REGISTERED NUMBER: 06364430 (England and Wales)

Abbreviated Unaudited Accounts For The Year Ended 30 September 2012

for

Brand Conversions Marketing Ltd

Contents of the Abbreviated Accounts
For The Year Ended 30 September 2012

Company Information
For The Year Ended 30 September 2012

DIRECTOR:	Ms E Montgomery
SECRETARY:	Mrs S G Pearcey
REGISTERED OFFICE:	89B Yarmouth Road Norwich Norfolk NR7 0HF
REGISTERED NUMBER:	06364430 (England and Wales)
ACCOUNTANTS:	Aston Shaw Ltd 58 Thorpe Road Norwich Norfolk NR1 1RY

Abbreviated Balance Sheet
30 September 2012

		30/9/12		30/9/11	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible assets	2		55,564		33,681
Tangible assets	3		629		740
			56,193		34,421
CURRENT ASSETS					
Debtors		309,085		510,750	
Cash at bank and in hand		148,499		33,953	
		457,584		544,703	
CREDITORS					
Amounts falling due within one year		456,199		526,607	
NET CURRENT ASSETS			1,385		18,096
TOTAL ASSETS LESS CURRENT LIABILITIES			57,578		52,517
CAPITAL AND RESERVES					
Called up share capital	4		102		102
Profit and loss account			57,476		52,415
SHAREHOLDERS' FUNDS			57,578		52,517

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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

continued...

Abbreviated Balance Sheet - continued
30 September 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 director on 25 June 2013 and were signed by:

Ms E Montgomery - Director

Notes to the Abbreviated Accounts
For The Year Ended 30 September 2012

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 goods, 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.

Computer equipment - 15% 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
These financial statements have been prepared on the going concern basis. The Directors consider this basis to be appropriate but have not assessed a period in excess of 12 months from the date of approving the accounts.

Research and development
Research and development expenditure is written off in the same year unless the Directors are satisfied as to the technical, commercial, and financial viability of individual projects. In this situation, the expenditure is deferred and amortised over the period from which the company is expected to benefit.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 October 2011	42,101
Additions	37,879
At 30 September 2012	79,980
AMORTISATION	
At 1 October 2011	8,420
Amortisation for year	15,996
At 30 September 2012	24,416
NET BOOK VALUE	
At 30 September 2012	55,564
At 30 September 2011	33,681

continued...

3. TANGIBLE FIXED ASSETS

	Total
	£
COST	
At 1 October 2011	
and 30 September 2012	1,024
DEPRECIATION	
At 1 October 2011	284
Charge for year	111
At 30 September 2012	395
NET BOOK VALUE	
At 30 September 2012	629
At 30 September 2011	740

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	30/9/12 £	30/9/11 £
100	Ordinary A	1	100	100
1	Ordinary B	1	1	1
1	Ordinary C	1	1	1
			102	102

Alloted, issued and full paid:

Number:	Class:	Nominal Value:	30/9/12 £	30/9/11 £
100	Ordinary 'A'	£1	100	100
100	Ordinary 'B'	£1	1	1
100	Ordinary 'C'	£1	1	1
			--------	--------
			102	102
			====	====