

Company registration number: 06604160

Alchemy Direct Media (UK) Limited

Unaudited abbreviated financial statements

31 May 2016



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 abbreviated financial statements of Alchemy Direct Media (UK) Limited
Year ended 31 May 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Alchemy Direct Media (UK) Limited for the year ended 31 May 2016 which comprise the abbreviated statement of financial position and 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 which are detailed at <http://www.accaglobal.com/en/member/professional-standards/rules-standards/acca-rulebook.html>.

This report is made solely to the 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 solely to prepare for your approval the financial statements of Alchemy Direct Media (UK) Limited and state those matters that we have agreed to state to you, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at http://www.accaglobal.com/content/dam/ACCA_Global/Technical/fact/technical-factsheet-163.doc. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Alchemy Direct Media (UK) Limited and its 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 financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Alchemy Direct Media (UK) Limited. You consider that Alchemy Direct Media (UK) Limited 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 financial statements 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 financial statements.



Henry Reeves & Co
Chartered Certified Accountants
11 Albion Place
Maidstone
Kent
ME14 5DY

Date: 09/01/2017

Alchemy Direct Media (UK) Limited

**Abbreviated statement of financial position
as at 31 May 2016**

		2016		2015	
	Note	£	£	£	£
Fixed assets					
Tangible assets	2	6,228		8,310	
			6,228		8,310
Current assets					
Stocks		9,789		4,889	
Debtors		324,812		538,386	
Cash at bank and in hand		129,441		88,754	
		464,042		632,029	
Creditors: amounts falling due within one year		(268,901)		(391,804)	
Net current assets			195,141		240,225
Total assets less current liabilities			201,369		248,535
Provisions for liabilities			(1,246)		(1,662)
Accruals and deferred income			(3,000)		(2,850)
Net (liabilities)/assets			<u>197,123</u>		<u>244,023</u>
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			197,023		243,923
Shareholders funds			<u>197,123</u>		<u>244,023</u>

For the year ending 31 May 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors responsibilities:

- The shareholders have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

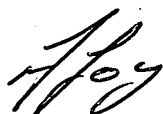
These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

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

Alchemy Direct Media (UK) Limited

**Abbreviated statement of financial position (continued)
as at 31 May 2016**

These financial statements were approved by the board of directors and authorised for issue on 08.01.2017, and are signed on behalf of the board by:



Amanda Foy

Director

Company registration number: 06604160

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

Alchemy Direct Media (UK) Limited

Notes to the abbreviated financial statements Year ended 31 May 2016

1. Accounting policies

'Alchemy Direct Media (UK) Limited (Company number 06604160) is a company limited by shares incorporated and domiciled in the UK. The registered office is 11 Albion Place, Maidstone, Kent, ME14 5DY. The company's principal place of business is Epsilon House Laser Quay, Culpeper Close, Medway City Estate, Rochester, Kent ME2 4HU.

Basis of preparation

The abbreviated financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The abbreviated financial statements are prepared in sterling, which is the functional currency of the entity and is rounded to the nearest £1.

Turnover

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Taxation

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

Foreign currencies

Foreign currency transactions are initially recorded in the functional currency, by applying the spot exchange rate as at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rate ruling at the reporting date, with any gains or losses being taken to the profit and loss account.

Tangible assets

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Alchemy Direct Media (UK) Limited

Notes to the abbreviated financial statements (continued) Year ended 31 May 2016

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fittings fixtures and equipment - 25% reducing balance

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

Impairment

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event; it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised in finance costs in profit or loss in the period it arises.

2. Tangible assets

	Total £
Cost	
At 31 May 2016 and 1 June 2015	32,031
Depreciation	
At 1 June 2015	23,721
Charge for the year	2,082
At 31 May 2016	25,803
Carrying amount	
At 31 May 2016	6,228
At 31 May 2015	8,310

Alchemy Direct Media (UK) Limited

Notes to the abbreviated financial statements (continued) **Year ended 31 May 2016**

3. Called up share capital **Issued, called up and fully paid**

	2016		2015	
	No	£	No	£
Ordinary shares shares of £ 1.00 each	100	100	100	100

4. Related party transactions

The director Amanda Foy is the wife of Matthew Foy, who is a director of Alchemy Marketing Solutions Limited, Alchemy Organisation Limited and Sequester Limited during the year to 31 May 2016. Purchases made by Alchemy Direct Media (UK) Limited during the year from these respective companies amounted to £191,095 (2015 - £140,290), £nil (2015 - £5,760) and £232,646 (2015 - £163,670). Sales to these companies during the year amounted to £nil (2015 - £42,900), £nil (2015 - £nil) and £10 (2015 - £nil). At the year end of 31 May 2016, included in trade debtors are the amounts of £nil (2015 - £nil), £nil (2015 - £3,122) and £4,618 (2015 - £4,618). Included in trade creditors are the amounts of £50 (2015 - £nil), £nil (2015 - £nil) and £5,000 (2015 - £5,275). In addition, an amount is held in other debtors of £2,416 (2015 - £2,416), owed to Sequester Limited.