

Registered number
04363302

MJL Advertising Limited

Abbreviated Accounts

31 August 2016

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 2016

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 2016 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.

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. 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

Chartered Accountants

34 Brackley Road

Towcester

Northants

NN12 6DJ

1 March 2017

MJL Advertising Limited**Registered number:** 04363302**Abbreviated Balance Sheet****as at 31 August 2016**

	Notes	2016	2015
		£	£
Fixed assets			
Tangible assets	3	63,515	70,644
Current assets			
Stocks		17,941	23,219
Debtors		559,255	398,536
Cash at bank and in hand		525,856	364,232
		<u>1,103,052</u>	<u>785,987</u>
Creditors: amounts falling due within one year		<u>(531,112)</u>	<u>(396,072)</u>
Net current assets		571,940	389,915
Total assets less current liabilities		<u>635,455</u>	<u>460,559</u>
Provisions for liabilities		(5,800)	(5,800)
Net assets		<u>629,655</u>	<u>454,759</u>
Capital and reserves			
Called up share capital	4	125,000	125,000
Capital redemption reserve		65,000	65,000
Profit and loss account		439,655	264,759
Shareholders' funds		<u>629,655</u>	<u>454,759</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 Ledger

Director

Approved by the board on 1 March 2017

MJL Advertising Limited
Notes to the Abbreviated Accounts
for the year ended 31 August 2016

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 cashflows which will be derived from the goodwill.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value over the useful economic life of that asset as follows:

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 estimated useful lives.

Plant and machinery etc	25% reducing balance
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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.

2 Intangible fixed assets

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Cost

At 1 September 2013 and 31 August 2014	<u>117,355</u>
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Amortisation

At 1 September 2015 and 31 August 2016	<u>117,355</u>
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Net book value

At 1 September 2015 and 31 August 2016	<u>-</u>
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3 Tangible fixed assets**£****Cost**

At 1 September 2015	297,629
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Additions	29,294
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Disposals	(167,290)
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At 31 August 2016	<u>159,633</u>
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Depreciation

At 1 September 2015	226,985
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Charge for the year	26,377
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On disposals	(157,244)
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At 31 August 2016	<u>96,118</u>
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Net book value

At 31 August 2016	<u>63,515</u>
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At 31 August 2015	<u>70,644</u>
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4 Share capital**Nominal
value****2016
Number****2016
£****2015
£**

Allotted, called up and fully paid:

Ordinary shares	£1 each	125,000	<u>125,000</u>	<u>125,000</u>
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