

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2015

FOR

MARKET DYNAMICS UK LIMITED

CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2015

	Page
Abbreviated Balance Sheet	1
Notes to the Abbreviated Accounts	2

ABBREVIATED BALANCE SHEET
31 DECEMBER 2015

	Notes	2015 £	£	2014 £	£
FIXED ASSETS					
Tangible assets	2		29,695		37,119
CURRENT ASSETS					
Debtors		-		9,392	
Cash at bank		<u>11,546</u>		<u>20,866</u>	
		11,546		30,258	
CREDITORS					
Amounts falling due within one year		<u>7,210</u>		<u>6,888</u>	
NET CURRENT ASSETS			<u>4,336</u>		<u>23,370</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			34,031		60,489
CREDITORS					
Amounts falling due after more than one year			<u>44,959</u>		<u>68,482</u>
NET LIABILITIES			<u>(10,928)</u>		<u>(7,993)</u>
CAPITAL AND RESERVES					
Called up share capital	3		10,000		10,000
Share premium			12,098		12,098
Profit and loss account			<u>(33,026)</u>		<u>(30,091)</u>
SHAREHOLDERS' FUNDS			<u>(10,928)</u>		<u>(7,993)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2015 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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
- (b) 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 have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were authorised for issue by the director on 26 April 2016 and were signed by:

M S Desai - Director

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

1. ACCOUNTING POLICIES

Accounting convention
Going Concern

As at 31st December 2015, the company's total liabilities exceed total assets by £10,928 (2014: £7,993). However, the directors of the company consider that the going concern basis is appropriate in view of the assurance of continuing financial support which the company has received from its shareholders.

Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

Revenue is recognised when services are provided to customers.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Software Development	- 10% on cost
Computer equipment	- 33.33% on cost

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2015 and 31 December 2015	<u>96,625</u>
DEPRECIATION	
At 1 January 2015	59,506
Charge for year	<u>7,424</u>
At 31 December 2015	<u>66,930</u>
NET BOOK VALUE	
At 31 December 2015	<u>29,695</u>
At 31 December 2014	<u>37,119</u>

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2015 £	2014 £
2,000	Ordinary	£1	2,000	2,000
8,000	Redeemable Preference	£1	<u>8,000</u>	<u>8,000</u>
			<u>10,000</u>	<u>10,000</u>

4. ULTIMATE HOLDING COMPANY

The ultimate holding company is DAY BY DAY SAS, a company incorporated in Paris, France.

DAY BY DAY SAS holds 100% of the company's share capital.

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.