

# Systematic Marketing Limited

Unaudited Filleted Financial Statements  
for the Year Ended 30 June 2023

# **Systematic Marketing Limited**

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# **Systematic Marketing Limited**

## **Company Information**

<b>Directors</b>	Russell Pentland Weetch Robin Sumner
<b>Registered office</b>	Unit 8 Halo Business Park Cray Avenue Orpington BR5 3FQ
<b>Accountants</b>	Carbon Accountancy Limited Chartered Accountants 80-83 Long Lane London EC1A 9ET

**Systematic Marketing Limited**  
**(Registration number: 02472380)**  
**Balance Sheet as at 30 June 2023**

	Note	2023 £	2022 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	3,485	2,534
<b>Current assets</b>			
Debtors	<u>5</u>	121,498	49,869
Cash at bank and in hand		<u>61,682</u>	<u>95,532</u>
		183,180	145,401
<b>Creditors:</b> Amounts falling due within one year	<u>6</u>	<u>(111,131)</u>	<u>(76,472)</u>
<b>Net current assets</b>		<u>72,049</u>	<u>68,929</u>
<b>Total assets less current liabilities</b>		75,534	71,463
<b>Creditors:</b> Amounts falling due after more than one year	<u>6</u>	<u>(17,847)</u>	<u>(27,430)</u>
<b>Net assets</b>		<u><u>57,687</u></u>	<u><u>44,033</u></u>
<b>Capital and reserves</b>			
Called up share capital	<u>7</u>	101	101
Retained earnings		<u>57,586</u>	<u>43,932</u>
<b>Shareholders' funds</b>		<u><u>57,687</u></u>	<u><u>44,033</u></u>

For the financial year ending 30 June 2023 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. As permitted by section 444 (5A) of the Companies Act 2006, the directors have not delivered to the registrar a copy of the Profit and Loss Account.

Approved and authorised by the Board on 21 July 2023 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 2023**

### **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 8  
Halo Business Park  
Cray Avenue  
Orpington  
BR5 3FQ  
England

These financial statements were authorised for issue by the Board on 21 July 2023.

### **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 smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

#### **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 2023**

### **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:

<b>Asset class</b>	<b>Depreciation method and rate</b>
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 2023**

### **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 4 (2022 - 2).

# Systematic Marketing Limited

## Notes to the Unaudited Financial Statements for the Year Ended 30 June 2023

### 4 Tangible assets

	Office equipment £	Total £
<b>Cost or valuation</b>		
At 1 July 2022	12,095	12,095
Additions	1,369	1,369
At 30 June 2023	13,464	13,464
<b>Depreciation</b>		
At 1 July 2022	9,561	9,561
Charge for the year	418	418
At 30 June 2023	9,979	9,979
<b>Carrying amount</b>		
At 30 June 2023	3,485	3,485
At 30 June 2022	2,534	2,534

### 5 Debtors

	2023 £	2022 £
Trade debtors	116,157	49,869
Other debtors	5,341	-
	121,498	49,869

### 6 Creditors

#### Creditors: amounts falling due within one year

	Note	2023 £	2022 £
<b>Due within one year</b>			
Loans and borrowings	8	9,583	9,583
Trade creditors		255	752
Taxation and social security		22,599	12,007
Accruals and deferred income		2,000	2,000
Other creditors		76,694	52,130
		111,131	76,472

# Systematic Marketing Limited

## Notes to the Unaudited Financial Statements for the Year Ended 30 June 2023

### 7 Share capital

#### Allotted, called up and fully paid shares

	2023		2022	
	No.	£	No.	£
Ordinary shares of £1 each	100	100	100	100
Ordinary shares Class 1A of £1 each	1	1	1	1
	101	101	101	101

### 8 Loans and borrowings

	2023	2022
	£	£
<b>Non-current loans and borrowings</b>		
Bank borrowings	17,847	27,430

	2023	2022
	£	£
<b>Current loans and borrowings</b>		
Bank borrowings	9,583	9,583

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.