

**REGISTERED NUMBER: 06931553 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2016  
FOR  
PRODO DIGITAL MARKETING LTD**

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FOR THE YEAR ENDED 31 DECEMBER 2016**

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**PRODO DIGITAL MARKETING LTD**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2016**

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**DIRECTORS:**

Mr D R Adams  
Mrs P Adams

**REGISTERED OFFICE:**

The Stables  
Little Heath Road  
Littleton  
Chester  
Cheshire  
CH3 7DW

**REGISTERED NUMBER:**

06931553 (England and Wales)

**BALANCE SHEET**  
**31 DECEMBER 2016**

	Notes	31/12/16 £	£	31/12/15 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		258,143		283,623
<b>CURRENT ASSETS</b>					
Stocks		92,000		84,200	
Debtors	5	733,937		338,444	
Cash at bank and in hand		<u>72,582</u>		<u>111,731</u>	
		898,519		534,375	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>740,432</u>		<u>451,227</u>	
<b>NET CURRENT ASSETS</b>			<u>158,087</u>		<u>83,148</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			416,230		366,771
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		<u>49,662</u>		<u>67,794</u>
<b>NET ASSETS</b>			<u>366,568</u>		<u>298,977</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			1		1
Retained earnings			<u>366,567</u>		<u>298,976</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>366,568</u>		<u>298,977</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

**BALANCE SHEET - continued  
31 DECEMBER 2016**

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The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 23 June 2017 and were signed on its behalf by:

Mr D R Adams - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2016**

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**1. STATUTORY INFORMATION**

Prodo Digital Marketing Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

These are the first financial statements the Company has prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102) as applied to smaller entities by the adoption of Section 1A of FRS 102. The financial statements for the year ended 31 December 2015 were prepared in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015) (FRSSE).

Some of the FRS 102 recognition, measurement, presentation and disclosure requirements and accounting policy choices differ from the FRSSE. Consequently the directors have amended certain accounting policies to comply with FRS 102. The directors have also taken advantage of certain exemptions from the requirements of FRS 102 permitted by FRS 102 Chapter 35 "Transition to FRS".

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Improvements to property	- in accordance with the property
Computer software	- 20% on reducing balance
Furniture and fittings	- 25% on reducing balance
Computer equipment	- 25% on reducing balance

**Stocks**

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2016**

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**2. ACCOUNTING POLICIES - continued**

**Financial instruments  
FINANCIAL ASSETS**

**Trade, group and other debtors**

Trade, group and other debtors (including accrued income) which are receivable within one year and which do not constitute a financing transaction are initially measured at the transaction price and subsequently measured at amortised cost, being the transaction price less any amounts settled and any impairment losses.

A provision for impairment of trade debtors is established where there is objective evidence that the amounts due will not be collected according to the original terms of the contract. Impairment losses are recognised in profit or loss for the excess of the carrying value of the trade debtor over the present value of the future cash flows discounted using the original effective interest rate. Subsequent reversals of an impairment loss that objectively relate to an event occurring after the impairment loss was recognised, are recognised immediately in profit or loss.

**FINANCIAL LIABILITIES**

**Trade, group and other creditors**

Trade, group and other creditors (including accruals) payable within one year that do not constitute a financing transaction are initially measured at the transaction price and subsequently measured at amortised cost, being transaction price less any amounts settled.

**Derecognition of financial assets and liabilities**

A financial asset is only derecognised when the contractual rights to cash flows expire or are settled, or substantially all the risks and rewards of ownership are transferred to another party, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party. A financial liability (or part thereof) is derecognised when the obligation specified in the contract is discharged, cancelled or expires.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 50 .

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2016

4. TANGIBLE FIXED ASSETS

	Improvements to property £	Computer software £	Furniture and fittings £
<b>COST</b>			
At 1 January 2016	73,248	136,515	33,313
Additions	43,938	-	995
At 31 December 2016	<u>117,186</u>	<u>136,515</u>	<u>34,308</u>
<b>DEPRECIATION</b>			
At 1 January 2016	12,508	29,957	16,135
Charge for year	15,746	36,074	4,444
At 31 December 2016	<u>28,254</u>	<u>66,031</u>	<u>20,579</u>
<b>NET BOOK VALUE</b>			
At 31 December 2016	<u>88,932</u>	<u>70,484</u>	<u>13,729</u>
At 31 December 2015	<u>60,740</u>	<u>106,558</u>	<u>17,178</u>
	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>			
At 1 January 2016	77,200	88,182	408,458
Additions	-	12,097	57,030
At 31 December 2016	<u>77,200</u>	<u>100,279</u>	<u>465,488</u>
<b>DEPRECIATION</b>			
At 1 January 2016	14,736	51,499	124,835
Charge for year	15,616	10,630	82,510
At 31 December 2016	<u>30,352</u>	<u>62,129</u>	<u>207,345</u>
<b>NET BOOK VALUE</b>			
At 31 December 2016	<u>46,848</u>	<u>38,150</u>	<u>258,143</u>
At 31 December 2015	<u>62,464</u>	<u>36,683</u>	<u>283,623</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31/12/16 £	31/12/15 £
Trade debtors	558,031	277,064
Other debtors	127,386	12,000
Prepayments	48,520	49,380
	<u>733,937</u>	<u>338,444</u>



NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2016

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31/12/16	31/12/15
	£	£
Bank loans and overdrafts	5,127	5,127
Hire purchase contracts	13,826	13,016
Trade creditors	118,144	54,075
Wages control account	63,970	61,998
PAYE/NIC control account	155,628	47,544
VAT	128,541	81,910
Other creditors	23,935	22,989
Directors' current accounts	3	14,114
Accrued expenses and deferred income	231,258	150,454
	<u>740,432</u>	<u>451,227</u>

7. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	31/12/16	31/12/15
	£	£
Bank loans - 1-2 years	5,128	5,127
Bank loans - 2-5 years	15,382	15,382
Bank loans more 5 yr by instal	9,457	13,763
Hire purchase contracts	19,695	33,522
	<u>49,662</u>	<u>67,794</u>

Amounts falling due in more than five years:

Repayable by instalments		
Bank loans more 5 yr by instal	<u>9,457</u>	<u>13,763</u>

8. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is Mr D. Adams, Mrs P.Adams and Mr S.McCormick equally.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.