

Registered number: 07452718

ADVORTO UK LIMITED

Unaudited

Abbreviated accounts

for the period ended December 31, 2011

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ADVORTO UK LIMITED
Registered number. 07452718

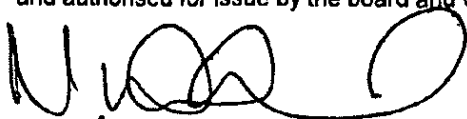
Abbreviated balance sheet
as at December 31, 2011

| | Note | £ | 2011 £ |
|-------------------------------------------------------|------|------------------|---------------|
| FIXED ASSETS | | | |
| Tangible assets | 3 | | 6,052 |
| CURRENT ASSETS | | | |
| Debtors | | 313,008 | |
| Cash at bank and in hand | | 184,677 | |
| | | <u>497,685</u> | |
| CREDITORS: amounts falling due within one year | | <u>(464,923)</u> | |
| NET CURRENT ASSETS | | | <u>32,762</u> |
| NET ASSETS | | | <u>38,814</u> |
| CAPITAL AND RESERVES | | | |
| Called up share capital | 4 | | 100 |
| Profit and loss account | | | <u>38,714</u> |
| SHAREHOLDERS' FUNDS | | | <u>38,814</u> |

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the period in question in accordance with section 476 of the Act

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2011 and of its profit for the period then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company.

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 on *24TH AUGUST 2012*



Mr M N McClelland
Director

The notes on pages 2 to 4 form part of these financial statements

ADVORTO UK LIMITED

Notes to the abbreviated accounts for the period ended December 31, 2011

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 April 2008)

1.2 Turnover

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

Where revenue is taken in advance for services provided over more than one period it is the company's policy to spread the recognition of the revenue over the number of periods it relates to on a systematic basis

Where there is a timing delay in invoicing for services completed within the period under review it is the company's policy to accrue for all revenue in the period when the service is provided

1.3 Intangible fixed assets and amortisation

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the identifiable assets and liabilities. It is amortised to the profit and loss account over its estimated economic life

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

| | | |
|------------------|---|---------------------|
| Motor vehicles | - | 33 3% Straight line |
| Office equipment | - | 33 3% Straight line |

1.5 Operating leases

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

1.6 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

ADVORTO UK LIMITED

**Notes to the abbreviated accounts
for the period ended December 31, 2011**

1. ACCOUNTING POLICIES (continued)

1.7 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

1.8 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the period.

2. INTANGIBLE FIXED ASSETS

| | |
|-----------------------|----|
| | £ |
| Cost | |
| Additions | 99 |
| At 31 December 2011 | 99 |
| Amortisation | |
| Charge for the period | 99 |
| At 31 December 2011 | 99 |
| Net book value | |
| At 31 December 2011 | - |

ADVORTO UK LIMITED

**Notes to the abbreviated accounts
for the period ended December 31, 2011**

3. TANGIBLE FIXED ASSETS

| | |
|-----------------------|---------------------|
| | £ |
| Cost | |
| Additions | 61,530 |
| Disposals | (22,800) |
| At 31 December 2011 | <u>38,730</u> |
| Depreciation | |
| Charge for the period | 37,745 |
| On disposals | (5,067) |
| At 31 December 2011 | <u>32,678</u> |
| Net book value | |
| At 31 December 2011 | <u><u>6,052</u></u> |

4. SHARE CAPITAL

| | |
|-------------------------------------------|-------------|
| | 2011 |
| | £ |
| Allotted, called up and fully paid | |
| 100 Ordinary shares of £1 each | <u>100</u> |

During the period 100 ordinary shares were issued at par value of £1 each.