

Registration number 06604160

**Alchemy Direct Media (UK) Limited**

**Abbreviated accounts**

**for the year ended 31 May 2014**

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# **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 2014**

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 2014 as set out on pages 2 to 5 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**  
**Chartered Certified Accountants**

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

**Date:** 30/10/2014

**Alchemy Direct Media (UK) Limited**

**Abbreviated balance sheet  
as at 31 May 2014**

		<b>2014</b>		<b>2013</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Fixed assets</b>					
Tangible assets	<b>2</b>		11,085		14,786
<b>Current assets</b>					
Debtors		352,601		389,541	
Cash at bank and in hand		231,695		113,366	
		<u>584,296</u>		<u>502,907</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(357,080)</u>		<u>(332,938)</u>	
<b>Net current assets</b>			<u>227,216</u>		<u>169,969</u>
<b>Total assets less current liabilities</b>			238,301		184,755
<b>Provisions for liabilities</b>			<u>(2,189)</u>		<u>(2,923)</u>
<b>Net assets</b>			<u>236,112</u>		<u>181,832</u>
<b>Capital and reserves</b>					
Called up share capital	<b>3</b>		100		100
Profit and loss account			<u>236,012</u>		<u>181,732</u>
<b>Shareholders' funds</b>			<u>236,112</u>		<u>181,832</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 5 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 2014**

For the year ended 31 May 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

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

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

These accounts were approved by the directors on ..... 30/10/2014 ....., and are signed on their behalf by:

  
Amanda Foy  
Director

**Registration number 06604160**

**The notes on pages 4 to 5 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 2014**

### **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 4 to the accounts.

# Alchemy Direct Media (UK) Limited

## Notes to the abbreviated financial statements for the year ended 31 May 2014

..... continued

		<b>Tangible fixed assets £</b>
<b>2. Fixed assets</b>		
<b>Cost</b>		
At 1 June 2013		32,031
At 31 May 2014		32,031
<b>Depreciation</b>		
At 1 June 2013		17,245
Charge for year		3,701
At 31 May 2014		20,946
<b>Net book values</b>		
At 31 May 2014		11,085
At 31 May 2013		14,786
<b>3. Share capital</b>	<b>2014 £</b>	<b>2013 £</b>
<b>Authorised</b>		
100 Ordinary shares of £1 each	100	100
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	100	100
<b>Equity Shares</b>		
100 Ordinary shares of £1 each	100	100

### 4. 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.