

Company Registration No 06894420 (England and Wales)

ADDED BRAND VALUE LTD
ABBREVIATED ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2013

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ADDED BRAND VALUE LTD

ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2013

	Notes	2013 £	£	2011 £	£
Fixed assets					
Intangible assets	2	7,500		7,500	
Tangible assets	2	3,719		4,199	
			11,219		11,699
Current assets					
Stocks		21,612		4,050	
Debtors		303,212		335,064	
Cash at bank and in hand		18,812		13,311	
		343,636		352,425	
Creditors amounts falling due within one year		(421,696)		(382,363)	
Net current liabilities			(78,060)		(29,938)
Total assets less current liabilities			(66,841)		(18,239)
Capital and reserves					
Called up share capital	3	134		100	
Share premium account		99,966		-	
Profit and loss account		(166,941)		(18,339)	
Shareholders' funds			(66,841)		(18,239)

ADDED BRAND VALUE LTD

ABBREVIATED BALANCE SHEET (CONTINUED)

AS AT 31 MARCH 2013

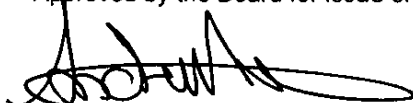
For the financial period ended 31 March 2013 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

Directors' responsibilities

- The members have not required the company to obtain an audit of its financial statements for the period 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

Approved by the Board for issue on 24 September 2013



Mr A S Large
Director

Company Registration No. 06894420

ADDED BRAND VALUE LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE PERIOD ENDED 31 MARCH 2013

1 Accounting policies

1.1 Accounting convention

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

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1.3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

1.4 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Fixtures, fittings & equipment 10% reducing balance

1.6 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 January 2012	7,500	4,665	12,165
Additions	-	719	719
At 31 March 2013	7,500	5,384	12,884
Depreciation			
At 1 January 2012	-	466	466
Charge for the period	-	1,199	1,199
At 31 March 2013	-	1,665	1,665
Net book value			
At 31 March 2013	7,500	3,719	11,219
At 31 December 2011	7,500	4,199	11,699

ADDED BRAND VALUE LTD

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE PERIOD ENDED 31 MARCH 2013

3	Share capital	2013	2011
		£	£
	Allotted, called up and fully paid		
	134 ordinary of £1 each	134	100
		<u>134</u>	<u>100</u>