

REGISTERED NUMBER: 03605092 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2014

FOR

MARKET DYNAMICS UK LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2014

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ABBREVIATED BALANCE SHEET
31 DECEMBER 2014

	Notes	2014 £	£	2013 £	£
FIXED ASSETS					
Tangible assets	2		37,119		44,543
CURRENT ASSETS					
Debtors		9,392		12,878	
Cash at bank		<u>20,866</u>		<u>7,718</u>	
		30,258		20,596	
CREDITORS					
Amounts falling due within one year		<u>6,888</u>		<u>4,387</u>	
NET CURRENT ASSETS			<u>23,370</u>		<u>16,209</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			60,489		60,752
CREDITORS					
Amounts falling due after more than one year			<u>68,482</u>		<u>72,795</u>
NET LIABILITIES			<u>(7,993)</u>		<u>(12,043)</u>
CAPITAL AND RESERVES					
Called up share capital	3		10,000		10,000
Share premium			12,098		12,098
Profit and loss account			<u>(30,091)</u>		<u>(34,141)</u>
SHAREHOLDERS' FUNDS			<u>(7,993)</u>		<u>(12,043)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2014 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
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2014

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 23 April 2015 and were signed by:

M S Desai - Director

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

1. ACCOUNTING POLICIES

Accounting convention
Going Concern

As at 31st December 2014, the company's total liabilities exceed total assets by £7,993 (2013: £12,043). 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 2014 and 31 December 2014	96,625
DEPRECIATION	
At 1 January 2014	52,082
Charge for year	7,424
At 31 December 2014	59,506
NET BOOK VALUE	
At 31 December 2014	37,119
At 31 December 2013	44,543

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2014 £	2013 £
2,000	Ordinary	£1	2,000	2,000
8,000	Redeemable Preference	£1	8,000	8,000
			<u>10,000</u>	<u>10,000</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2014

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.