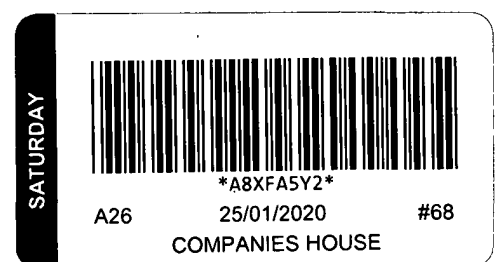


FRONTLINE SALES & MARKETING LIMITED
UNAUDITED
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2019



FRONTLINE SALES & MARKETING LIMITED
REGISTERED NUMBER: 03867159

BALANCE SHEET
AS AT 31 OCTOBER 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	4	58,462	72,357
Current assets			
Debtors: amounts falling due within one year	5	80,415	75,279
Cash at bank and in hand		36,431	136,088
		<u>116,846</u>	<u>211,367</u>
Creditors: amounts falling due within one year	6	(33,216)	(48,721)
Net current assets		<u>83,630</u>	<u>162,646</u>
Total assets less current liabilities		<u>142,092</u>	<u>235,003</u>
Provisions for liabilities			
Deferred tax	7	(10,426)	(12,915)
Net assets		<u><u>131,666</u></u>	<u><u>222,088</u></u>
Capital and reserves			
Called up share capital		2	2
Profit and loss account		131,664	222,086
		<u><u>131,666</u></u>	<u><u>222,088</u></u>

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

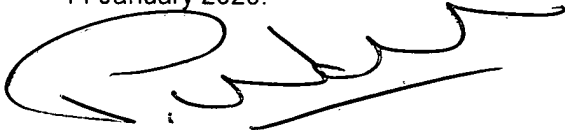
The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

FRONTLINE SALES & MARKETING LIMITED
REGISTERED NUMBER: 03867159

BALANCE SHEET (CONTINUED)
AS AT 31 OCTOBER 2019

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 14 January 2020.



P Webber
Director



V J Anderson
Director

The notes on pages 3 to 8 form part of these financial statements.

FRONTLINE SALES & MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2019

1. General information

Frontline Sales & Marketing Limited is a private company limited by shares, incorporated in England and Wales (registered number: 03867159). Its registered office is Royal Court, Basil Close, Chesterfield, Derbyshire, S41 7SL. The principal activity of the company throughout the year continued to be that of a marketing consultants.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The company's functional and presentation currency is pounds sterling.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Pensions

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Income and Retained Earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

FRONTLINE SALES & MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2019

2. Accounting policies (continued)

2.4 Current and deferred taxation

Tax is recognised in the Statement of Income and Retained Earnings.

The current tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

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 it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

2.5 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, as follows.

The depreciation rates used are:

Motor vehicles	- 25% reducing balance
Fixtures & fittings	- 15% reducing balance
Computer equipment	- 33.3% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Income and Retained Earnings.

FRONTLINE SALES & MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2019

2. Accounting policies (continued)

2.6 Financial instruments

The company only enters into basic financial instrument transactions that result in the recognition of the financial assets and liabilities such as bank and cash balances, trade and other accounts receivable and payable, loans from banks and other third parties and loans to and from related parties.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at transaction price and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade payables or receivables, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 15 (2018 - 17).

FRONTLINE SALES & MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2019**

4. Tangible fixed assets

	Motor vehicles £	Fixtures & fittings £	Computer equipment £	Total £
Cost				
At 1 November 2018	78,429	76,171	94,611	249,211
Additions	-	-	12,284	12,284
Disposals	-	(41,456)	(35,958)	(77,414)
At 31 October 2019	78,429	34,715	70,937	184,081
Depreciation				
At 1 November 2018	37,989	57,465	81,400	176,854
Charge for the year on owned assets	10,110	1,980	8,169	20,259
Disposals	-	(36,245)	(35,249)	(71,494)
At 31 October 2019	48,099	23,200	54,320	125,619
Net book value				
At 31 October 2019	30,330	11,515	16,617	58,462
At 31 October 2018	40,440	18,706	13,211	72,357

5. Debtors

	2019 £	2018 £
Trade debtors	57,499	52,654
Prepayments and accrued income	22,916	22,625
	80,415	75,279

FRONTLINE SALES & MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2019**

6. Creditors: Amounts falling due within one year

	2019 £	2018 £
Trade creditors	334	6,302
Corporation tax	13,336	9,855
Other taxation and social security	15,611	28,632
Other creditors	884	742
Accruals and deferred income	3,051	3,190
	<u>33,216</u>	<u>48,721</u>

7. Deferred taxation

	2019 £
At beginning of year	12,915
Charged to profit or loss	(2,489)
At end of year	<u>10,426</u>

The provision for deferred taxation is made up as follows:

	2019 £	2018 £
Accelerated capital allowances	10,496	12,915
Pension surplus	70	-
	<u>10,426</u>	<u>12,915</u>

8. Pension commitments

The company operates defined contribution schemes for the benefit of directors and employees. The assets of the schemes are administered by trustees in a fund independent from those of the company. The pension contributions payable for the year were £4,881 (2018: £5,742).

FRONTLINE SALES & MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2019**

9. Commitments under operating leases

At 31 October 2019 the Company had future minimum lease payments under non-cancellable operating leases as follows:

	2019 £	2018 £
Not later than 1 year	73,500	73,500
Later than 1 year and not later than 5 years	73,500	147,000
	<u>147,000</u>	<u>220,500</u>