

Company registration number: 06604160

Alchemy Direct Media (UK) Limited

for delivery at Companies House

31 May 2017



Alchemy Direct Media (UK) Limited

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Alchemy Direct Media (UK) Limited

Directors and other information

Directors	Amanda Foy Michael Smith
Company number	06604160
Registered office	11 Albion Place Maidstone Kent ME14 5DY
Business address	Epsilon House Laser Quay Culpeper Close Medway City Estate Rochester, Kent ME2 4HU
Accountants	Henry Reeves & Co 11 Albion Place Maidstone Kent ME14 5DY

Alchemy Direct Media (UK) Limited

**Report to the board of directors on the preparation of the
unaudited statutory financial statements of Alchemy Direct Media (UK) Limited
Year ended 31 May 2017**

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 2017 which comprise the 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 the board of directors of Alchemy Direct Media (UK) Limited 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/uk/en/technical-activities/factsheet-163-audit-exempt-companies.html>. <http://www.accaglobal.com/uk/en/technical-activities/technical-resources-search/2009/october/factsheet-163-audit-exempt-companies.html>. 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 profit 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: 26/10/2017

Alchemy Direct Media (UK) Limited

**Statement of financial position
31 May 2017**

	Note	2017 £	£	2016 £	£
Fixed assets					
Tangible assets	5	4,667		6,228	
			4,667		6,228
Current assets					
Stocks		2,747		9,789	
Debtors	6	284,259		324,812	
Cash at bank and in hand		342,748		129,441	
		629,754		464,042	
Creditors: amounts falling due within one year	7	(349,098)		(271,901)	
Net current assets			280,656		192,141
Total assets less current liabilities			285,323		198,369
Provisions for liabilities			(887)		(1,246)
Net assets			284,436		197,123
Capital and reserves					
Called up share capital	8		100		100
Profit and loss account			284,336		197,023
Shareholders funds			284,436		197,123

For the year ending 31 May 2017 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 financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of income and retained earnings has not been delivered.

The notes on pages 5 to 8 form part of these financial statements.

Alchemy Direct Media (UK) Limited

Statement of financial position (continued)

31 May 2017

These financial statements were approved by the board of directors and authorised for issue on 24.10.2017, and are signed on behalf of the board by:



Amanda Foy
Director

Company registration number: 06604160

The notes on pages 5 to 8 form part of these financial statements.

Alchemy Direct Media (UK) Limited

Notes to the financial statements

Year ended 31 May 2017

1. General information

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

2. Statement of compliance

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

3. Accounting policies

Basis of preparation

The 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 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.

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 financial statements (continued)

Year ended 31 May 2017

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.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

4. Staff costs

The average number of persons employed by the company during the year amounted to 5 (2016: 6).

Alchemy Direct Media (UK) Limited

Notes to the financial statements (continued)

Year ended 31 May 2017

5. Tangible assets

	Fixtures, fittings and equipment £	Total £
Cost		
At 1 June 2016 and 31 May 2017	<u>32,031</u>	<u>32,031</u>
Depreciation		
At 1 June 2016	25,803	25,803
Charge for the year	<u>1,561</u>	<u>1,561</u>
At 31 May 2017	<u>27,364</u>	<u>27,364</u>
Carrying amount		
At 31 May 2017	<u>4,667</u>	<u>4,667</u>
At 31 May 2016	<u>6,228</u>	<u>6,228</u>

6. Debtors

	2017 £	2016 £
Trade debtors	276,799	314,422
Other debtors	<u>7,460</u>	<u>10,390</u>
	<u>284,259</u>	<u>324,812</u>

7. Creditors: amounts falling due within one year

	2017 £	2016 £
Trade creditors	288,842	237,963
Corporation tax	26,894	-
Social security and other taxes	26,494	27,139
Other creditors	<u>6,868</u>	<u>6,799</u>
	<u>349,098</u>	<u>271,901</u>

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

	2017		2016	
	No	£	No	£
Ordinary shares shares of £ 1.00 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Alchemy Direct Media (UK) Limited

Notes to the financial statements (continued) **Year ended 31 May 2017**

9. Directors advances, credits and guarantees

Included in Creditors: amounts falling due within one year is an amount of £960 (2016: £960) owed to the Director Michael Smith from the Company.

10. Related party transactions

During the year the company entered into the following transactions with related parties:

	Transaction value		Balance owed by/(owed to)	
	2017	2016	2017	2016
	£	£	£	£
Alchemy Marketing Solutions Limited - Sales	-	-	-	-
Alchemy Marketing Solutions Limited - Purchases	135,067	191,095	(5,613)	(50)
Alchemy Organisation Limited - Sales	-	-	-	-
Alchemy Organisation Limited - Purchases	-	-	-	-
Sequester Limited - Sales	13,360	10	-	4,618
Sequester Limited - Purchases	291,643	232,646	(6,073)	(5,000)
Diesel Dynamics Ltd - Sales	-	-	-	-
Diesel Dynamics Ltd - Purchases	-	-	-	-
Sequester Limited - Inter company loan	-	-	2,416	2,416
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

The director Amanda Foy is the wife of Matthew Foy, who is a director of Alchemy Marketing Solutions Limited, Alchemy Organisation Limited, Sequester Limited and Diesel Dynamics Ltd.