

Registered number: 07296567 (England and Wales)

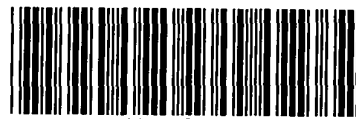


**1994 INC LIMITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 DECEMBER 2015**

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COMPANIES HOUSE

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**1994 INC LIMITED**

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**COMPANY INFORMATION**

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<b>DIRECTOR</b>	J Jebbia
<b>REGISTERED NUMBER</b>	07296567 (England and Wales)
<b>REGISTERED OFFICE</b>	255-261 Horn Lane Acton London W3 9EH
<b>INDEPENDENT AUDITORS</b>	MHA MacIntyre Hudson Chartered Accountants & Statutory Auditors New Bridge Street House 30-34 New Bridge Street London EC4V 6BJ

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**1994 INC LIMITED**

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**INDEPENDENT AUDITORS' REPORT TO 1994 INC LIMITED  
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

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We have examined the abbreviated accounts set out on pages 2 to 6, together with the financial statements of 1994 Inc Limited for the year ended 31 December 2015 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company in accordance with section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

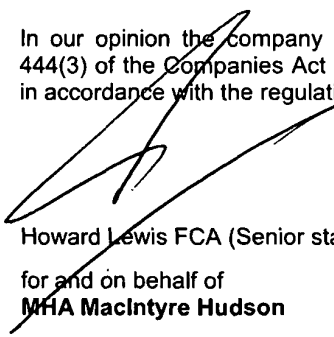
**RESPECTIVE RESPONSIBILITIES OF DIRECTOR AND AUDITORS**

The director is responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared.

**OPINION ON FINANCIAL STATEMENTS**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts on pages 2 to 6 have been properly prepared in accordance with the regulations made under that section.



Howard Lewis FCA (Senior statutory auditor)

for and on behalf of

**MHA MacIntyre Hudson**

Chartered Accountants & Statutory Auditors

New Bridge Street House

30-34 New Bridge Street

London

EC4V 6BJ

Date: 02.03.2016

**1994 INC LIMITED**  
**REGISTERED NUMBER: 07296567 (ENGLAND AND WALES)**

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 DECEMBER 2015**

	Note	£	2015 £	£	2014 £
<b>FIXED ASSETS</b>					
Tangible assets	2		224,188		263,129
Investments	3		7,309		-
			<u>231,497</u>		<u>263,129</u>
<b>CURRENT ASSETS</b>					
Stocks		313,452		310,882	
Debtors	4	1,215,335		154,143	
Cash at bank and in hand		3,105,652		1,239,154	
		<u>4,634,439</u>		<u>1,704,179</u>	
<b>CREDITORS:</b> amounts falling due within one year		<u>(1,007,630)</u>		<u>(764,644)</u>	
<b>NET CURRENT ASSETS</b>			<u>3,626,809</u>		<u>939,535</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>3,858,306</u>		<u>1,202,664</u>
<b>CREDITORS:</b> amounts falling due after more than one year			(26,540)		(32,440)
<b>PROVISIONS FOR LIABILITIES</b>					
Deferred tax			(18,807)		(29,778)
<b>NET ASSETS</b>			<u><u>3,812,959</u></u>		<u><u>1,140,446</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	5		100		100
Profit and loss account			<u>3,812,859</u>		<u>1,140,346</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>3,812,959</u></u>		<u><u>1,140,446</u></u>

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by:

  
**J. Jebbia**  
 Director

Date:

22/2/16

The notes on pages 3 to 6 form part of these financial statements.

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1994 INC LIMITED

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NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015

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**1. ACCOUNTING POLICIES**

**1.1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**1.2 Cash flow**

The financial statements do not include a Cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective January 2015).

**1.3 Turnover**

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

**1.4 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 of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

S/Term Leasehold Property	-	Over the life of the lease
Fixtures and fittings	-	25% reducing balance
Computer equipment	-	30% reducing balance
Other fixed assets	-	3 years straight line

**1.5 Investments**

Investments held as fixed assets are shown at cost less provision for impairment.

**1.6 Operating leases**

Rentals under operating leases are charged to the Profit and loss account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

**1.7 Stocks**

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

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**1994 INC LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**1. ACCOUNTING POLICIES (continued)**

**1.8 Deferred taxation**

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as 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 assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

**1.9 Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Profit and loss account.

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1994 INC LIMITED

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NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015

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2. TANGIBLE FIXED ASSETS

	£
<b>Cost</b>	
At 1 January 2015	520,217
Additions	27,119
At 31 December 2015	547,336
<b>Depreciation</b>	
At 1 January 2015	257,088
Charge for the year	66,060
At 31 December 2015	323,148
<b>Net book value</b>	
At 31 December 2015	224,188
At 31 December 2014	263,129

3. FIXED ASSET INVESTMENTS

	£
<b>Cost or valuation</b>	
At 1 January 2015	-
Additions	7,309
At 31 December 2015	7,309
<b>Net book value</b>	
At 31 December 2015	7,309
At 31 December 2014	-

**Subsidiary undertakings**

The following were subsidiary undertakings of the company:

Name	Class of shares	Holding
Cherry SAS (23 Rue Du Roule, 75001 Paris, France)	Ordinary	100 %

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1994 INC LIMITED

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NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015

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3. FIXED ASSET INVESTMENTS (continued)

The aggregate of the share capital and reserves as at 31 December 2015 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

Name	Aggregate of share capital and reserves £	Profit/(loss) £
Cherry SAS (23 Rue Du Roule, 75001 Paris, France)	(205,952)	(213,322)

4. DEBTORS

Debtors include £1,126,561 (2014 - £100,600) falling due after more than one year.

5. SHARE CAPITAL

	2015 £	2014 £
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100