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23RED LIMITED
Abbreviated Accounts
for the Year Ended 30 September 2013

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19/03/2014

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23RED LIMITED

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for the year ended 30 September 2013**

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23RED LIMITED

**Company Information
for the year ended 30 September 2013**

Directors	J Asscher P Dunning S Kinmont
Registered office	New Derwent House 69-73 Theobalds Road London WC1X 8TA
Registered number	03974936
Auditors	Haines Watts 69-73 Theobalds Road London WC1X 8TA
Bankers	Barclays Bank Plc 27 Soho Square London W1A 4WA

**Independent Auditors' Report to
23red Limited
Under Section 449 of the Companies Act 2006**

We have examined the abbreviated accounts which comprise the Abbreviated Balance Sheet and the related notes, together with the full financial statements of 23red Limited for the year ended 30 September 2013 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

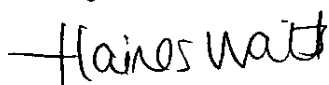
The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.



Esther Wood (Senior Statutory Auditor)
for and on behalf of Haines Watts
69-73 Theobalds Road
London
WC1X 8TA

Date

17/3/04

23RED LIMITED (REGISTERED NUMBER 03974936)

Abbreviated Balance Sheet
30 September 2013

	Notes	£	2013 £	£	2012 £
Fixed assets					
Tangible assets	2		249,754		264,332
Investments	3		2,532		2,532
			<u>252,286</u>		<u>266,864</u>
Current assets					
Debtors	4	973,455		1,400,392	
Cash at bank and in hand		831,078		667,243	
		<u>1,804,533</u>		<u>2,067,635</u>	
Creditors					
Amounts falling due within one year		769,226		950,283	
		<u>769,226</u>		<u>950,283</u>	
Net current assets			<u>1,035,307</u>		<u>1,117,352</u>
Total assets less current liabilities			<u>1,287,593</u>		<u>1,384,216</u>
Capital and reserves					
Called up share capital	5		700		700
Share premium			299,100		299,100
Capital redemption reserve			300		300
Other reserves			(70)		(70)
Profit and loss account			987,563		1,084,186
			<u>1,287,593</u>		<u>1,384,216</u>
Shareholders' funds			<u>1,287,593</u>		<u>1,384,216</u>

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 approved by the Board of Directors on
signed on its behalf by

18/2/14.

and were


J Asscher - Director

The notes form part of these abbreviated accounts

23RED LIMITED

Notes to the Abbreviated Accounts for the year ended 30 September 2013

1 Accounting policies

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Preparation of consolidated financial statements

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertakings comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 399 of the Companies Act 2006 not to prepare group accounts.

Cash flow statement

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

Turnover

Turnover represents amounts receivable for marketing services net of VAT and trade discounts.

Turnover is recognised as contract activity progresses, in accordance with the terms in the contractual agreement and the stage of completion of the work. It is in respect of the provision of marketing services including fees, commissions, rechargeable expenses and sales of marketing materials performed subject to a specific contract. Where recorded turnover exceeds amounts invoiced to clients, the excess is classified as accrued income. Conversely, where recorded turnover is less than amounts invoiced to clients, the excess is classified as deferred income.

Tangible fixed assets

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

Land & Buildings Leasehold	Over the length of the lease (10 years)
Computer Equipment	25% Straight Line
Fixtures, Fittings & Equipment	25% Straight Line

Deferred tax

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Hire purchase and leasing commitments

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

Pensions

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

23RED LIMITED

Notes to the Abbreviated Accounts - continued
for the year ended 30 September 2013

2 Tangible fixed assets

	Total £
Cost	
At 1 October 2012	733,372
Additions	55,834
	<u>789,206</u>
At 30 September 2013	
Depreciation	
At 1 October 2012	469,040
Charge for year	70,412
	<u>539,452</u>
At 30 September 2013	
Net book value	
At 30 September 2013	<u>249,754</u>
At 30 September 2012	<u>264,332</u>

3 Fixed asset investments

	Investments other than loans £
Cost	
At 1 October 2012 and 30 September 2013	2,532
	<u>2,532</u>
Net book value	
At 30 September 2013	<u>2,532</u>
At 30 September 2012	<u>2,532</u>

4 Debtors amounts falling due after more than one year

The aggregate total of debtors falling due after more than one year is £97,079 (2012 - £92,344)

5 Called up share capital

Allotted, issued and fully paid Number	Class	Nominal value	2013 £	2012 £
70,000	Ordinary	1p	<u>700</u>	<u>700</u>