

The Traffic Bureau Limited

Report and Financial Statements

Year Ended

30 June 2013

Company number: 02775513

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The Traffic Bureau Limited

**Report and financial statements
for the year ended 30 June 2013**

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Directors

L K Lavender
M H M Lee
D C Mark

Secretary and registered office

D C Mark, 7th Floor, Berkshire House, 168-173 High Holborn, London, WC1V 7AA

Company number

02775513

Auditors

Ernst & Young LLP, 400 Capability Green, Luton, Bedfordshire, LU1 3LU

The Traffic Bureau Limited

Report of the directors for the year ended 30 June 2013

The directors present their report together with the audited financial statements for the year ended 30 June 2013

Results

The profit and loss account is set out on page 5 and shows the profit for the year

Principal activities

The principal activities of the company during the year were those of television advertising and administration

Directors

The directors of the company during the year were as follows

L K Lavender

M H M Lee

D C Mark

Going concern

The accounts have been prepared on the going concern basis as a result of the profit for the year of £114,709, a net current asset position of £1,376,844 and a net asset position of £1,386,262

The Traffic Bureau Limited

Report of the directors for the year ended 30 June 2013 (*continued*)

Directors' responsibilities

The Directors are responsible for preparing the Report and the financial statements in accordance with applicable law and regulations

Company law requires the Directors to prepare the financial statements for each financial year. Under that law the Directors have elected to prepare the Financial Statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Directors must not approve the Financial Statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the Profit or Loss of the Company for that period. In preparing those Financial Statements, the Directors are required to

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departure disclosed and explained in the financial statements,

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the Financial Statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditors

All of the current directors have taken all the steps that they ought to have taken to make themselves aware of any information needed by the company's auditors for the purposes of their audit and to establish that the auditors are aware of that information. The directors are not aware of any relevant audit information of which the auditors are unaware.

Ernst & Young LLP have expressed their willingness to continue in office and a resolution to re-appoint them will be proposed at the annual general meeting.

This directors' report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

On behalf of the Board



D Mark
Director

21 March 2014

Independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE TRAFFIC BUREAU (UK) LIMITED

We have audited the financial statements of The Traffic Bureau Limited for the year ended 30 June 2013 which comprise the Profit and Loss Account, the Balance Sheet and the related notes 1 to 11. The financial reporting framework that has been applied in their preparation is applicable law United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement (set out on page 2), the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the report and financial statements to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on the financial statements

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 30 June 2013 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent auditor's report (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime



Andrew Clewer (Senior statutory auditor)
for and on behalf of Ernst & Young LLP, Statutory Auditor

Luton

Date

21/3/14

The Traffic Bureau Limited

Profit and loss account for the year ended 30 June 2013

	Notes	2013 £	2012 £
Turnover	2	1,128,417	1,124,208
Cost of sales		(250,398)	(263,160)
		<hr/>	<hr/>
Gross profit		878,019	861,048
Administrative expenses		(785,189)	(669,580)
		<hr/>	<hr/>
Operating profit	3	92,830	191,468
Interest receivable		1,413	-
Interest payable		(10,600)	-
		<hr/>	<hr/>
Profit on ordinary activities before taxation		83,643	191,468
Taxation	4	31,066	(177)
		<hr/>	<hr/>
Profit on ordinary activities after taxation	9	114,709	191,291
		<hr/>	<hr/>

All amounts relate to continuing activities

All recognised gains and losses in the current and prior year are included in the profit and loss account

The notes on pages 7 to 12 form part of these financial statements

The Traffic Bureau Limited

Balance sheet at 30 June 2013

Company number. 02775513	Notes	2013 £	2013 £	2012 £	2012 £
Fixed assets					
Tangible assets	5		9,418		12,759
					<u>12,759</u>
Current assets					
Debtors	6	1,964,312		1,614,322	
Cash at bank and in hand		24,571		33,073	
		<u>1,988,883</u>		<u>1,647,395</u>	
Creditors, amounts falling due within one year	7	(612,039)		(388,601)	
		<u></u>		<u></u>	
Net current assets			1,376,844		1,258,794
			<u></u>		<u></u>
Total assets less current liabilities			1,386,262		1,271,553
			<u></u>		<u></u>
Net assets			1,386,262		1,271,553
			<u></u>		<u></u>
Capital and reserves					
Called up share capital	8		782		782
Profit and loss account	9		1,385,480		1,270,771
			<u></u>		<u></u>
Shareholders' funds	10		1,386,262		1,271,553
			<u></u>		<u></u>

These financial statements have been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption

The financial statements were approved by the Board of Directors and authorised for issue on *21 March 2014*



D Mark
Director

The notes on pages 7 to 12 form part of these financial statements

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2013

1 Accounting policies

The financial statements have been prepared under the historical cost convention and are in accordance with applicable accounting standards. The following principal accounting policies have been applied:

Cash flow statement

The company has taken advantage of the exemption conferred by Financial Reporting Standard 1 'Cash Flow Statements (Revised 1996)' not to prepare a cash flow statement on the grounds that it is a 'small' company under the Companies Act 2006.

Turnover

Turnover represents sales to external customers at invoiced amounts less value added tax. Turnover is recognised when the service has been provided.

Depreciation

Depreciation is provided to write off the cost, less estimated residual values, of all tangible fixed assets, evenly over their expected useful lives. It is calculated at the following annual rates:

Plant and machinery	-	25%
Computer equipment	-	25%
Software	-	25%

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable.

Taxation

The charge for taxation is based on the profit for the year and takes into account deferred taxation.

Current tax is measured at amounts expected to be paid using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date except that:

- the recognition of deferred tax assets is limited to the extent that the company anticipates making sufficient taxable profits in the future to absorb the reversal of the underlying timing differences.

Deferred tax balances are not discounted.

Related party disclosure

The company has taken advantage of the exemption conferred by Financial Reporting Standard 8, 'Related party disclosures', not to disclose transactions with members or investees of the group headed by Adstream Holdings Limited on the grounds that at least 100% of the voting rights in the company are controlled within that group and the company is included in consolidated financial statements.

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2013 (*continued*)

2 Turnover

Turnover is wholly attributable to the principal activity of the company and arises solely within the United Kingdom

3 Operating profit

	2013 £	2012 £
The operating profit is stated after charging		
Depreciation – owned assets	7,506	580
Directors' remuneration and other benefits	145,359	131,018
Auditor's remuneration	10,000	11,000
	<u> </u>	<u> </u>

4 Taxation

	2013 £	2012 £
<i>Current tax</i>		
UK corporation tax on profit for the year	23,940	51,531
Adjustment in respect of prior year	(53,678)	(49,336)
	<u> </u>	<u> </u>
	(29,738)	2,195
	<u> </u>	<u> </u>
<i>Deferred tax</i>		
Origination and reversal of timing differences	(1,328)	(2,018)
	<u> </u>	<u> </u>
Taxation on profit on ordinary activities	(31,066)	177
	<u> </u>	<u> </u>

On 3 July 2012 a reduction in the main rate of UK corporation tax to 23% was substantially enacted with effect from 1 April 2013. The effect of the rate reduction on the deferred tax balances as at 30 June 2013 has been included in the above figures.

In addition further changes were announced to reduce the main rate of UK corporation tax to 21% (effective from 1 April 2014) and 20% (effective from 1 April 2015). This change has not been substantively enacted at the balance sheet date and therefore not reflected in the above figures. The company does not anticipate a significant impact on the level of deferred tax liability at 30 June 2013 of the further reductions from 23% to 20%. The rate change will reduce the company's future current tax charge accordingly.

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2013 *(continued)*

4 Taxation (continued)

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The differences are explained below:

	2013 £	2012 £
Profit on ordinary activities before tax	83,643	171,468
Profit on ordinary activities at the standard rate of corporation tax in the UK of 23.75% (2012 – 25.5%)	19,865	48,824
Effects of:		
Capital allowances in deficit / (excess) of depreciation	403	(1,309)
Expenses not deductible for taxation purposes	3,672	4,016
Over provision in respect of previous years	(53,678)	(49,336)
Tax (credit)/ charge for the year	(29,738)	2,195

Deferred tax asset

	2013 £	2012 £
At 1 July	2,593	575
Deferred tax credit in profit and loss account	1,328	2,018
At 30 June	3,921	2,593

The Traffic Bureau Limited

Notes forming part of the financial statements
for the year ended 30 June 2013 (continued)

5 Tangible fixed assets

	Plant and machinery £	Computer equipment £	Software £	Total £
<i>Cost or valuation</i>				
At 1 July 2012	45,110	84,879	2,957	132,946
Additions	429	3,736	-	4,165
	<hr/>	<hr/>	<hr/>	<hr/>
At 30 June 2013	45,539	88,615	2,957	137,111
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Depreciation</i>				
At 1 July 2012	41,565	76,365	2,257	120,187
Provided for the year	2,254	4,571	681	7,506
	<hr/>	<hr/>	<hr/>	<hr/>
At 30 June 2013	43,819	80,936	2,938	127,693
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Net book value</i>				
At 30 June 2013	1,720	7,679	19	9,418
	<hr/>	<hr/>	<hr/>	<hr/>
At 1 July 2012	3,545	8,514	700	12,759
	<hr/>	<hr/>	<hr/>	<hr/>

6 Debtors: amounts falling due within one year

	2013 £	2012 £
Trade debtors	160,175	181,082
Amounts due from group undertakings	1,783,833	1,424,453
Other debtors	16,383	6,194
Deferred tax	3,921	2,593
	<hr/>	<hr/>
	1,964,312	1,614,322
	<hr/>	<hr/>

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2013 (continued)

7 Creditors: amounts falling due within one year

	2013 £	2012 £
Invoice discounting facility	89,901	75,762
Trade creditors	15,563	18,129
Amounts due to group companies	213,814	213,814
Taxation and social security	11,205	4,350
Other creditors	206,467	25,117
Corporation tax	75,089	51,429
	<hr/> 612,039 <hr/>	<hr/> 388,601 <hr/>

8 Called up share capital

Allotted, called up and fully paid

	2013 Number	2012 Number	2013 £	2012 £
A Ordinary shares of £1 each	282	282	282	282
B Ordinary shares of £1 each	500	500	500	500
	<hr/> 782 <hr/>	<hr/> 782 <hr/>	<hr/> 782 <hr/>	<hr/> 782 <hr/>

On a return of capital on a winding up or otherwise the assets of the Company available for distribution to the holders of the A Ordinary shares and B Ordinary shares shall be applied equally between the two class of shares

9 Reserves

	Profit and loss account £
At 1 July 2012	1,270,771
Profit for the period	114,709
	<hr/>
At 30 June 2013	1,385,480 <hr/>

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2013 *(continued)*

10 Reconciliation of shareholder's funds

	2013 £	2012 £
Profit for the year	114,709	191,291
Opening shareholder's funds	1,271,553	1,080,262
	<hr/>	<hr/>
Closing shareholder's funds	1,386,262	1,271,553
	<hr/>	<hr/>

11 Ultimate parent company and controlling party

The immediate parent company is Adstream (UK) Limited. The controlling party is Adstream Holdings Pty Limited and the smallest company for which group accounts are drawn up is Adstream Holdings Pty Limited. The ultimate parent company and the largest group of undertakings for which group accounts are drawn up is Paul Ramsay Holdings Pty Limited. Both Companies are incorporated in Australia and group accounts for Adstream Holdings Pty Limited are available from Level 5, Tower B, 207 Pacific Highway, St Leonards, NSW 2065 Australia.