

REGISTERED NUMBER: 06931553 (England and Wales)

**UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017
FOR
PRODO DIGITAL MARKETING LTD**

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FOR THE YEAR ENDED 31 DECEMBER 2017**

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PRODO DIGITAL MARKETING LTD
COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2017

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 2017

	Notes	31/12/17 £	£	31/12/16 £	£
FIXED ASSETS					
Tangible assets	4		211,160		258,143
CURRENT ASSETS					
Stocks		88,000		92,000	
Debtors	5	665,171		733,937	
Cash at bank and in hand		5,767		72,582	
		<u>758,938</u>		<u>898,519</u>	
CREDITORS					
Amounts falling due within one year	6	<u>642,489</u>		<u>740,432</u>	
NET CURRENT ASSETS			<u>116,449</u>		<u>158,087</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			327,609		416,230
CREDITORS					
Amounts falling due after more than one year	7		<u>30,133</u>		<u>49,662</u>
NET ASSETS			<u>297,476</u>		<u>366,568</u>
CAPITAL AND RESERVES					
Called up share capital			1		1
Retained earnings			<u>297,475</u>		<u>366,567</u>
SHAREHOLDERS' FUNDS			<u>297,476</u>		<u>366,568</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 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 2017**

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 7 March 2018 and were signed on its behalf by:

Mr D R Adams - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017**

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.

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 2017**

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.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 66 (2016 - 50) .

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2017

4. TANGIBLE FIXED ASSETS

	Improvements to property £	Computer software £	Furniture and fittings £
COST			
At 1 January 2017	117,186	136,515	34,308
Additions	20,568	-	946
At 31 December 2017	<u>137,754</u>	<u>136,515</u>	<u>35,254</u>
DEPRECIATION			
At 1 January 2017	28,254	66,031	20,579
Charge for year	20,275	35,460	3,601
At 31 December 2017	<u>48,529</u>	<u>101,491</u>	<u>24,180</u>
NET BOOK VALUE			
At 31 December 2017	<u>89,225</u>	<u>35,024</u>	<u>11,074</u>
At 31 December 2016	<u>88,932</u>	<u>70,484</u>	<u>13,729</u>
	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 January 2017	77,200	100,279	465,488
Additions	-	14,311	35,825
At 31 December 2017	<u>77,200</u>	<u>114,590</u>	<u>501,313</u>
DEPRECIATION			
At 1 January 2017	30,352	62,129	207,345
Charge for year	11,712	11,760	82,808
At 31 December 2017	<u>42,064</u>	<u>73,889</u>	<u>290,153</u>
NET BOOK VALUE			
At 31 December 2017	<u>35,136</u>	<u>40,701</u>	<u>211,160</u>
At 31 December 2016	<u>46,848</u>	<u>38,150</u>	<u>258,143</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31/12/17 £	31/12/16 £
Trade debtors	431,825	558,031
Other debtors	159,288	127,386
Directors' current accounts	38,056	-
Prepayments	<u>36,002</u>	<u>48,520</u>
	<u>665,171</u>	<u>733,937</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2017

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

	31/12/17	31/12/16
	£	£
Bank loans and overdrafts	57,544	5,127
Hire purchase contracts	14,636	13,826
Trade creditors	80,426	118,144
Wages control account	46,998	63,970
PAYE/NIC control account	68,706	155,628
VAT	87,171	128,541
Other creditors	37,237	23,935
Directors' current accounts	-	3
Accrued expenses and deferred income	249,771	231,258
	<u>642,489</u>	<u>740,432</u>

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

	31/12/17	31/12/16
	£	£
Bank loans - 1-2 years	5,127	5,128
Bank loans - 2-5 years	15,381	15,382
Bank loans more 5 yr by instal	4,566	9,457
Hire purchase contracts	5,059	19,695
	<u>30,133</u>	<u>49,662</u>

Amounts falling due in more than five years:

Repayable by instalments		
Bank loans more 5 yr by instal	<u>4,566</u>	<u>9,457</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.