

Digital Media and Analytics Limited
Financial statements
For the year ended 31 March 2016



Company no 03851869

Company information

Company registration number: 03851869

Registered office: Players House
300 Attercliffe Common
Sheffield
S9 2AG

Directors: A R Gardner
M Sprot

Secretary: M Sprot

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Report of the Directors

The directors present their report and the financial statements of the company for the year ended 31 March 2016.

Principal activity

The principal activity of the company is that of digital marketing including search marketing, media planning and buying, creative services and strategic planning and consultancy.

Directors

The directors who served the company during the year were:

A R Gardner
M Sprot



M Sprot
Director
5 December 2016

Profit and loss account

	Note	2016 £	2015 £
Turnover	1	-	-
Cost of sales		-	-
Gross profit		-	-
Administrative expenses		-	-
Share based payments charge		-	-
Total administrative expenses		-	-
Operating profit	2	-	-
Profit on ordinary activities before taxation		-	-
Tax on profit on ordinary activities	4	-	-
Loss for the financial year after taxation		-	-

There are no recognised gains or losses for the period, other than the result for the year.

Balance sheet

	Note	2016 £	2015 £
Current assets			
Debtors	1	209,194	209,194
Cash at bank and in hand		-	-
		<u>209,194</u>	<u>209,194</u>
Creditors: amounts falling due within one year		<u>-</u>	<u>-</u>
Net current assets		<u>209,194</u>	<u>209,194</u>
Total assets less current liabilities		<u>209,194</u>	<u>209,194</u>
Capital and reserves			
Called up equity share capital	3	1,097	1,097
Share premium account	4	50,090	50,090
Profit and loss account	4	<u>158,007</u>	<u>158,007</u>
Shareholders' funds	5	<u>209,194</u>	<u>209,194</u>

The financial statements were approved and authorised for issue by the directors on 5 December 2016.

For the year ended 31 March 2016 the company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies.

Director's 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 of the Companies Act 2006.
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements were approved by the Director on 5 December 2016.

M Sprö

M Sprö

Director

Company Number: 03851869

Notes to the financial statements

1 Debtors

	2016 £	2015 £
Amounts due from group undertakings	209,194	209,194
	<u>209,194</u>	<u>209,194</u>

2 Transactions with related parties

As a wholly owned subsidiary of Jaywing plc, the company is exempt from the requirements of FRS 8 to disclose transactions with other members of the group headed by that company.

3 Share capital

Authorised share capital:

	2016 £	2015 £
500,000 Ordinary A shares of £0.10 each	50,000	50,000
500,000 Ordinary B shares of £0.10 each	50,000	50,000
100,000 Ordinary C shares of £0.10 each	10,000	10,000
	<u>110,000</u>	<u>110,000</u>

Allotted, called up and fully paid:

	2016		2015	
	No	£	No	£
Equity shares				
Ordinary A shares of £0.10 each	10,000	1,000	10,000	1,000
Ordinary C shares of £0.10 each	975	97	975	97
	<u>10,975</u>	<u>1,097</u>	<u>10,975</u>	<u>1,097</u>

Notes to the financial statements

4 Reserves

	Share premium account £	Profit and loss account £
At 1 April 2015	50,090	158,007
Profit for the year	-	-
Dividends paid	-	-
At 31 March 2016	<u>50,090</u>	<u>158,007</u>

5 Reconciliation of movements in shareholders' funds

	2016 £	2015 £
(Loss) for the financial period	-	-
Dividends paid	-	-
	<u>-</u>	<u>-</u>
Credit in respect of share based payments	-	-
Net decrease in shareholders' funds	<u>-</u>	<u>-</u>
Shareholders' funds at 1 April 2015	<u>209,194</u>	<u>209,194</u>
Shareholders' funds at 31 March 2016	<u>209,194</u>	<u>209,194</u>

Notes to the financial statements

6 Capital commitments

There were no capital commitments at 31 March 2016 or 31 March 2015.

7 Ultimate controlling party

The ultimate parent undertaking and controlling related party of this company is its parent company, Jaywing plc, by virtue of its 100% shareholding in the company.

The largest and smallest group of undertakings for which group accounts have been drawn up is that headed by Jaywing plc. Copies of the group accounts can be obtained at Players House, 300 Attercliffe Common, Sheffield, S9 2AG.