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Registered number: 01598076

NMG PRODUCT PLACEMENT LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2016

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NMG PRODUCT PLACEMENT LIMITED

COMPANY INFORMATION

Directors	J R Barnard Mrs S J Barnard
Company secretary	Mrs S J Barnard
Registered number	01598076
Registered office	Aquis House 49 - 51 Blagrove Street Reading Berkshire RG1 1PL
Accountants	Crowe Clark Whitehill LLP Chartered Accountants Aquis House 49 - 51 Blagrove Street Reading Berkshire RG1 1PL

NMG PRODUCT PLACEMENT LIMITED

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NMG PRODUCT PLACEMENT LIMITED
REGISTERED NUMBER: 01598076

BALANCE SHEET
AS AT 31 DECEMBER 2016

	Note	2016 £	2015 £
Fixed assets			
Tangible Fixed Assets	4	3,828	4,668
Current assets			
Stocks	5	5,000	5,000
Debtors: amounts falling due within one year	6	83,184	119,630
Bank & cash balances		77,912	135,098
		<u>166,096</u>	<u>259,728</u>
Creditors: amounts falling due within one year	7	(87,094)	(148,925)
Net current assets		<u>79,002</u>	<u>110,803</u>
Total assets less current liabilities		<u>82,830</u>	<u>115,471</u>
Provisions for liabilities			
Deferred tax	8	(334)	(431)
		<u>(334)</u>	<u>(431)</u>
Net assets		<u><u>82,496</u></u>	<u><u>115,040</u></u>
Capital and reserves			
Called up share capital		50,000	50,000
Profit and loss account		32,496	65,040
		<u><u>82,496</u></u>	<u><u>115,040</u></u>

NMG PRODUCT PLACEMENT LIMITED
REGISTERED NUMBER: 01598076

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2016

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

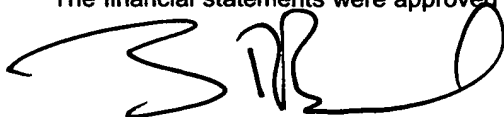
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

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

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on



18.5.17

J R Barnard
Director

The notes on pages 3 to 8 form part of these financial statements.

NMG PRODUCT PLACEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

1. General information

The company is a private limited company, which is incorporated and registered in England (no.01598076). The address of the registered office is Aquis House, 49 - 51 Blagrove Street, Reading, Berkshire, RG1 1PL.

The principal activity of the company is that of product placement.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

NMG PRODUCT PLACEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

2. Accounting policies (continued)

2.3 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Furniture, fittings and equipment- 25%

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Profit and loss account.

2.4 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.5 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.6 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting. Dividends on shares recognised as liabilities are recognised as expenses and classified within interest payable.

2.7 Operating leases: the Company as lessee

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

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

NMG PRODUCT PLACEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2016

2. Accounting policies (continued)

2.8 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in the Profit and loss, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. Staff numbers

The average number of employees of the company, including directors, during the year was 5 (2015: 5)

NMG PRODUCT PLACEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016

4. TANGIBLE FIXED ASSETS

	Fixtures & fittings £
Cost or valuation	
At 1 January 2016	77,246
Additions	587
	<hr/>
At 31 December 2016	77,833
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Depreciation	
At 1 January 2016	72,578
Charge for the period on owned assets	1,427
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At 31 December 2016	74,005
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Net book value	
At 31 December 2016	3,828
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<i>At 31 December 2015</i>	4,668
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NMG PRODUCT PLACEMENT LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

5. Stocks

	2016	2015
	£	£
Stock	5,000	5,000
	<u>5,000</u>	<u>5,000</u>

6. Debtors

	2016	2015
	£	£
Trade debtors	60,683	90,420
Amounts owed by group undertakings	19,416	19,416
Other debtors	564	30
Prepayments and accrued income	2,521	9,764
	<u>83,184</u>	<u>119,630</u>

7. Creditors: Amounts falling due within one year

	2016	2015
	£	£
Trade creditors	11,988	19,334
Corporation tax	11,768	22,964
Other taxation and social security	8,608	19,299
Other creditors	-	9,370
Accruals and deferred income	54,730	77,958
	<u>87,094</u>	<u>148,925</u>

NMG PRODUCT PLACEMENT LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016**

8. Deferred taxation

	2016 £
At beginning of year	431
Charged to profit or loss	97
At end of year	334

The provision for deferred taxation is made up as follows:

	2016 £
Accelerated capital allowances	334
	334

9. Commitments under operating leases

At 31 December 2016 the Company had future minimum lease payments under non-cancellable operating leases as follows:

	2016 £	2015 £
Not later than 1 year	10,238	1,533
Later than 1 year and not later than 5 years	12,673	-
	22,911	1,533

10. First time adoption of FRS 102

The policies applied under the entity's previous accounting framework are not materially different to FRS 102 and have not impacted on equity or profit or loss.