

REGISTERED NUMBER: 03250900 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019
FOR
EUROPEAN DIRECT MAIL SPECIALISTS LIMITED

Sargeant Partnership
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

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FOR THE YEAR ENDED 31 DECEMBER 2019**

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EUROPEAN DIRECT MAIL SPECIALISTS LIMITED

COMPANY INFORMATION FOR THE YEAR ENDED 31 DECEMBER 2019

DIRECTORS: T Drake
Euro DM Limited

SECRETARY: T Drake

REGISTERED OFFICE: 5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

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ACCOUNTANTS: Sargcant Partnership
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

EUROPEAN DIRECT MAIL SPECIALISTS LIMITED (REGISTERED NUMBER: 03250900)**BALANCE SHEET
31 DECEMBER 2019**

	Notes	2019 £	2018 £
CURRENT ASSETS			
Debtors	3	-	16,845
Cash at bank		<u>19,445</u>	<u>22,324</u>
		19,445	39,169
CREDITORS			
Amounts falling due within one year	4	<u>2,306</u>	<u>15,887</u>
NET CURRENT ASSETS		<u>17,139</u>	<u>23,282</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>17,139</u>	<u>23,282</u>
CAPITAL AND RESERVES			
Called up share capital	5	100	100
Retained earnings	6	<u>17,039</u>	<u>23,182</u>
SHAREHOLDERS' FUNDS		<u>17,139</u>	<u>23,282</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The notes form part of these financial statements

EUROPEAN DIRECT MAIL SPECIALISTS LIMITED (REGISTERED NUMBER: 03250900)

BALANCE SHEET - continued
31 DECEMBER 2019

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

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 23 March 2020 and were signed on its behalf by:

T Drake - Director

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

1. STATUTORY INFORMATION

European Direct Mail Specialists 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" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

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

Taxation

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

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	£
Trade debtors	-	11,228
Other debtors	-	5,617
	<u>-</u>	<u>16,845</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	£
Trade creditors	-	9,911
Taxation and social security	26	-
Other creditors	2,280	5,976
	<u>2,306</u>	<u>15,887</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2019**

5. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2019 £	2018 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

6. RESERVES

Retained
earnings
£

At 1 January 2019	23,182
Deficit for the year	<u>(6,143)</u>
At 31 December 2019	<u>17,039</u>

7. RELATED PARTY DISCLOSURES

The controlling party is not known.

The company is controlled by Paragon Customer Communications (Bristol) Limited and Euro DM Limited, a company incorporated in the US, by virtue of their shareholdings.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.