

COMPANY REGISTRATION NUMBER: 06255640

4 Advertising and Marketing Limited
Filleted Financial Statements
For the year ended
31 December 2016

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4 Advertising and Marketing Limited

Financial Statements

Year ended 31 December 2016

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4 Advertising and Marketing Limited

Officers and Professional Advisers

The board of directors

D Swards
D D F Whittle
A G Heap
R Marson

Company secretary

D Swards

Registered office

Corson House
The Beechwood Estate
Elmete Lane
Roundhay
Leeds
LS8 2LQ

Auditor

Ford Campbell Freedman Limited
Chartered accountant & statutory auditor
34 Park Cross Street
Leeds
LS1 2QH

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Directors' Responsibilities Statement

Year ended 31 December 2016

The directors are responsible for preparing the directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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Statement of Financial Position

31 December 2016

	Note	2016 £	£	2015 £
Fixed assets				
Investments	4		–	528,886
Current assets				
Cash at bank and in hand		1		–
Creditors: amounts falling due within one year	5	–		369,508
Net current assets/(liabilities)			1	(369,508)
Total assets less current liabilities			1	159,378
Capital and reserves				
Called up share capital			1	45,000
Profit and loss account			–	114,378
Members funds			1	159,378

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

These financial statements were approved by the board of directors and authorised for issue on 19 July 2017, and are signed on behalf of the board by:



D Sowards
Director

Company registration number: 06255640

The notes on pages 5 to 6 form part of these financial statements.

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Statement of Changes in Equity

Year ended 31 December 2016

	Note	Called up share capital £	Profit and loss account £	Total £
At 1 January 2015		45,000	114,378	159,378
Profit for the year		—	82,311	82,311
Total comprehensive income for the year		—	82,311	82,311
Dividends paid and payable		—	(82,311)	(82,311)
Total investments by and distributions to owners		—	(82,311)	(82,311)
At 31 December 2015		45,000	114,378	159,378
Profit for the year		—	267,031	267,031
Total comprehensive income for the year		—	267,031	267,031
Dividends paid and payable		—	(435,720)	(435,720)
Cancellation of subscribed capital		(44,999)	—	(44,999)
User defined investments by and distributions to owners movement 1		—	54,311	54,311
Total investments by and distributions to owners		(44,999)	(381,409)	(426,408)
At 31 December 2016		1	—	1

The notes on pages 5 to 6 form part of these financial statements.

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Notes to the Financial Statements

Year ended 31 December 2016

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is Corson House, The Beechwood Estate, Elmete Lane, Roundhay, Leeds, LS8 2LQ.

2. Statement of compliance

These financial statements have been prepared in compliance with the provisions of FRS 102 Section 1A, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Investments

Fixed asset investments are initially recorded at cost, and subsequently stated at cost less any accumulated impairment losses.

4. Investments

	Shares in group undertakings £
Cost	
At 1 January 2016	528,886
Disposals	(528,886)
At 31 December 2016	<u>—</u>
Impairment	
At 1 Jan 2016 and 31 Dec 2016	<u>—</u>
Carrying amount	
At 31 December 2016	<u>—</u>
At 31 December 2015	<u>528,886</u>

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Notes to the Financial Statements *(continued)*

Year ended 31 December 2016

4. Investments *(continued)*

During the year the Home Marketing Group reorganised its shareholding in Narrabeen Communications Limited (the 100% subsidiary of this company) to own it direct and not through 4 Advertising and Marketing Limited.

The trade and assets of Narrabeen Communications Limited were transferred into Chilli UK Limited a fellow subsidiary of the Home Marketing Group.

5. Creditors: amounts falling due within one year

	2016 £	2015 £
Amounts owed to group undertakings and undertakings in which the company has a participating interest	–	345,508
Other creditors	–	24,000
	<u>–</u>	<u>369,508</u>

6. Summary audit opinion

The auditor's report for the year dated 19 July 2017 was unqualified.

The senior statutory auditor was Dale Coleman FCA, for and on behalf of Ford Campbell Freedman Limited.

7. Related party transactions

The company has taken advantage of the exemption in FRS 102 section 33 from disclosing details of transactions with other group companies. This exemption has been taken on the grounds that the company is included within the group's consolidated accounts, which are publicly available.

8. Controlling party

The ultimate parent company is Home Marketing Group Limited, incorporated in England & Wales.