

**REGISTERED NUMBER: 06364430 (England and Wales)**

**Abbreviated Unaudited Accounts For The Year Ended 30 September 2013**

**for**

**Brand Conversions Marketing Ltd**

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For The Year Ended 30 September 2013**

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**Brand Conversions Marketing Ltd**

**Company Information**

**For The Year Ended 30 September 2013**

**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

**Brand Conversions Marketing Ltd (Registered number: 06364430)**

**Abbreviated Balance Sheet**  
**30 September 2013**

	Notes	30/9/13 £	£	30/9/12 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		39,568		55,564
Tangible assets	3		<u>534</u>		<u>629</u>
			40,102		56,193
<b>CURRENT ASSETS</b>					
Debtors		300,016		309,085	
Cash at bank		<u>48,280</u>		<u>148,499</u>	
		348,296		457,584	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>428,360</u>		<u>456,199</u>	
<b>NET CURRENT (LIABILITIES)/ASSETS</b>			<u>(80,064)</u>		<u>1,385</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(39,962)</u>		<u>57,578</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		102		102
Profit and loss account			<u>(40,064)</u>		<u>57,476</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(39,962)</u>		<u>57,578</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2013 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 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 2014 and were signed by:

Ms E Montgomery - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts  
For The Year Ended 30 September 2013**

**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 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**

	Total £
<b>COST</b>	
At 1 October 2012	
and 30 September 2013	<u>79,980</u>
<b>AMORTISATION</b>	
At 1 October 2012	24,416
Amortisation for year	<u>15,996</u>
At 30 September 2013	<u>40,412</u>
<b>NET BOOK VALUE</b>	
At 30 September 2013	<u>39,568</u>
At 30 September 2012	<u>55,564</u>

Notes to the Abbreviated Accounts - continued  
For The Year Ended 30 September 2013

3. TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 October 2012	
and 30 September 2013	<u>1,024</u>
<b>DEPRECIATION</b>	
At 1 October 2012	395
Charge for year	<u>95</u>
At 30 September 2013	<u>490</u>
<b>NET BOOK VALUE</b>	
At 30 September 2013	<u>534</u>
At 30 September 2012	<u>629</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	30/9/13 £	30/9/12 £
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>

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.