

Registered number  
04363302

MJL Advertising Limited

Abbreviated Accounts

31 August 2012

THURSDAY



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COMPANIES HOUSE

## **MJL Advertising Limited**

### **Chartered Accountants' report to the board of directors on the preparation of the unaudited abbreviated accounts of MJL Advertising Limited for the year ended 31 August 2012**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the abbreviated accounts of MJL Advertising Limited for the year ended 31 August 2012 which comprise of the balance sheet and the related notes 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, we are subject to its ethical and other professional requirements which are detailed at [icaew.com/membershandbook](http://icaew.com/membershandbook)

This report is made solely to the Board of Directors of MJL Advertising Limited, as a body, in accordance with the terms of our engagement letter dated 19 October 2012. Our work has been undertaken solely to prepare for your approval the accounts of MJL Advertising Limited and state those matters that we have agreed to state to the Board of Directors of MJL Advertising Limited, as a body, in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://icaew.com/compilation). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than MJL Advertising Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that MJL Advertising Limited 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 MJL Advertising Limited. You consider that MJL Advertising Limited 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 MJL Advertising Limited. 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 abbreviated accounts.

*Simplified Accounting Limited*

Simplified Accounting Limited  
Chartered Accountants  
34 Brackley Road  
Towcester  
Northants  
NN12 6DJ

7 December 2012

**MJL Advertising Limited**  
**Registered number:**  
**Abbreviated Balance Sheet**  
**as at 31 August 2012**

04363302

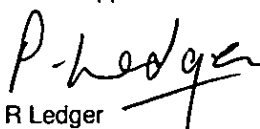
	Notes	2012 £	2011 £
<b>Fixed assets</b>			
Tangible assets	3	114,608	114,877
<b>Current assets</b>			
Stocks		28,322	6,316
Debtors		356,218	488,664
Cash at bank and in hand		498,240	584,505
		<u>882,780</u>	<u>1,079,485</u>
<b>Creditors: amounts falling due within one year</b>		<u>(216,057)</u>	<u>(418,389)</u>
<b>Net current assets</b>		666,723	661,096
<b>Total assets less current liabilities</b>		<u>781,331</u>	<u>775,973</u>
<b>Provisions for liabilities</b>		(1,800)	(4,045)
<b>Net assets</b>		<u>779,531</u>	<u>771,928</u>
<b>Capital and reserves</b>			
Called up share capital	4	160,000	160,000
Capital redemption reserve		30,000	30,000
Profit and loss account		589,531	581,928
<b>Shareholders' funds</b>		<u>779,531</u>	<u>771,928</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006

Members have not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their 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 in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime

  
P R Ledger  
Director

Approved by the board on 7 December 2012

**MJL Advertising Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 August 2012**

**1 Accounting policies**

***Basis of preparation***

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

The accounts have been prepared on the going concern basis

***Turnover***

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

***Goodwill and amortisation***

The useful economic life of the goodwill is deemed to be that appropriate to the expected

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value

Goodwill	8 years straight line
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***Fixed assets and depreciation***

All fixed assets are initially recorded at cost

Depreciation has been provided at the following rates in order to write off the assets over their

Plant and machinery etc	25% reducing balance
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***Investments***

Investments held as fixed assets are shown at cost less provision for impairment

***Work in progress***

Work in progress is valued on the basis of direct costs plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

***Deferred taxation***

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

***Pensions***

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

**MJL Advertising Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 August 2012**

**2 Intangible fixed assets** **£**

<b>Cost</b>	
At 1 September 2011 and 31 August 2012	<u>117,355</u>
<b>Amortisation</b>	
At 1 September 2011 and 31 August 2012	<u>117,355</u>
<b>Net book value</b>	
At 31 August 2011 and 31 August 2012	<u>-</u>

**3 Tangible fixed assets** **£**

<b>Cost</b>	
At 1 September 2011	330,450
Additions	42,389
Disposals	<u>(22,752)</u>
At 31 August 2012	<u>350,087</u>
<b>Depreciation</b>	
At 1 September 2011	215,573
Charge for the year	38,945
On disposals	<u>(19,039)</u>
At 31 August 2012	<u>235,479</u>
<b>Net book value</b>	
At 31 August 2012	<u>114,608</u>
At 31 August 2011	<u>114,877</u>

<b>4 Share capital</b>	<b>Nominal value</b>	<b>2012 Number</b>	<b>2012 £</b>	<b>2011 £</b>
Allotted, called up and fully paid Ordinary shares	£1 each	160,000	<u>160,000</u>	<u>160,000</u>