

Registered number: 01598076

REGISTRARS COPY

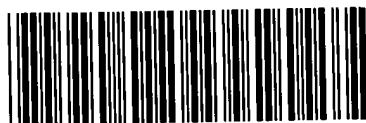
**NMG PRODUCT PLACEMENT LIMITED**

**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 DECEMBER 2015**

THURSDAY



\*A54FOLHS\*

A20

07/04/2016

#219

COMPANIES HOUSE

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

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 DECEMBER 2015**

	Note	2015 £	2014 £
<b>FIXED ASSETS</b>			
Tangible fixed assets	2	4,668	3,268
<b>CURRENT ASSETS</b>			
Stocks		5,000	5,000
Debtors		119,630	95,849
Cash at bank and in hand		135,098	118,988
		<u>259,728</u>	<u>219,837</u>
<b>CREDITORS: amounts falling due within one year</b>		<u>(148,925)</u>	<u>(134,075)</u>
<b>NET CURRENT ASSETS</b>		<u>110,803</u>	<u>85,762</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>115,471</u>	<u>89,030</u>
<b>PROVISIONS FOR LIABILITIES</b>			
Deferred tax		<u>(431)</u>	<u>(100)</u>
<b>NET ASSETS</b>		<u>115,040</u>	<u>88,930</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3	50,000	50,000
Profit and loss account		65,040	38,930
<b>SHAREHOLDERS' FUNDS</b>		<u>115,040</u>	<u>88,930</u>

---

**NMG PRODUCT PLACEMENT LIMITED**

---

**ABBREVIATED BALANCE SHEET (continued)  
AS AT 31 DECEMBER 2015**

---

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 complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2015 and of its profit for the year 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 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 by:



**J R Barnard**  
Director

Date:

17.3.16

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

---

## NMG PRODUCT PLACEMENT LIMITED

---

### NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2015

---

#### 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 January 2015).

##### 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 January 2015).

##### 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.

---

**NMG PRODUCT PLACEMENT LIMITED**

---

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

---

**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 2015	74,356
Additions	2,890
	<hr/>
At 31 December 2015	77,246
	<hr/>
<b>Depreciation</b>	
At 1 January 2015	71,088
Charge for the year	1,490
	<hr/>
At 31 December 2015	72,578
	<hr/>
<b>Net book value</b>	
At 31 December 2015	4,668
	<hr/>
At 31 December 2014	3,268
	<hr/>

**3. SHARE CAPITAL**

	2015 £	2014 £
<b>Allotted, called up and fully paid</b>		
50,000 Ordinary shares of £1 each	50,000	50,000
	<hr/>	<hr/>

---

**NMG PRODUCT PLACEMENT LIMITED**

---

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

---

**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 New Media Group Holdings Limited.