

REGISTERED NUMBER: 05568247 (England and Wales)

Unaudited Financial Statements for the Year Ended 30 September 2018

for

DNA Healthcare Advertising Ltd

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for the Year Ended 30 September 2018**

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DNA Healthcare Advertising Ltd

Company Information for the Year Ended 30 September 2018

DIRECTORS:

A J Gay
Mrs L J C Gay

SECRETARY:

Ms H Gay

REGISTERED OFFICE:

Upper Ground Floor
Unit 5, Bay 5
11 Mowll Street
London
SW9 6BG

REGISTERED NUMBER:

05568247 (England and Wales)

ACCOUNTANTS:

Hammonds
Provident House
Burrell Row
Beckenham
Kent
BR3 1AT

Chartered Accountants' Report to the Board of Directors on the Unaudited Financial Statements of DNA Healthcare Advertising Ltd

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of DNA Healthcare Advertising Ltd for the year ended 30 September 2018 which comprise the Income Statement, 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 within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of DNA Healthcare Advertising Ltd, as a body, in accordance with the terms of our engagement letter dated 6 December 2005. Our work has been undertaken solely to prepare for your approval the financial statements of DNA Healthcare Advertising Ltd and state those matters that we have agreed to state to the Board of Directors of DNA Healthcare Advertising Ltd, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than DNA Healthcare Advertising Ltd and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that DNA Healthcare Advertising Ltd 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 profit of DNA Healthcare Advertising Ltd. You consider that DNA Healthcare Advertising Ltd 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 DNA Healthcare Advertising Ltd. 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.

Hammonds
Provident House
Burrell Row
Beckenham
Kent
BR3 1AT

24 April 2019

DNA Healthcare Advertising Ltd (Registered number: 05568247)

Balance Sheet
30 September 2018

	Notes	30/9/18 £	£	30/9/17 £	£
FIXED ASSETS					
Tangible assets	4		1,544		1,907
CURRENT ASSETS					
Debtors	5	69,837		103,624	
Cash at bank		<u>154,419</u>		<u>125,350</u>	
		224,256		228,974	
CREDITORS					
Amounts falling due within one year	6	<u>41,362</u>		<u>89,348</u>	
NET CURRENT ASSETS			<u>182,894</u>		<u>139,626</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>184,438</u>		<u>141,533</u>
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings	7		<u>184,338</u>		<u>141,433</u>
SHAREHOLDERS' FUNDS			<u>184,438</u>		<u>141,533</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2018 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
- (b) 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 financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 24 April 2019 and were signed on its behalf by:

A J Gay - Director

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 30 September 2018**

1. STATUTORY INFORMATION

DNA Healthcare Advertising Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

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

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.
Plant and machinery etc - 25% on cost

Taxation

Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Taxation assets and liabilities are not discounted.

Tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2017 - 2).

Notes to the Financial Statements - continued
for the Year Ended 30 September 2018

4. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 October 2017	11,447
Additions	1,001
At 30 September 2018	<u>12,448</u>
DEPRECIATION	
At 1 October 2017	9,540
Charge for year	1,364
At 30 September 2018	<u>10,904</u>
NET BOOK VALUE	
At 30 September 2018	<u>1,544</u>
At 30 September 2017	<u>1,907</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30/9/18 £	30/9/17 £
Trade debtors	68,837	103,374
Other debtors	1,000	250
	<u>69,837</u>	<u>103,624</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30/9/18 £	30/9/17 £
Trade creditors	5,574	38,818
Taxation and social security	32,013	47,045
Other creditors	3,775	3,485
	<u>41,362</u>	<u>89,348</u>

7. RESERVES

	Retained earnings £
At 1 October 2017	141,433
Profit for the year	82,905
Dividends	(40,000)
At 30 September 2018	<u>184,338</u>

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.