

REGISTERED NUMBER: 10184035 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MAY 2019

FOR

DIGITAL MARKETING MATTERS LTD

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FOR THE YEAR ENDED 31 MAY 2019

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STATEMENT OF FINANCIAL POSITION
31 MAY 2019

	Notes	31.5.19 £	31.5.18 £
FIXED ASSETS			
Tangible assets	4	10,504	13,992
CURRENT ASSETS			
Debtors	5	2,640	2,418
Cash at bank		<u>3,715</u>	<u>24,048</u>
		6,355	26,466
CREDITORS			
Amounts falling due within one year	6	<u>(100,963)</u>	<u>(120,484)</u>
NET CURRENT LIABILITIES		<u>(94,608)</u>	<u>(94,018)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(84,104)</u>	<u>(80,026)</u>
CAPITAL AND RESERVES			
Called up share capital		100	100
Retained earnings		<u>(84,204)</u>	<u>(80,126)</u>
		<u>(84,104)</u>	<u>(80,026)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the Board of Directors on 28 February 2020 and were signed on its behalf by:

A Batton - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2019

1. **STATUTORY INFORMATION**

DIGITAL MARKETING MATTERS LTD is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address are as below:

Registered number:	10184035
Registered office:	Unit 7 Olympic Park Olympic Way Warrington Cheshire WA2 0YL

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Related party exemption

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

Significant judgements and estimates

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Going concern

The accounts have been prepared on the going concern basis as the directors and other financiers have expressed their willingness to support the business for the foreseeable future.

Revenue recognition

Turnover represents income receivable for services provided and is shown net of any Value Added Tax.

2. **ACCOUNTING POLICIES - continued**

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Motor vehicles	- 25% reducing balance
Computer equipment	- 20% reducing balance

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in equity, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in equity in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in equity in respect of that asset, the excess shall be recognised in profit or loss.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the company are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 (2018 - 2) .

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MAY 2019

4. TANGIBLE FIXED ASSETS

	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 June 2018 and 31 May 2019	<u>18,400</u>	<u>320</u>	<u>18,720</u>
DEPRECIATION			
At 1 June 2018	4,600	128	4,728
Charge for year	<u>3,450</u>	<u>38</u>	<u>3,488</u>
At 31 May 2019	<u>8,050</u>	<u>166</u>	<u>8,216</u>
NET BOOK VALUE			
At 31 May 2019	<u>10,350</u>	<u>154</u>	<u>10,504</u>
At 31 May 2018	<u>13,800</u>	<u>192</u>	<u>13,992</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.5.19 £	31.5.18 £
Trade debtors	2,640	2,240
Amounts due from connected companies	-	178
	<u>2,640</u>	<u>2,418</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.5.19 £	31.5.18 £
Trade creditors	5,192	1,087
VAT	4,096	10,628
Other creditors	19,340	31,684
Amounts owed to related parties	50,960	55,960
Directors' loan accounts	20,475	20,225
Accruals and deferred income	900	900
	<u>100,963</u>	<u>120,484</u>

7. POST BALANCE SHEET EVENTS

There were no material events up to the date of approval of the financial statements by the board.

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.