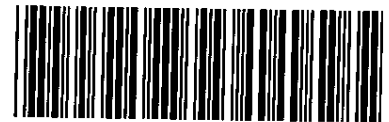


Registration number 05829714

**Direct Market Solutions Limited**  
**Abbreviated accounts ( Revised)**  
**for the period ended 31 January 2016**

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**Direct Market Solutions Limited**

**Abbreviated balance sheet  
as at 31 January 2016**

	<b>Notes</b>	<b>31/01/16</b>		<b>31/05/15</b>	
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Current assets</b>					
Stocks		34,115		29,738	
Debtors		125		125	
Cash at bank and in hand		7,766		1,810	
		<u>42,006</u>		<u>31,673</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(93,873)</u>		<u>(74,839)</u>	
<b>Net current liabilities</b>			<u>(51,867)</u>		<u>(43,166)</u>
<b>Total assets less current liabilities</b>			<u>(51,867)</u>		<u>(43,166)</u>
<b>Provisions for liabilities</b>			<u>10,298</u>		<u>8,558</u>
<b>Deficiency of assets</b>			<u>(41,569)</u>		<u>(34,608)</u>
<b>Capital and reserves</b>					
Called up share capital	<b>2</b>		2		2
Profit and loss account			<u>(41,571)</u>		<u>(34,610)</u>
<b>Shareholders' funds</b>			<u>(41,569)</u>		<u>(34,608)</u>
<b>Registration number 05829714</b>					

The directors' statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet.

**The notes on pages 3 to 4 form an integral part of these financial statements.**

**Direct Market Solutions Limited**

**Abbreviated balance sheet (continued)**

**Directors' statements required by Sections 475(2) and (3)  
for the period ended 31 January 2016**

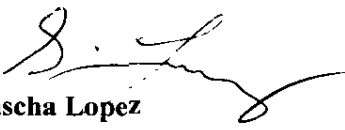
For the period ended 31 January 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies .

These accounts were approved by the directors on 28 October 2016, and are signed on their behalf by:

X   
**Sascha Lopez**  
**Director**

**Registration number 05829714**

**The notes on pages 3 to 4 form an integral part of these financial statements.**

## **Direct Market Solutions Limited**

### **Notes to the abbreviated financial statements for the period ended 31 January 2016**

#### **1. Accounting policies**

##### **1.1. Accounting convention**

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

##### **1.2. Turnover**

Turnover represents the total invoice value, excluding value added tax, of sales made during the period and derives from the provision of goods falling within the company's ordinary activities.

##### **1.3. Stock**

Stock is valued at the lower of cost and net realisable value.

##### **1.4. Deferred taxation**

The company adopted Financial Reporting Standard 19 "Deferred Taxation" (FRS 19) during the financial period.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold;

Provision is made for deferred tax that would arise on remittance of the retained earnings of overseas subsidiaries, associates and joint ventures only to the extent that, at the balance sheet date, dividends have been accrued as receivable;

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

Prior to the adoption of FRS 19, the company provided for deferred taxation only to the extent that timing differences were expected to materialise in the foreseeable future. The adoption of the new policy has been made by way of a prior year adjustment as though the revised policy had always been applied.

**Direct Market Solutions Limited**

**Notes to the abbreviated financial statements  
for the period ended 31 January 2016**

..... continued

<b>2. Share capital</b>	<b>31/01/16</b>	<b>31/05/15</b>
	<b>£</b>	<b>£</b>
<b>Authorised</b>		
1,000 Ordinary shares of £1 each	1,000	1,000
	<u>          </u>	<u>          </u>
<b>Allotted, called up and fully paid</b>		
2 Ordinary shares of £1 each	2	2
	<u>          </u>	<u>          </u>
<b>Equity Shares</b>		
2 Ordinary shares of £1 each	2	2
	<u>          </u>	<u>          </u>