

**CO NO 06470756**

**PURE EXPRESSION LTD  
ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED  
30 APRIL 2016**

**JOSEPH MORRIS & CO LTD  
CHARTERED ACCOUNTANTS &  
REGISTERED AUDITORS  
SUITE 109  
ATLAS BUSINESS CENTRE  
IMEX HOUSE  
OXGATE LANE  
LONDON NW2 7HJ**

**SATURDAY**



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**A14**

**09/07/2016**

**#85**

**COMPANIES HOUSE**

**PURE EXPRESSION LTD**  
**ABBREVIATED BALANCE SHEET AS AT 30 APRIL 2016**

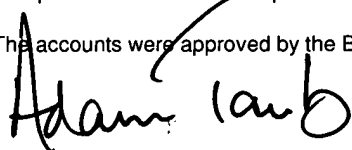
		<b>2016</b> <b>£</b>	<b>2015</b> <b>£</b>
	<b>Notes</b>		
<b>FIXED ASSETS</b>			
Tangible assets	<b>4</b>	3,354	3,028
<b>CURRENT ASSETS</b>			
Debtors		1,920	14,231
Cash at bank and in hand		<u>40,264</u>	<u>11,117</u>
		42,184	25,348
<b>CREDITORS: Amounts falling due within one year</b>		<u>(203,797)</u>	<u>(209,074)</u>
<b>NET CURRENT LIABILITIES</b>		(161,613)	(183,726)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>£ (158,259)</u>	<u>£ (180,698)</u>
<b>CAPITAL &amp; RESERVES</b>			
Called up share capital	<b>2</b>	100	100
Profit and loss account		<u>(158,359)</u>	<u>(180,798)</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>£ (158,259)</u>	<u>£ (180,698)</u>

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

For the financial year ended 30 April 2016, the company was entitled to exemption from audit under s.477 Companies Act 2006; and no notice has been deposited under s.476.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts were approved by the Board on 1 July 2016 and signed on its behalf.



**Mr A Taub**  
**DIRECTOR**

The notes on pages 2-3 form part of these accounts.

**PURE EXPRESSION LTD**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 30 APRIL 2016**

**1 ACCOUNTING POLICIES**

**a) Accounting convention**

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**b) Turnover**

Turnover comprises the invoiced value of services provided by the company, net of Value Added Tax and trade discounts

**c) Tangible fixed assets**

Tangible fixed assets are stated at cost less depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc                      25% on reducing balance

**d) Intangible fixed assets**

Intangible fixed assets, including purchased goodwill, are amortised at rates calculated to write off the assets on a straight basis over their estimated useful economic lives.

	2016	2015
<b>2 CALLED UP SHARE CAPITAL</b>		
<b>Authorised</b>		
Ordinary shares of £1 each	£ <u>100,000</u>	£ <u>100,000</u>
<b>Allotted, called up and fully paid</b>		
Ordinary shares of £1 each	£ <u>100</u>	£ <u>100</u>

**PURE EXPRESSION LTD**  
**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 30 APRIL 2016**

**3 INTANGIBLE FIXED ASSETS**

	<b>Goodwill</b>
Cost:	
At 30 April 2015	600,000
Additions	-
At 30 April 2016	£ <u>600,000</u>
Amortisation:	
At 30 April 2015	600,000
Charge for the year	-
At 30 April 2016	£ <u>600,000</u>
Net book value at 30 April 2015	£ <u>-</u>
Net book value at 30 April 2016	£ <u>-</u>

Goodwill was fully amortised over the first accounting period, having regard to the worldwide economic downturn and the uncertainty in relation to the timing and extent of any economic recovery.

**4 TANGIBLE FIXED ASSETS**

	<b>Plant &amp; Machinery</b>
Cost:	
At 30 April 2015	9,996
Additions	1,444
At 30 April 2016	£ <u>11,440</u>
Depreciation:	
At 30 April 2015	6,968
Charge for the year	1,118
At 30 April 2016	£ <u>8,086</u>
Net book value at 30 April 2015	£ <u>3,028</u>
Net book value at 30 April 2016	£ <u>3,354</u>

**5 RELATED PARTY DISCLOSURES**

**Transactions with director**

Creditors include £183,684 (2015 - £194,308) due to the director. There are no fixed terms as to interest or repayment.

**Controlling party**

During the year, Mr A Taub, the director, controlled the company by virtue of his ownership of 100% of the issued ordinary share capital.