

REGISTERED NUMBER: 05269423

RED ADVERTISING LIMITED

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MAY 2012



RED ADVERTISING LIMITED

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for the Year Ended 31 May 2012**

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RED ADVERTISING LIMITED

COMPANY INFORMATION
for the Year Ended 31 May 2012

DIRECTORS:

R P Clarke
Miss C Fern

SECRETARY:

A Clarke

REGISTERED OFFICE:

Unit 15
Morston Court
Kingswood Lakeside
Cannock
Staffordshire
WS11 8JB

REGISTERED NUMBER:

05269423

RED ADVERTISING LIMITED

ABBREVIATED BALANCE SHEET
31 May 2012

	Notes	31 5 12 £	£	31 5 11 £	£
FIXED ASSETS					
Intangible assets	2		239,914		182,809
Tangible assets	3		<u>59,487</u>		<u>66,519</u>
			299,401		249,328
CURRENT ASSETS					
Debtors	4	151,846		19,376	
Cash at bank and in hand		<u>518</u>		<u>1,214</u>	
		152,364		20,590	
CREDITORS					
Amounts falling due within one year		<u>140,553</u>		<u>63,729</u>	
NET CURRENT ASSETS/(LIABILITIES)			<u>11,811</u>		<u>(43,139)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			311,212		206,189
CREDITORS					
Amounts falling due after more than one year			(109,623)		(101,544)
PROVISIONS FOR LIABILITIES			<u>(9,876)</u>		<u>-</u>
NET ASSETS			<u>191,713</u>		<u>104,645</u>
CAPITAL AND RESERVES					
Called up share capital	5		402,250		2,000
Share premium			-		74,000
Profit and loss account			<u>(210,537)</u>		<u>28,645</u>
SHAREHOLDERS' FUNDS			<u>191,713</u>		<u>104,645</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- 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 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

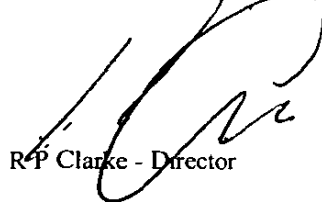
The notes form part of these abbreviated accounts

RED ADVERTISING LIMITED

ABBREVIATED BALANCE SHEET - continued
31 May 2012

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 11th June 2013 and were signed on its behalf by



R.P. Clarke - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
for the Year Ended 31 May 2012

Accounting convention

Turnover

Goodwill

Other intangible assets

Website development & related costs - 10% and 33% on cost

Goodwill - 15% on cost

In accordance with SSAP 13, no amortisation is charged with regard to the deferred website development expenditure until the systems and services to which they relate are operational

The website development expenditure has been deferred on the basis that it meets all of the criteria outlined in paragraph 25 of SSAP 13

Tangible fixed assets

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

Fixtures and fittings - 15% on reducing balance

Computer equipment - at varying rates on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

Going concern

The accounts have been prepared on a going concern basis, which assumes that the directors will not withdraw their loan accounts to the detriment of the other creditors

RED ADVERTISING LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 31 May 2012****2 INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 June 2011	271,275
Additions	<u>82,642</u>
At 31 May 2012	<u>353,917</u>
AMORTISATION	
At 1 June 2011	88,466
Amortisation for year	<u>25,537</u>
At 31 May 2012	<u>114,003</u>
NET BOOK VALUE	
At 31 May 2012	<u>239,914</u>
At 31 May 2011	<u>182,809</u>

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 June 2011	110,423
Additions	<u>7,293</u>
At 31 May 2012	<u>117,716</u>
DEPRECIATION	
At 1 June 2011	43,904
Charge for year	<u>14,325</u>
At 31 May 2012	<u>58,229</u>
NET BOOK VALUE	
At 31 May 2012	<u>59,487</u>
At 31 May 2011	<u>66,519</u>

4 DEBTORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

The aggregate total of debtors falling due after more than one year is £133,645

RED ADVERTISING LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 31 May 2012****5 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid		Nominal value	31 5 12	31 5 11
Number	Class		£	£
225,000 (31 5 11 - 200,000)	Ordinary	0 01p	2,250	2,000
400,000	preference	£1	<u>400,000</u>	<u>-</u>
			<u>402,250</u>	<u>2,000</u>

6 RELATED PARTY DISCLOSURES

At the balance sheet date the company owed the directors

R P Clarke £22,117 (2011 £37,757) The movement of £(15,640) is accounted for by drawings of £13,092 plus personal expenses of £2,548

C Fern £793 (2011 £Nil) The movement is accounted for by undrawn salary

Other entries as detailed in the Debtors and Creditors notes