

Registrar's Copy

PERCEPTION MARKETING LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2015

WEDNESDAY



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02/03/2016

#479

COMPANIES HOUSE

PERCEPTION MARKETING LIMITED
REGISTERED NUMBER: 07673195

ABBREVIATED BALANCE SHEET
AS AT 30 JUNE 2015

	Note	£	2015 £	2014 £
FIXED ASSETS				
Tangible assets	2		2,950	1,855
CURRENT ASSETS				
Debtors		2,490	-	
Cash at bank		36,677	14,769	
		<u>39,167</u>	<u>14,769</u>	
CREDITORS: amounts falling due within one year		<u>(13,602)</u>	<u>(9,898)</u>	
NET CURRENT ASSETS			<u>25,565</u>	<u>4,871</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>28,515</u>	<u>6,726</u>
PROVISIONS FOR LIABILITIES				
Deferred tax			(590)	(371)
NET ASSETS			<u><u>27,925</u></u>	<u><u>6,355</u></u>
CAPITAL AND RESERVES				
Called up share capital	3		1	1
Profit and loss account			27,924	6,354
SHAREHOLDERS' FUNDS			<u><u>27,925</u></u>	<u><u>6,355</u></u>

The director considers 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 year in question in accordance with section 476 of the Act.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 June 2015 and of its profit for the year 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 financial statements, so far as applicable to the company.

The abbreviated accounts, which have been prepared in accordance with the 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 23 February 2016.



I Lightfoot
Director

The notes on pages 2 to 3 form part of these financial statements.

PERCEPTION MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2015

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 year, exclusive of Value Added Tax and trade discounts.

1.3 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:

Fixtures and fittings - 20% reducing balance

1.4 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.

2. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 July 2014	3,042
Additions	1,588
At 30 June 2015	4,630
Depreciation	
At 1 July 2014	1,187
Charge for the year	493
At 30 June 2015	1,680
Net book value	
At 30 June 2015	2,950
At 30 June 2014	1,855

PERCEPTION MARKETING LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2015**

3. SHARE CAPITAL

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