

Registration number 7673195

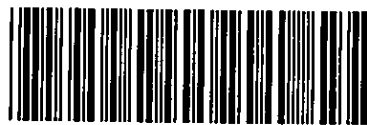
**REGISTRAR'S COPY**

**Perception Marketing Limited**

**Abbreviated accounts**

**for the year ended 30 June 2013**

**TUESDAY**



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COMPANIES HOUSE

**Perception Marketing Limited**

**Abbreviated balance sheet  
as at 30 June 2013**

|   |       | 2013            |               | 2012            |               |
|---|-------|-----------------|---------------|-----------------|---------------|
|   | Notes | £               | £             | £               | £             |
| <b>Fixed assets</b>                                   |       |                 |               |                 |               |
| Tangible assets                                       | 2     |                 | 2,319         |                 | 1,687         |
| <b>Current assets</b>                                 |       |                 |               |                 |               |
| Debtors   |       | -               |               | 2,454           |               |
| Cash at bank and in hand                              |       | 23,754          |               | 39,930          |               |
|   |       | <u>23,754</u>   |               | <u>42,384</u>   |               |
| <b>Creditors: amounts falling due within one year</b> |       | <u>(11,231)</u> |               | <u>(16,509)</u> |               |
| <b>Net current assets</b>                             |       |                 | <u>12,523</u> |                 | <u>25,875</u> |
| <b>Total assets less current liabilities</b>          |       |                 | 14,842        |                 | 27,562        |
| <b>Provisions for liabilities</b>                     |       |                 | <u>(464)</u>  |                 | <u>(337)</u>  |
| <b>Net assets</b>                                     |       |                 | <u>14,378</u> |                 | <u>27,225</u> |
| <b>Capital and reserves</b>                           |       |                 |               |                 |               |
| Called up share capital                               | 3     |                 | 1             |                 | 1             |
| Profit and loss account                               |       |                 | 14,377        |                 | 27,224        |
| <b>Shareholders' funds</b>                            |       |                 | <u>14,378</u> |                 | <u>27,225</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 year ended 30 June 2013**

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

- (a) that for the year 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 year ended 30 June 2013 , 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 year and of its profit or loss for the year 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 12 August 2013 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 year ended 30 June 2013

### 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 year 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<br>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<br>fixed<br>assets<br>£ |
|------------------------|----------------------------------|
| <b>Cost</b>            |                                  |
| At 1 July 2012         | 1,944                            |
| Additions              | 1,098                            |
| At 30 June 2013        | <u>3,042</u>                     |
| <b>Depreciation</b>    |                                  |
| At 1 July 2012         | 257                              |
| Charge for year        | 466                              |
| At 30 June 2013        | <u>723</u>                       |
| <b>Net book values</b> |                                  |
| At 30 June 2013        | <u>2,319</u>                     |
| At 30 June 2012        | <u>1,687</u>                     |

**Perception Marketing Limited**

**Notes to the abbreviated financial statements  
for the year ended 30 June 2013**

continued

| <b>3. Share capital</b>                   | <b>2013<br/>£</b> | <b>2012<br/>£</b> |
|---|-------------------|-------------------|
| <b>Authorised</b>                         |                   |                   |
| 1,000 Ordinary shares of £1 each          | <u>1,000</u>      | <u>1,000</u>      |
| <b>Allotted, called up and fully paid</b> |                   |                   |
| 1 Ordinary shares of £1 each              | <u>1</u>          | <u>1</u>          |
| <b>Equity Shares</b>                      |                   |                   |
| 1 Ordinary shares of £1 each              | <u>1</u>          | <u>1</u>          |