<td>33%</td>
</tr>
<tr>
<td>Trademarks</td>
<td>20%</td>
</tr>
</tbody>
</table>
3. **EMPLOYEE COSTS**

   The company did not directly employ staff during the year. The directors did not receive any remuneration during the year.

4. **ADMINISTRATIVE EXPENSES**

   The company commissioned the services of several staff from Common Purpose Charitable Trust to run and support the customised courses and to provide curriculum, IT and marketing services to the Common Purpose licensees.

5. **NET MOVEMENT IN FUNDS**

   The net movement in funds is arrived at after charging:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amortisation</td>
<td>31,383</td>
<td>23,596</td>
</tr>
<tr>
<td>Auditors' remuneration</td>
<td>3,950</td>
<td>3,210</td>
</tr>
</tbody>
</table>


6. INTANGIBLE FIXED ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Software Cost</th>
<th>Trademarks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>COST</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At 1 August 2016</td>
<td>171,776</td>
<td>33,057</td>
<td>204,833</td>
</tr>
<tr>
<td>Assets transferred</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additions</td>
<td>5,854</td>
<td>3,457</td>
<td>9,310</td>
</tr>
<tr>
<td>At 31 July 2017</td>
<td>177,630</td>
<td>36,514</td>
<td>214,143</td>
</tr>
<tr>
<td><strong>AMORTISATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At 1 August 2016</td>
<td>138,163</td>
<td>28,028</td>
<td>166,191</td>
</tr>
<tr>
<td>Assets transferred</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charge for year</td>
<td>25,069</td>
<td>1,850</td>
<td>26,919</td>
</tr>
<tr>
<td>At 31 July 2017</td>
<td>163,232</td>
<td>29,878</td>
<td>193,110</td>
</tr>
<tr>
<td><strong>NET BOOK VALUE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At 31 July 2017</td>
<td>14,398</td>
<td>6,636</td>
<td>21,034</td>
</tr>
<tr>
<td>At 31 July 2016</td>
<td>33,813</td>
<td>5,029</td>
<td>38,642</td>
</tr>
</tbody>
</table>
6a. TANGIBLE FIXED ASSETS

<table>
<thead>
<tr>
<th>Hardware Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
</tr>
</tbody>
</table>

**COST**

At 1 August 2016  
0  
0

Assets transferred

Additions 25,266  
25,266

At 31 July 2017  
25,266  
25,266

**AMORTISATION**

At 1 August 2016  
0  
0

Assets transferred

Charge for year 4,464  
4,464

At 31 July 2017  
4,464  
4,464

**NET BOOK VALUE**

At 31 July 2017  
20,801  
20,801

At 31 July 2016  
0  
0

7. DEBTORS

<table>
<thead>
<tr>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
</tr>
</tbody>
</table>

Trade debtors 289,669  
48,191

Prepayments 6,153  
3,724

Accrued income 208,266  
148,047

Amounts due from group undertakings 0  
19,066

| 504,088 | 219,028 |
8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amounts due to group undertakings</td>
<td>452,744</td>
<td>493,951</td>
</tr>
<tr>
<td>Other taxes and social security</td>
<td>4,734</td>
<td>0</td>
</tr>
<tr>
<td>Other Creditors</td>
<td>88,678</td>
<td>26,635</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>546,156</td>
<td>520,586</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amounts due to Parent undertakings</td>
<td>-250,674</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>-250,674</td>
<td>0</td>
</tr>
</tbody>
</table>

Following the company's loss in 2015/16, the directors entered into a loan agreement on 1 August 2016 for £250,674 with its parent company Common Purpose Charitable Trust. The loan is repayable over five years at an annual interest rate of 2.5% per annum. Interest payments were made of £6,266.

10. SHARE CAPITAL

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorised: 1 ordinary share of £1 each</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issued: 1 ordinary share of £1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
11. ULTIMATE PARENT UNDERTAKING

The company's immediate and ultimate parent undertaking is The Common Purpose Charitable Trust, a company limited by guarantee, registered in England and Wales under company number 2832875 and registered charity number 1023384. The Common Purpose Charitable Trust head the smallest and largest group for which consolidated accounts are prepared.

Consolidated financial statements for the Common Purpose Charitable Trust are available at www.charitycommission.org.uk.