

Action Mailing Ltd

Unaudited Abbreviated Accounts

for the Year Ended 31 October 2014

MacMahon Leggate
Chartered Accountants
Charter House
18-20 Finsley Gate
Burnley
BB11 2HA



Action Mailing Ltd
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared.

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory
Accounts of
Action Mailing Ltd
for the Year Ended 31 October 2014**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Action Mailing Ltd for the year ended 31 October 2014 set out on pages from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Action Mailing Ltd, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Action Mailing Ltd and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Action Mailing Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Action Mailing Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Action Mailing Ltd. You consider that Action Mailing Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Action Mailing Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

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MacMahon Leggate
Chartered Accountants
Charter House
18-20 Finsley Gate
Burnley
Lancashire
BB11 2HA
13 April 2015

Action Mailing Ltd
(Registration number: 3442946)
Abbreviated Balance Sheet at 31 October 2014

	Note	2014 £	2013 £
Fixed assets			
Tangible fixed assets		307,979	160,462
Current assets			
Debtors		20,016	23,416
Cash at bank and in hand		28,706	32,942
		48,722	56,358
Creditors: Amounts falling due within one year		(20,408)	(28,532)
Net current assets		28,314	27,826
Total assets less current liabilities		336,293	188,288
Provisions for liabilities		(7,499)	-
Net assets		328,794	188,288
Capital and reserves			
Called up share capital	3	200	100
Share premium account		144,900	-
Profit and loss account		183,694	188,188
Shareholders' funds		328,794	188,288

For the year ending 31 October 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime .

Approved by the director on 13 April 2015

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Mr S J Shread
Director

The notes on pages 3 to 4 form an integral part of these financial statements.

Action Mailing Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 October 2014
..... continued

1 Accounting policies

Basis of preparation

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).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Plant and machinery	20% reducing balance
Fixtures and fittings	25% reducing balance
Office equipment	33% reducing balance
Motor vehicles	25% reducing balance

Deferred tax

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE. Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Action Mailing Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 October 2014
..... *continued*

2 Fixed assets

	Tangible assets	Total
	£	£
Cost		
At 1 November 2013	238,222	238,222
Additions	<u>159,101</u>	<u>159,101</u>
At 31 October 2014	<u>397,323</u>	<u>397,323</u>
Depreciation		
At 1 November 2013	77,760	77,760
Charge for the year	<u>11,584</u>	<u>11,584</u>
At 31 October 2014	<u>89,344</u>	<u>89,344</u>
Net book value		
At 31 October 2014	<u>307,979</u>	<u>307,979</u>
At 31 October 2013	<u>160,462</u>	<u>160,462</u>

3 Share capital

Allotted, called up and fully paid shares

	2014		2013	
	No.	£	No.	£
Ordinary shares of £1 each	100	100	100	100
Ordinary B shares of £1 (2013 - £0.00) each	<u>100</u>	<u>100</u>	<u>-</u>	<u>-</u>
	<u>200</u>	<u>200</u>	<u>100</u>	<u>100</u>

New shares allotted

During the year 100 Ordinary £1 B Shares having an aggregate nominal value of £100 were allotted for an aggregate consideration of £145,000. The reason for the allotment was to increase capital in the company.

4 Control

The company is controlled equally by the director and Zill Ltd, a company registered in Guernsey .

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.