

Company Registration No. 07439294 (England and Wales)

NEO DIRECT LTD
UNAUDITED ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015

NEO DIRECT LTD

CONTENTS

	Page
Abbreviated balance sheet	1 - 2
Notes to the abbreviated accounts	3 - 4

NEO DIRECT LTD

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2015

		2015		2014	
	Notes	£	£	£	£
Fixed assets					
Intangible assets	2		87,838		89,731
Tangible assets	2		42,550		45,047
			<u>130,388</u>		<u>134,778</u>
Current assets					
Stocks		132,209		153,617	
Debtors		52,118		9,549	
Cash at bank and in hand		91,118		77,114	
		<u>275,445</u>		<u>240,280</u>	
Creditors: amounts falling due within one year		<u>(146,045)</u>		<u>(185,587)</u>	
Net current assets			129,400		54,693
Total assets less current liabilities			<u>259,788</u>		<u>189,471</u>
Provisions for liabilities			<u>(7,618)</u>		<u>(7,440)</u>
			<u>252,170</u>		<u>182,031</u>
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			252,169		182,030
Shareholders' funds			<u>252,170</u>		<u>182,031</u>

NEO DIRECT LTD

ABBREVIATED BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2015

For the financial year ended 31 December 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges his 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 30 August 2016

Mr Michael Powell
Director

Company Registration No. 07439294

NEO DIRECT LTD

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2015

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 January 2015).

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 Website costs

Website costs are valued at cost less accumulated amortisation. Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful lives.

1.6 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:

Land and buildings leasehold	10% straight line
Plant and machinery	25% reducing balance
Fixtures, fittings & equipment	25% reducing balance
Motor vehicles	25% reducing balance

1.7 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

NEO DIRECT LTD

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

2 Fixed assets

	Intangible assets	Tangible assets	Total
	assets		
	£	£	£
Cost			
At 1 January 2015	112,163	69,629	181,792
Additions	6,550	18,764	25,314
Disposals	-	(9,640)	(9,640)
At 31 December 2015	118,713	78,753	197,466
Depreciation			
At 1 January 2015	22,432	24,582	47,014
On disposals	-	(2,410)	(2,410)
Charge for the year	8,443	14,031	22,474
At 31 December 2015	30,875	36,203	67,078
Net book value			
At 31 December 2015	87,838	42,550	130,388
At 31 December 2014	89,731	45,047	134,778

3 Share capital

	2015	2014
	£	£
Allotted, called up and fully paid		
1 ordinary share of £1 each	1	1

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.