

Registered number: 01598076

**NMG PRODUCT PLACEMENT LIMITED**

**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 DECEMBER 2011**

WEDNESDAY



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09/05/2012

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COMPANIES HOUSE

**NMG PRODUCT PLACEMENT LIMITED**  
**REGISTERED NUMBER: 01598076**

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 DECEMBER 2011**

	Note	2011 £	2010 £
<b>FIXED ASSETS</b>			
Tangible fixed assets	2	11,154	16,091
<b>CURRENT ASSETS</b>			
Stocks		5,000	5,000
Debtors		120,753	169,697
Cash at bank and in hand		73,282	57,466
		<u>199,035</u>	<u>232,163</u>
<b>CREDITORS: amounts falling due within one year</b>		<u>(128,795)</u>	<u>(179,725)</u>
<b>NET CURRENT ASSETS</b>		<u>70,240</u>	<u>52,438</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>81,394</u>	<u>68,529</u>
<b>PROVISIONS FOR LIABILITIES</b>			
Deferred tax		(909)	(1,645)
<b>NET ASSETS</b>		<u>80,485</u>	<u>66,884</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3	50,000	50,000
Profit and loss account		30,485	16,884
<b>SHAREHOLDERS' FUNDS</b>		<u>80,485</u>	<u>66,884</u>

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**NMG PRODUCT PLACEMENT LIMITED**

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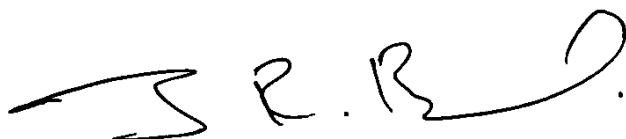
**ABBREVIATED BALANCE SHEET (continued)  
AS AT 31 DECEMBER 2011**

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

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2011 and of its profit for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 26/04/2012.



**J R Barnard**  
Director

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

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## **NMG PRODUCT PLACEMENT LIMITED**

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### **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2011**

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#### **1. ACCOUNTING POLICIES**

##### **1.1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

##### **1.2 Going concern**

The company has cash resources and has no requirement for external funding. The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. They continue to believe that the going concern basis of accounting is appropriate in preparing the annual financial statements.

##### **1.3 Cash flow**

The financial statements do not include a Cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008).

##### **1.4 Turnover**

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax.

##### **1.5 Tangible fixed assets and depreciation**

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

Furniture, fittings and equipment - 25% straight line

##### **1.6 Operating leases**

Rentals under operating leases are charged to the Profit and loss account on a straight line basis over the lease term.

##### **1.7 Stocks**

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

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## NMG PRODUCT PLACEMENT LIMITED

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### NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2011

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#### 1. ACCOUNTING POLICIES (continued)

##### 1.8 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

#### 2. TANGIBLE FIXED ASSETS

	£
<b>Cost</b>	
At 1 January 2011	90,817
Additions	1,534
Disposals	(19,059)
At 31 December 2011	<u>73,292</u>
<b>Depreciation</b>	
At 1 January 2011	74,726
Charge for the year	6,471
On disposals	(19,059)
At 31 December 2011	<u>62,138</u>
<b>Net book value</b>	
At 31 December 2011	<u>11,154</u>
At 31 December 2010	<u>16,091</u>

#### 3. SHARE CAPITAL

	2011 £	2010 £
<b>Allotted, called up and fully paid</b>		
50,000 Ordinary shares of £1 each	<u>50,000</u>	<u>50,000</u>

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**NMG PRODUCT PLACEMENT LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2011**

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**4. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY**

The company considers that New Media Group Holdings Limited is the controlling party by virtue of its 100% shareholding.

In the opinion of the directors, the company's ultimate controlling party is Mr J R Barnard by virtue of his majority shareholding in of New Media Group Holdings Limited