

**RED ADVERTISING LIMITED**

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MAY 2015**

Lancaster Haskins Limited  
Granville House  
2 Tettenhall Road  
Wolverhampton  
West Midlands  
WV1 4SB

**CONTENTS OF THE ABBREVIATED ACCOUNTS**  
**for the Year Ended 31 May 2015**

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**RED ADVERTISING LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 31 May 2015**

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**DIRECTORS:**

R P Clarke  
C Fern  
L Bruce  
M Nazemi

**SECRETARY:**

A. Clarke

**REGISTERED OFFICE:**

Unit 15  
Morston Court  
Kingswood Lakeside  
Cannock  
Staffordshire  
WS11 8JB

**REGISTERED NUMBER:**

05269423

**ACCOUNTANTS:**

Lancaster Haskins Limited  
Granville House  
2 Tettenhall Road  
Wolverhampton  
West Midlands  
WV1 4SB

**ABBREVIATED BALANCE SHEET**  
**31 May 2015**

	Notes	31.5.15 £	£	31.5.14 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		290,405		247,982
Tangible assets	3		<u>44,465</u>		<u>54,031</u>
			334,870		302,013
<b>CURRENT ASSETS</b>					
Debtors		78,528		71,112	
Cash at bank and in hand		<u>35</u>		<u>3,702</u>	
		78,563		74,814	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>663,581</u>		<u>307,410</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(585,018)</u>		<u>(232,596)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			(250,148)		69,417
<b>CREDITORS</b>					
Amounts falling due after more than one year			(155,053)		(70,516)
<b>PROVISIONS FOR LIABILITIES</b>			<u>(9,447)</u>		<u>(9,447)</u>
<b>NET LIABILITIES</b>			<u>(414,648)</u>		<u>(10,546)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		1,078,000		1,078,000
Share premium			54,910		54,910
Profit and loss account			<u>(1,547,558)</u>		<u>(1,143,456)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(414,648)</u>		<u>(10,546)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2015 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) 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.
- (b)

**ABBREVIATED BALANCE SHEET - continued**  
**31 May 2015**

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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 15 November 2015 and were signed on its behalf by:

R P Clarke - Director

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**for the Year Ended 31 May 2015**

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**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).

**Turnover**

Turnover represents net invoiced sales of services, excluding value added tax.

Revenue is recognised, based on the services provided, over the life of the contract. Where amounts invoiced exceed revenue, the excess is classified as deferred income and included in accruals and deferred income within creditors.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2007, is being amortised evenly over its estimated useful life of seven years.

**Other intangible assets**

Amortisation is provided on the following assets to write off their cost at the following rates;

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 or, if held under a finance lease, over the lease term, whichever is the shorter.

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.

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

**Going concern**

The accounts have been prepared on a going concern basis. The directors believe that this is appropriate as after the year end the company progressed with a programme for a substantial increase in the share capital, there is significant deferred income to be recognised in the following year and the company is continuing to increase sales in the following year.

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**for the Year Ended 31 May 2015**

**2. INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 June 2014	428,771
Additions	74,026
At 31 May 2015	<u>502,797</u>
<b>AMORTISATION</b>	
At 1 June 2014	180,789
Amortisation for year	31,603
At 31 May 2015	<u>212,392</u>
<b>NET BOOK VALUE</b>	
At 31 May 2015	<u>290,405</u>
At 31 May 2014	<u>247,982</u>

**3. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 June 2014	142,585
Additions	3,900
At 31 May 2015	<u>146,485</u>
<b>DEPRECIATION</b>	
At 1 June 2014	88,554
Charge for year	13,466
At 31 May 2015	<u>102,020</u>
<b>NET BOOK VALUE</b>	
At 31 May 2015	<u>44,465</u>
At 31 May 2014	<u>54,031</u>

**4. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	31.5.15	31.5.14
			£	£
400,000	Ordinary	0.01p	4,000	4,000
1,074,000	Preference	£1	<u>1,074,000</u>	<u>1,074,000</u>
			<u>1,078,000</u>	<u>1,078,000</u>

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS  
ON THE UNAUDITED FINANCIAL STATEMENTS OF  
RED ADVERTISING LIMITED**

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**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Red Advertising Limited for the year ended 31 May 2015 which comprise the Profit and Loss Account, 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 (ICAEW), 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 Red Advertising Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Red Advertising Limited and state those matters that we have agreed to state to the Board of Directors of Red 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 the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Red Advertising Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Red Advertising Limited. You consider that Red 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 financial statements of Red 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 statutory financial statements.

Lancaster Haskins Limited  
Granville House  
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West Midlands  
WV1 4SB

17 November 2015



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.