

Registered number
04133843

Brand Democracy Limited

Report and Accounts

31 December 2017

Brand Democracy Limited**Registered number: 04133843****Director's Report**

The director presents his report and accounts for the year ended 31 December 2017.

Principal activity

The company is dormant and has not traded during the year or subsequent to the year end.

Directors

The following persons served as directors during the year:

R Davison (Resigned 31 March 2017)

F Sharp (Resigned 31 December 2017)

D Crowther (Appointed 31 December 2017)

Small company provisions

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the board on 18 May 2018 and signed on its behalf.

D Crowther

Director

Brand Democracy Limited
Profit and Loss Account
for the year ended 31 December 2017

The company has not traded during the year or the preceding financial year. During these years, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

Certain items of expenditure were paid on behalf of the company by the director.

Brand Democracy Limited**Registered number: 04133843****Balance Sheet****as at 31 December 2017**

	2017	2016
	£	£
Capital and reserves		
Called up share capital	2	2
Profit and loss account	3,039	3,039
Share Based Payment reserve		
Capital Contribution Reserve	(3,041)	(3,041)
Shareholder's funds	<u>-</u>	<u>-</u>

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 480 of the Companies Act 2006 relating to dormant companies.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. A profit and loss account has not been delivered to the Registrar of Companies.

D Crowther

Director

Approved by the board on 18 May 2018

Brand Democracy Limited
Notes to the Accounts
for the year ended 31 December 2017

1 Accounting policies

The accounts have been prepared under the historical cost convention.

2 Controlling party

The company's immediate parent undertaking and its immediate controlling party is Chime Communications Limited, incorporated in the United Kingdom and registered in England and Wales.

The company's ultimate parent company and controlling party from 16 October 2015 to present date was PM VII S.a.r.l, a company incorporated and registered in Luxembourg.

The largest group for which the group financial statements are prepared and of which the group is a member is Chime Group Holdings Limited which is incorporated in the United Kingdom and registered in England and Wales. The smallest group for which the group financial statements are prepared and of which the group is a member is Chime Group Limited which is incorporated in the United Kingdom and registered in England and Wales. Copies of their financial statements are available from Companies House, Crown Way, Maindy, Cardiff CF14 3UZ.

3 Other information

Brand Democracy Limited is a private company limited by shares and incorporated in England. Its registered office is:

PO BOX 70693
62 Buckingham Gate
London
United Kingdom
SW1P 9ZP

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.