

Company Registration No. 04133741

Marvellous Ideas Limited

Report and Financial Statements

31 December 2015



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Marvellous Ideas Limited

Report and financial statements 2015

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Report and financial statements 2015

Company information

Directors

N Thomas (appointed 18 May 2015)

R Horler (resigned 22 May 2015)

C Price

P Glydon (resigned 22 May 2015)

Secretary

A Moberly

Registered Office

10 Triton Street

Regents Place

London NW1 3BF

Marvellous Ideas Limited

Directors' report

The directors present their annual report and financial statements for the year ended 31 December 2015.

Results and dividends

The profit for the period after taxation amounted to £nil (2014 – £nil). The directors do not recommend a final dividend (2014 – £nil).

Review of the business and results for the period

The principal activity of the company up until the 30 June 2011 was the provision of digital advertising services through mobile phone technology. The company did not trade during the year.

The Company's directors believe that following the decision on 30 June 2011 to cease trading, further key performance indicators for the Company are not necessary or appropriate for an understanding of the development, performance or position of the business as a result of the sale of the trade and net assets.

During the year the Company transitioned from previously extant UK GAAP to FRS 101 - Reduced Disclosure Framework and has taken advantage of the disclosure exemptions allowed under this standard. The Company's parent undertaking was notified of and did not object to the use of the EU-adopted IFRS disclosure exemptions. Details of the recognition or measurement differences arising on the adoption of FRS 101 are included in note 8 to these financial statements.

Financial risk

The directors consider that the only significant financial risk to the company is credit default risk in relation to the intercompany receivable. The directors consider the risk of credit default to be remote.

The company does not use derivative financial instruments in order to manage these risks or for speculative purposes.

Directors and their interests

Directors who served throughout the year are shown on Page 1. None of the directors held any interests in the shares of the Company during the year.

Approved by the Board of Directors and signed on behalf of the Board:



N Thomas
Director
8 July 2016

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Statement of directors' responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including Financial Reporting Standard 101 'Reduced Disclosure Framework'. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Marvellous Ideas Limited

Income statement Year ended 31 December 2015

The company has not traded during the year or the preceding financial year.

During these years, the Company received no income and incurred no expenditure and therefore made neither profit nor loss.

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Balance Sheet Year ended 31 December 2015

	Notes	2015 £	2014 £
Current assets			
Debtors – due within one year	3	42,263	42,263
Cash at bank and in hand		-	-
		<u>42,263</u>	<u>42,263</u>
Creditors: amounts falling due within one year	4	<u>(356)</u>	<u>(356)</u>
Net current assets		<u>41,907</u>	<u>41,907</u>
Total assets less current liabilities		<u>41,907</u>	<u>41,907</u>
Net assets		<u>41,907</u>	<u>41,907</u>
Capital and reserves			
Called up share capital	4	40	40
Profit and loss account		<u>41,867</u>	<u>41,867</u>
Shareholders' funds		<u>41,907</u>	<u>41,907</u>

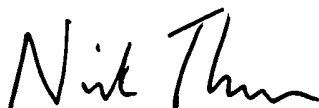
For the year ending 31 December 2015 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements of Marvellous Ideas pLimited, registered number 04133741, were approved by the Board of Directors on 8 July 2016

Signed on behalf of the Board of Directors



N Thomas
Director
8 July 2016

Marvellous Ideas Limited

Notes to the financial statements Year ended 31 December 2015

1. Authorisation of financial statements and statement of Compliance with FRS 101

These financial statements were prepared in accordance with Financial Reporting Standard 101 Reduced Disclosure Framework (FRS 101) and in accordance with applicable accounting standards.

The Company's financial statements are presented in sterling and all values are rounded to the nearest pounds (£) except when otherwise indicated.

The principal accounting policies adopted by the Company are set out in note 2.

2. Accounting policies

Basis of preparation

The Company transferred its trade and net liabilities at the 31 December 2007 to Dentsu Aegis London Limited and has not traded during the year. As required by FRS 18 Accounting Policies, the directors have prepared the financial statements on a basis that the Company is no longer a going concern.

The company transitioned from previously extant UK GAAP to FRS 101 for all periods presented. Transition reconciliations showing all material adjustments are disclosed in note 8. The accounting policies which follow set out those policies which apply in preparing the financial statements for the year ended 31 December 2015.

The Company has taken advantage of the following disclosure exemptions under FRS 101:

- the requirements of IFRS 7 Financial Instruments: Disclosures;
- the requirements of paragraphs 91-99 of IFRS 13 Fair Value Measurement
- the requirement in paragraph 38 of IAS 1 'Presentation of Financial Statements' to present comparative information in respect of:
 - (ii) paragraph 73(e) of IAS 16 Property, Plant and Equipment;
 - (iii) paragraph 118(e) of IAS 38 Intangible Assets;
- the requirements of paragraphs 10(d), 10(f), 16, 38A, 38B, 38C, 38D, 40A, 40B, 40C, 40D, 111 and 134-136 of IAS 1 Presentation of Financial Statements;
- the requirements of IAS 7 Statement of Cash Flows;
- the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors
- the requirements of paragraph 17 and 18A of IAS 24 Related Party Disclosures;
- the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary which is a party to the transaction is wholly owned by such a member; and
- the effects of new but not yet effective IFRSs.

3. Debtors

	2015	2014
	£	£
Amounts owed by group undertakings	42,263	42,263
	<u>42,263</u>	<u>42,263</u>

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Notes to the financial statements Year ended 31 December 2015

4. Creditors: amounts falling due within one year

	2015 £	2014 £
Group relief payable	<u>356</u>	<u>356</u>
	<u>356</u>	<u>356</u>

5. Issued share capital

	No.	2015 £	No.	2014 £
<i>Allotted, called up and fully paid</i>				
Ordinary shares of £0.01 each	4,000	<u>40</u>	4,000	<u>40</u>

6. Related party transactions

The company has taken advantage of the exemption available to wholly owned subsidiaries, as defined by FRS 8, not to disclose related party transactions with other group companies. All transactions between the company and other group companies have been at arm's length.

There were no other transactions with related parties during the current or prior year.

7. Ultimate parent undertaking and controlling party

The company's immediate parent undertaking is Dentsu Aegis London Limited (formerly Dentsu Aegis UK Limited), a company incorporated in Great Britain and registered in England and Wales. The ultimate parent undertaking and controlling party is Dentsu Inc., a company incorporated in Tokyo and registered in Japan. Dentsu Inc. is the parent undertaking of the largest group for which group financial statements are prepared and of which the Company is a member. Copies of Group financial statements can be obtained from: The Secretary, Dentsu Inc., 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001.

8. Transition to FRS 101

For all periods up to and including the year ended 31 December 2014, the Company prepared its financial statements in accordance with previously extant United Kingdom generally accepted accounting practice (UK GAAP). These financial statements, for the year ended 31 December 2015, are the first the Company has prepared in accordance with FRS 101.

Accordingly, the Company has prepared individual financial statements which comply with FRS 101 applicable for periods beginning on or after 1 January 2014 and the significant accounting policies meeting those requirements are described in the relevant notes.

In preparing these financial statements, the Company has started from an opening balance sheet as at 1 January 2014, the Company's date of transition to FRS101, and made those changes in accounting policies and other restatements required for the first-time adoption of FRS 101.

On transition to FRS 101, the Company has applied the requirements of paragraphs 6-33 of IFRS 1 "First time adoption of International Financial Reporting Standards".

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Notes to the financial statements Year ended 31 December 2015

8. Transition to FRS 101 (continued)

No material adjustments were made by the Company in restating its balance sheet as at 1 January 2014 prepared under previously extant UK GAAP financial statements for the year ended 31 December 2014.