

Unaudited Financial Statements For The Year Ended 30th September 2016

for

Brand Conversions Marketing Ltd

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For The Year Ended 30th September 2016**

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Brand Conversions Marketing Ltd

**Company Information
For The Year Ended 30th September 2016**

DIRECTOR: Ms E Montgomery

SECRETARY: Mrs S G Pearcey

REGISTERED OFFICE: 89B Yarmouth Road
Norwich
Norfolk
NR7 0HF

REGISTERED NUMBER: 06364430

ACCOUNTANTS: Aston Shaw Ltd
The Union Building
51-59 Rose Lane
Norwich
Norfolk
NR1 1BY

Brand Conversions Marketing Ltd (Registered number: 06364430)**Balance Sheet
30th September 2016**

| | Notes | 30/9/16 £ | £ | 30/9/15 £ | £ |
|--|-------|----------------|----------------|----------------|----------------|
| FIXED ASSETS | | | | | |
| Intangible assets | 2 | | 154,465 | | 94,605 |
| Tangible assets | 3 | | <u>220</u> | | <u>31,252</u> |
| | | | 154,685 | | 125,857 |
| CURRENT ASSETS | | | | | |
| Debtors | 4 | 406,280 | | 295,743 | |
| Cash at bank | | <u>23,991</u> | | <u>3,977</u> | |
| | | 430,271 | | 299,720 | |
| CREDITORS | | | | | |
| Amounts falling due within one year | 5 | <u>359,861</u> | | <u>263,116</u> | |
| NET CURRENT ASSETS | | | <u>70,410</u> | | <u>36,604</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | 225,095 | | 162,461 |
| CREDITORS | | | | | |
| Amounts falling due after more than one year | 6 | | <u>211,297</u> | | <u>117,769</u> |
| NET ASSETS | | | <u>13,798</u> | | <u>44,692</u> |
| CAPITAL AND RESERVES | | | | | |
| Called up share capital | 7 | | 102 | | 102 |
| Retained earnings | 8 | | <u>13,696</u> | | <u>44,590</u> |
| SHAREHOLDERS' FUNDS | | | <u>13,798</u> | | <u>44,692</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th September 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th September 2016 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 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)

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.

The financial statements were approved by the director on 28th June 2017 and were signed by:

Ms E Montgomery - Director

**Notes to the Financial Statements
For The Year Ended 30th September 2016**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015) and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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.

| | |
|--------------------------|----------------|
| Improvements to property | - not provided |
| 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 Director considers this basis to be appropriate but has 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 Director is 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

| | Development costs £ |
|------------------------|------------------------|
| COST | |
| At 1st October 2015 | 188,766 |
| Additions | 98,476 |
| At 30th September 2016 | <u>287,242</u> |
| AMORTISATION | |
| At 1st October 2015 | 94,161 |
| Amortisation for year | 38,616 |
| At 30th September 2016 | <u>132,777</u> |
| NET BOOK VALUE | |
| At 30th September 2016 | <u>154,465</u> |
| At 30th September 2015 | <u>94,605</u> |

**Notes to the Financial Statements - continued
For The Year Ended 30th September 2016**

3. TANGIBLE FIXED ASSETS

| | Improvements to property £ | Computer equipment £ | Totals £ |
|------------------------|-------------------------------------|----------------------------|-------------|
| COST | | | |
| At 1st October 2015 | 30,994 | 304 | 31,298 |
| Disposals | (30,994) | - | (30,994) |
| At 30th September 2016 | - | 304 | 304 |
| DEPRECIATION | | | |
| At 1st October 2015 | - | 46 | 46 |
| Charge for year | - | 38 | 38 |
| At 30th September 2016 | - | 84 | 84 |
| NET BOOK VALUE | | | |
| At 30th September 2016 | - | 220 | 220 |
| At 30th September 2015 | 30,994 | 258 | 31,252 |

4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 30/9/16 £ | 30/9/15 £ |
|--------------------------------|----------------|----------------|
| Trade debtors | 92,575 | 142,196 |
| Other debtors | 283,132 | 142,539 |
| Tax | 18,563 | - |
| VAT | 5,984 | 11,008 |
| Prepayments and accrued income | 6,026 | - |
| | <u>406,280</u> | <u>295,743</u> |

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 30/9/16 £ | 30/9/15 £ |
|---------------------------------|----------------|----------------|
| Trade creditors | 352,242 | 251,998 |
| Social security and other taxes | 7,619 | 6,224 |
| Wage Control Account | - | 4,550 |
| Accrued expenses | - | 344 |
| | <u>359,861</u> | <u>263,116</u> |

6. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

| | 30/9/16 £ | 30/9/15 £ |
|-------------------------|----------------|----------------|
| Directors' loan account | 37,482 | 37,482 |
| Other creditors | 173,815 | 80,287 |
| | <u>211,297</u> | <u>117,769</u> |

Notes to the Financial Statements - continued
For The Year Ended 30th September 2016

7. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:
Number: Class:

| | | Nominal value: | 30/9/16 £ | 30/9/15 £ |
|-----|------------|-------------------|--------------|--------------|
| 100 | Ordinary A | 1 | 100 | 100 |
| 1 | Ordinary B | 1 | 1 | 1 |
| 1 | Ordinary C | 1 | <u>1</u> | <u>1</u> |
| | | | <u>102</u> | <u>102</u> |

8. RESERVES

| | Retained earnings £ |
|------------------------|---------------------------|
| At 1st October 2015 | 44,590 |
| Deficit for the year | (1,524) |
| Dividends | <u>(29,370)</u> |
| At 30th September 2016 | <u>13,696</u> |

9. ULTIMATE CONTROLLING PARTY

During the current and proceeding period, the ultimate controlling party is the Director, Mrs E Montgomery by virtue of her shareholding.

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.