

Registration number 06604160

Alchemy Direct Media (UK) Limited

Abbreviated accounts

for the year ended 31 May 2011



Alchemy Direct Media (UK) Limited

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Alchemy Direct Media (UK) Limited

**Report to the Board of Directors on the preparation of the unaudited statutory accounts of
Alchemy Direct Media (UK) Limited for the year ended 31 May 2011**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Alchemy Direct Media (UK) Limited for the year ended 31 May 2011 as set out on pages 2 to 6 which comprise the balance sheet and the related notes from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements

This report is made solely to the company's board of directors of Alchemy Direct Media (UK) Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken in accordance with the requirements of the Association of Chartered Certified Accountants as detailed in Factsheet 163. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's board of directors, as a body, for our work or for this report

It is your duty to ensure that Alchemy Direct Media (UK) Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Alchemy Direct Media (UK) Limited. You consider that the company is exempt from the statutory audit requirement for the year

We have not been instructed to carry out an audit or a review of the accounts of Alchemy Direct Media (UK) Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts

Henry Reeves & Co

**Henry Reeves & Co
Chartered Certified Accountants**

**11 Albion Place
Maidstone
Kent
ME14 5DY**

Date: 27/10/2011

Alchemy Direct Media (UK) Limited

**Abbreviated balance sheet
as at 31 May 2011**

		2011		2010	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		10,313		6,504
Current assets					
Debtors		252,999		208,630	
Cash at bank and in hand		85,083		56,753	
		<u>338,082</u>		<u>265,383</u>	
Creditors: amounts falling due within one year		<u>(155,663)</u>		<u>(174,401)</u>	
Net current assets			<u>182,419</u>		<u>90,982</u>
Total assets less current liabilities			192,732		97,486
Provisions for liabilities			<u>(2,763)</u>		<u>(1,836)</u>
Net assets			<u>189,969</u>		<u>95,650</u>
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			189,869		95,550
Shareholders' funds			<u>189,969</u>		<u>95,650</u>

The directors' statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet

The notes on pages 4 to 6 form an integral part of these financial statements.

Alchemy Direct Media (UK) Limited

Abbreviated balance sheet (continued)

**Directors' statements required by Sections 475(2) and (3)
for the year ended 31 May 2011**

In approving these abbreviated accounts as directors of the company we hereby confirm

- (a) that for the year stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006 ,
- (b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the year ended 31 May 2011 , and
- (c) that we acknowledge our responsibilities for
 - (1) ensuring that the company keeps accounting records which comply with Section 386 , and
 - (2) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the year then ended in accordance with the requirements of Section 393 and which otherwise comply with the provisions of the Companies Act 2006 relating to financial statements, so far as applicable to the company

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

The abbreviated accounts were approved by the Board on
behalf by

27/10/2011

and signed on its



Amanda Foy
Director

Registration number 06604160

The notes on pages 4 to 6 form an integral part of these financial statements.

Alchemy Direct Media (UK) Limited

**Notes to the abbreviated financial statements
for the year ended 31 May 2011**

1. Accounting policies

1.1. Accounting convention

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the year

1.3. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Fixtures, fittings and equipment	- 25% reducing balance basis
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1.4. Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

1.5. Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Profit and Loss account

1.6. Going concern

The accounts have been prepared on the assumption that the company is able to carry on business as a going concern, which the directors consider appropriate having regard to the circumstances outlined in Note 5 to the accounts

Alchemy Direct Media (UK) Limited

**Notes to the abbreviated financial statements
for the year ended 31 May 2011**

continued

2. Fixed assets	Tangible fixed assets £
Cost	
At 1 June 2010	8,798
Additions	7,250
At 31 May 2011	<u>16,048</u>
Depreciation	
At 1 June 2010	2,294
Charge for year	3,441
At 31 May 2011	<u>5,735</u>
Net book values	
At 31 May 2011	<u>10,313</u>
At 31 May 2010	<u>6,504</u>

3 Share capital	2011 £	2010 £
Authorised		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Equity Shares		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

4. Transactions with directors

During the year, the director and shareholder, Amanda Foy, waived dividends amounting to £16,000

Alchemy Direct Media (UK) Limited

**Notes to the abbreviated financial statements
for the year ended 31 May 2011**

continued

5. Future trading and current economic environment

The company has considerable financial resources together with contracts with a number of customers and suppliers. As a consequence, the directors believe that the company is well placed to manage its business risks successfully despite the current uncertain economic outlook.

The directors have a reasonable expectation that the company has adequate funds to continue in operational existence for a period of twelve months from the date of signing of the financial statements. Thus they continue to adopt the going concern basis of accounting in preparing the financial statements.