

Registration number 7673195

Perception Marketing Limited

Abbreviated accounts

for the period ended 30 June 2012

FRIDAY



A1ZC29VU

A27

04/01/2013

#330

COMPANIES HOUSE

Perception Marketing Limited

Contents

	Page
Abbreviated balance sheet	1 - 2
Notes to the financial statements	3 - 4

Perception Marketing Limited

**Abbreviated balance sheet
as at 30 June 2012**

		30/06/12	
	Notes	£	£
Fixed assets			
Tangible assets	2		1,687
Current assets			
Debtors		2,454	
Cash at bank and in hand		39,930	
		<u>42,384</u>	
Creditors: amounts falling due within one year		<u>(16,509)</u>	
Net current assets			<u>25,875</u>
Total assets less current liabilities			27,562
Provisions for liabilities			<u>(337)</u>
Net assets			<u><u>27,225</u></u>
Capital and reserves			
Called up share capital	3		1
Profit and loss account			<u>27,224</u>
Shareholders' funds			<u><u>27,225</u></u>

The director's statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet

The notes on pages 3 to 4 form an integral part of these financial statements.

Perception Marketing Limited

Abbreviated balance sheet (continued)

**Director's statements required by Sections 475(2) and (3)
for the period ended 30 June 2012**

In approving these abbreviated accounts as director of the company I hereby confirm

- (a) that for the period stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006 ,
- (b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the period ended 30 June 2012 , and
- (c) that I acknowledge my responsibilities for
 - (1) ensuring that the company keeps accounting records which comply with Section 386 , and
 - (2) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its profit or loss for the period then ended in accordance with the requirements of Section 393 and which otherwise comply with the provisions of the Companies Act 2006 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The abbreviated accounts were approved by the Board on 5 December 2012 and signed on its behalf by



**I Lightfoot
Director**

Registration number 7673195

The notes on pages 3 to 4 form an integral part of these financial statements.

Perception Marketing Limited

Notes to the abbreviated financial statements for the period ended 30 June 2012

1. Accounting policies

1.1. Accounting convention

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the period and derives from the provision of goods falling within the company's ordinary activities

1.3. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Fixtures, fittings and equipment	- 20% reducing balance
-------------------------------------	------------------------

1.4. Deferred taxation

Deferred tax arises as a result of including items of income and expenditure in taxation computations in periods different from those in which they are included in the company's accounts. Deferred tax is provided in full on timing differences which result in an obligation to pay more (or less) tax at a future date, at the average tax rates that are expected to apply when the timing differences reverse, based on current tax rates and laws

2. Fixed assets	Tangible fixed assets £
Cost	
Additions	1,944
At 30 June 2012	1,944
Depreciation	
Charge for period	257
At 30 June 2012	257
Net book value	
At 30 June 2012	1,687

Perception Marketing Limited

**Notes to the abbreviated financial statements
for the period ended 30 June 2012**

continued

3. Share capital	30/06/12
	£
Authorised	
1,000 Ordinary shares of £1 each	1,000
	<u> </u>
Allotted, called up and fully paid	
1 Ordinary shares of £1 each	1
	<u> </u>
Equity Shares	
1 Ordinary shares of £1 each	1
	<u> </u>

On 18th June 2011 the initial subscriber share was transferred at par