

Systematic Marketing Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 30 June 2020

Systematic Marketing Limited

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Systematic Marketing Limited

Company Information

Directors	Russell Pentland Weetch Robin Sumner
Registered office	Unit 2 City Cross Business Park Salutation Road London SE10 0AT
Accountants	Carbon Accountancy Limited Chartered Accountants 80-83 Long Lane London EC1A 9ET

Systematic Marketing Limited
(Registration number: 02472380)
Balance Sheet as at 30 June 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	<u>4</u>	1,694	2,206
Current assets			
Debtors	<u>5</u>	30,933	22,734
Cash at bank and in hand		65,346	25,173
		96,279	47,907
Creditors: Amounts falling due within one year	<u>6</u>	(83,540)	(33,216)
Net current assets		12,739	14,691
Net assets		14,433	16,897
Capital and reserves			
Called up share capital	<u>7</u>	101	100
Profit and loss account		14,332	16,797
Shareholders' funds		14,433	16,897

For the financial year ending 30 June 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 10 November 2020 and signed on its behalf by:

.....
Russell Pentland Weetch
Director

.....
Robin Sumner
Director

Systematic Marketing Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 June 2020

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

Unit 2
City Cross Business Park
Salutation Road
London
SE10 0AT
England

These financial statements were authorised for issue by the Board on 10 November 2020.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;
it is probable that future economic benefits will flow to the entity;
and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Systematic Marketing Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 June 2020

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Computer equipment	10% straight line

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Systematic Marketing Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 June 2020

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 3 (2019 - 3).

Systematic Marketing Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 June 2020

4 Tangible assets

	Fixtures and fittings £	Total £
Cost or valuation		
At 1 July 2019	8,864	8,864
Additions	416	416
At 30 June 2020	9,280	9,280
Depreciation		
At 1 July 2019	6,658	6,658
Charge for the year	928	928
At 30 June 2020	7,586	7,586
Carrying amount		
At 30 June 2020	1,694	1,694
At 30 June 2019	2,206	2,206

5 Debtors

	2020 £	2019 £
Trade debtors	26,424	22,734
Other debtors	4,509	-
	30,933	22,734

6 Creditors

Creditors: amounts falling due within one year

	Note	2020 £	2019 £
Due within one year			
Loans and borrowings	8	45,175	3,773
Trade creditors		357	120
Taxation and social security		12,708	4,892
Accruals and deferred income		5,300	4,300
Other creditors		20,000	20,131
		83,540	33,216

Systematic Marketing Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 June 2020

7 Share capital

Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary shares of £1 each	100	100	100	100
Ordinary shares Class 1A of £1 (2019 - £0) each	1	1	-	-
	101	101	100	100

8 Loans and borrowings

	2020	2019
	£	£
Current loans and borrowings		
Bank borrowings	45,000	89
Bank overdrafts	175	3,684
	45,175	3,773

9 Related party transactions

Transactions with directors

Directors' remuneration

The directors' remuneration for the year was as follows:

	2020	2019
	£	£
Remuneration	12,000	8,220

80-83 Long Lane

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.