

Registered number: 03218628

**SOUND ADVERTISING LIMITED**

**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 30 JUNE 2014**

FI TUESDAY



	*A45RUJUX*	
A19	21/04/2015	#226
	COMPANIES HOUSE	
	*A442SF40*	
A11	27/03/2015	#156
	COMPANIES HOUSE	

**SOUND ADVERTISING LIMITED**  
**REGISTERED NUMBER: 03218628**

**ABBREVIATED BALANCE SHEET**  
**AS AT 30 JUNE 2014**

	Note	£	2014 £	£	2013 £
<b>FIXED ASSETS</b>					
Tangible assets	2		53,981		64,232
<b>CURRENT ASSETS</b>					
Debtors		2,197,587		2,050,623	
Cash at bank and in hand		540,841		602,417	
		<u>2,738,428</u>		<u>2,653,040</u>	
<b>CREDITORS:</b> amounts falling due within one year		<u>(2,784,410)</u>		<u>(2,977,498)</u>	
<b>NET CURRENT LIABILITIES</b>			(45,982)		(324,458)
<b>NET ASSETS/(LIABILITIES)</b>			<u>7,999</u>		<u>(260,226)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		3		3
Capital redemption reserve			3		3
Profit and loss account			<u>7,993</u>		<u>(260,232)</u>
<b>SHAREHOLDERS' FUNDS/(DEFICIT)</b>			<u>7,999</u>		<u>(260,226)</u>

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 June 2014 and of its profit for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The abbreviated accounts, which 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, were approved and authorised for issue by the board and were signed on its behalf by:



.....  
**M D Charlesworth**  
 Director

Date: 26 March 2015

The notes on pages 2 to 3 form part of these financial statements.

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## **SOUND ADVERTISING LIMITED**

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### **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2014**

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#### **1. ACCOUNTING POLICIES**

##### **1.1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

##### **1.2 Going concern**

The director considers it appropriate to prepare the financial statements on the going concern basis as the company is profitable and has sufficient cash reserves.

##### **1.3 Turnover**

Turnover comprises revenue recognised by the company in respect of services provided during the year, exclusive of Value Added Tax and trade discounts.

##### **Revenue recognition**

There are two main revenue streams

- 1) Revenue from SMS service is recognised at the point of sale
- 2) Revenue from voice sales is recognised at the point of sale

##### **1.4 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & machinery	-	25% reducing balance
Fixtures & fittings	-	25% reducing balance

##### **1.5 Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Profit and loss account.

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**SOUND ADVERTISING LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2014**

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**2. TANGIBLE FIXED ASSETS**

	£
<b>Cost</b>	
At 1 July 2013	351,832
Additions	7,743
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At 30 June 2014	359,575
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<b>Depreciation</b>	
At 1 July 2013	287,600
Charge for the year	17,994
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At 30 June 2014	305,594
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<b>Net book value</b>	
At 30 June 2014	53,981
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At 30 June 2013	64,232
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**3. SHARE CAPITAL**

	2014 £	2013 £
<b>Allotted, called up and fully paid</b>		
5 Ordinary shares of £0.50 each	2.50	2.50
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**4. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY**

The company is a wholly owned subsidiary of Sound Advertising Holdings Limited. The ultimate controlling party is the director M. D. Charlesworth by virtue of his majority shareholding in Sound Advertising Holdings Limited.