

COMPANIES HOUSE

Registration number: 03516908

Adproducts.com Limited

Annual Report and Financial Statements

for the Period from 1 January 2018 to 30 June 2019



Adproducts.com Limited

Company Information

Directors	Mr D Lynn
	Mr K C Doherty
Registered office	Unit 2 Woking 8 Forsyth Road Woking Surrey GU21 5SB
Auditors	KRW Accountants Ltd Registered auditor The Mill Pury Hill Business Park Alderton Road Towcester NN12 7LS

Adproducts.com Limited

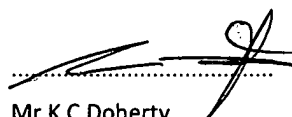
(Registration number: 03516908)
Balance Sheet as at 30 June 2019

	Note	2019 £	2017 £
Current assets			
Debtors	4	738,732	738,732
Cash at bank and in hand		-	2,663
		<u>738,732</u>	<u>741,395</u>
Creditors: Amounts falling due within one year	5	<u>(180,252)</u>	<u>(179,091)</u>
Net assets		<u>558,480</u>	<u>562,304</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		<u>558,380</u>	<u>562,204</u>
Total equity		<u>558,480</u>	<u>562,304</u>

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 20 March 2020 and signed on its behalf by:


Mr K C Doherty
Director

Adproducts.com Limited

Notes to the Financial Statements for the Period from 1 January 2018 to 30 June 2019

1 General information

The company registration number is 03516908

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

The address of its registered office is:

Unit 2 Woking 8

Forsyth Road

Woking

Surrey

GU21 5SB

England and Wales

These financial statements were authorised for issue by the Board on 20 March 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.

Audit report

The Independent Auditor's Report was unqualified. The name of the Senior Statutory Auditor who signed the audit report on 20 March 2020 was Mr K R Witchell, who signed for and on behalf of KRW Accountants Ltd.

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 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.

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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.

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. The company subsequently considers the recoverable value of the trade debtors. When assessing impairment of trade debtors, management considers factors including the current credit rating of the debtor, the ageing profile of debtors and historical experience.

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.

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 period, was 0 (2017 - 22).

4 Debtors

	Note	2019 £	2017 £
Amounts owed by group undertakings and undertakings in which the company has a participating interest		738,732	738,732
		<u>738,732</u>	<u>738,732</u>

Adproducts.com Limited

Notes to the Financial Statements for the Period from 1 January 2018 to 30 June 2019

5 Creditors

Creditors: amounts falling due within one year

	Note	2019 £	2017 £
Due within one year			
Amounts owed to group undertakings and undertakings in which the company has a participating interest		143,685	143,685
Taxation and social security		31,329	31,329
Other creditors		5,238	4,077
		<u>180,252</u>	<u>179,091</u>

6 Share capital

Allotted, called up and fully paid shares

	2019		2017	
	No.	£	No.	£
Ordinary of £0.25 each	<u>400</u>	<u>100.00</u>	<u>400</u>	<u>100.00</u>

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Notes to the Financial Statements for the Period from 1 January 2018 to 30 June 2019

7 Parent and ultimate parent undertaking

The company's immediate parent is Stridage Holdings Limited, incorporated in England.

The ultimate parent is Dowlis Global Limited, incorporated in England.

The most senior parent entity producing publicly available financial statements is Dowlis Global Limited. These financial statements are available upon request from Companies House.

The ultimate controlling party is Mr D Lynn, director.

The parent of the largest group in which these financial statements are consolidated is Dowlis Global Limited, incorporated in England.

The address of Dowlis Global Limited is:

Unit 2 Woking 8
Forsyth Road
Woking
Surrey
GU21 5SB