

Company Registration No. 03766583 (England and Wales)

ARM DIRECT GROUP LIMITED
ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 MARCH 2016



3 Acorn Business Centre
Northarbour Road
Cosham
Portsmouth
Hampshire
PO6 3TH



ARM DIRECT GROUP LIMITED

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ARM DIRECT GROUP LIMITED

INDEPENDENT AUDITORS' REPORT TO ARM DIRECT GROUP LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of Arm Direct Group Limited for the year ended 31 March 2016 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of the director and auditors

The director is responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444 (3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.



Mike Williamson ACA (Senior Statutory Auditor)

for and on behalf of

 **taylorcocks**

Statutory Auditor

14/09/2016

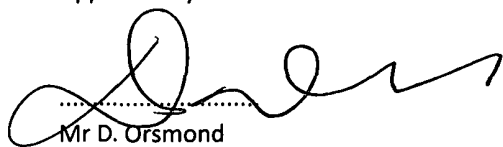
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ARM DIRECT GROUP LIMITED**ABBREVIATED BALANCE SHEET****AS AT 31 MARCH 2016**

| | | 2016 | | 2015 | |
|--|--------------|-------------|----------|-------------|----------|
| | Notes | £ | £ | £ | £ |
| Fixed assets | | | | | |
| Investments | 2 | | 300,000 | | 300,000 |
| Current assets | | | | | |
| Cash at bank and in hand | | 544,749 | | 588,872 | |
| Creditors: amounts falling due within one year | | | | (123) | |
| Net current assets | | | 544,749 | | 588,749 |
| Total assets less current liabilities | | | 844,749 | | 888,749 |
| Capital and reserves | | | | | |
| Called up share capital | 3 | | 8,986 | | 8,986 |
| Share premium account | | | 9,481 | | 9,481 |
| Other reserves | | | 3,801 | | 3,801 |
| Profit and loss account | | | 822,481 | | 866,481 |
| Shareholder's funds | | | 844,749 | | 888,749 |

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 12/9/16


.....
Mr D. Orsmond
Director

Company Registration No. 03766583

ARM DIRECT GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2016

1 Accounting policies

1.1 Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Consolidation

In the opinion of the director, the company and its subsidiary undertakings comprise a small group. The company has therefore taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts.

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2 Fixed assets

| | Investments £ |
|------------------------------------|-------------------|
| Cost | |
| At 1 April 2015 & at 31 March 2016 | 300,000 |
| | <u> </u> |
| At 31 March 2015 | 300,000 |
| | <u> </u> |

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

| Company | Country of registration or incorporation | Shares held Class | % |
|--------------------------------|---|----------------------|--------|
| Subsidiary undertakings | | | |
| ARM Direct Limited | England and Wales | Ordinary | 100.00 |

ARM DIRECT GROUP LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)****FOR THE YEAR ENDED 31 MARCH 2016****2 Fixed assets****(Continued)**

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows:

| | | Capital and reserves | Profit/(loss) for the year |
|--------------------|---|---------------------------------|-----------------------------------|
| | | 2016 | 2016 |
| | | £ | £ |
| | Principal activity | | |
| ARM Direct Limited | Direct Response creative and media buying agency | 596,030 | 28,728 |

3 Share capital**2016****2015****£****£****Allotted, called up and fully paid**

6,938 Ordinary shares of £1 each

6,938

6,938

2,048 Ordinary A shares of £1 each

2,048

2,048

8,9868,986