

AUTOMOTIVE PR LIMITED
UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2019

AUTOMOTIVE PR LIMITED
UNAUDITED ACCOUNTS
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AUTOMOTIVE PR LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2019

Directors	Marco Ferrari Mustapha Kortach Belle Moss
Company Number	02098313 (England and Wales)
Registered Office	31 Union Street London SE1 1SD

AUTOMOTIVE PR LIMITED
STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2019

	Notes	2019 £	2018 £
Fixed assets			
Tangible assets	<u>5</u>	1,811	2,570
Current assets			
Debtors	6	149,169	48,372
Cash at bank and in hand		46,829	99,325
		<u>195,998</u>	<u>147,697</u>
Creditors: amounts falling due within one year	<u>7</u>	(181,520)	(146,102)
Net current assets		<u>14,478</u>	<u>1,595</u>
Net assets		<u>16,289</u>	<u>4,165</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		16,189	4,065
Shareholders' funds		<u>16,289</u>	<u>4,165</u>

For the year ending 31 December 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - Small Entities. The profit and loss account has not been delivered to the Registrar of Companies.

The financial statements were approved by the Board of Directors and authorised for issue on 30 September 2020 and were signed on its behalf by

Marco Ferrari
Director

Company Registration No. 02098313

AUTOMOTIVE PR LIMITED
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2019

1 Statutory information

Automotive PR Limited is a private company, limited by shares, registered in England and Wales, registration number 02098313. The registered office is 31 Union Street, London, SE1 1SD.

2 Compliance with accounting standards

The accounts have been prepared in accordance with the provisions of FRS 102 Section 1A Small Entities. There were no material departures from that standard.

3 Accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year, and also have been consistently applied within the same accounts.

Basis of preparation

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets.

Presentation currency

The accounts are presented in £ sterling.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. Turnover from the sale of goods is recognised when goods have been delivered to customers such that risks and rewards of ownership have transferred to them. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Tangible fixed assets and depreciation

Tangible assets are included at cost less depreciation and impairment. Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

Plant & machinery	25% reducing balance
Computer equipment	33% straight line

Intangible fixed assets

Intangible fixed assets are included at cost less accumulated amortisation. Intangible fixed assets are written off over their expected economic lives of 5 years.

Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rates of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

Financial instruments

Basic financial instruments are recognised at amortised cost.

AUTOMOTIVE PR LIMITED
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2019

4 Intangible fixed assets

	Other £
Cost	
At 1 January 2019	7,782
At 31 December 2019	7,782
Amortisation	
At 1 January 2019	7,782
At 31 December 2019	7,782
Net book value	
At 31 December 2019	-

5 Tangible fixed assets

	Plant & machinery £	Computer equipment £	Total £
Cost or valuation			
At 1 January 2019	30,489	68,464	98,953
At 31 December 2019	30,489	68,464	98,953
Depreciation			
At 1 January 2019	29,165	67,218	96,383
Charge for the year	331	428	759
At 31 December 2019	29,496	67,646	97,142
Net book value			
At 31 December 2019	993	818	1,811
At 31 December 2018	1,324	1,246	2,570

6 Debtors

	2019 £	2018 £
Trade debtors	80,401	16,196
Amounts due from group undertakings etc.	68,768	13,426
Other debtors	-	18,750
	149,169	48,372

7 Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	77,342	-
Amounts owed to group undertakings and other participating interests	104,178	135,428
Taxes and social security	-	10,672
Other creditors	-	2
	181,520	146,102

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8 Transactions with related parties

At 31 December 2019 Automotive PR Limited was owed £68,768 (2018: £13,426) and owed £104,178 (2018: £135,428) to connected companies with common ownership. The loans are interest free and there are no fixed terms for repayment. During the year Automotive PR Limited wrote back £12,500 to the profit and loss account in relation to the loans.

9 Controlling party

The company is under the control of Orb Communications Limited and under the ultimate control of Orb MSV Limited.

10 Average number of employees

During the year the average number of employees was 3 (2018: 3).

