

Great Dane Promotions UK Limited

Annual Report and Unaudited Financial Statements

for the Year Ended 31 December 2016

Great Dane Promotions UK Limited

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Great Dane Promotions UK Limited
Company Information

Directors	P B Schmeichel
	A J Lymn
Company secretary	A J Lymn
Registered office	5 Millennium Prospect Place Pride Way Derby Park DE24 8HG
Bankers	H S B C Bank plc 1 St Peters Street Derby DE1 2AE
Accountants	Ashgates Corporate Services Limited 5 Millennium Prospect Place Pride Way Derby Park DE24 8HG

**Chartered Certified Accountants' Report to the Board of Directors on the Preparation of the
Unaudited Statutory Accounts of
Great Dane Promotions UK Limited
for the Year Ended 31 December 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Great Dane Promotions UK Limited for the year ended 31 December 2016 as set out on pages 3 to 8 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://www.accaglobal.com/en/member/professional-standards/rules-standards/acca-rulebook.html>.

This report is made solely to the Board of Directors of Great Dane Promotions UK Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Great Dane Promotions UK Limited and state those matters that we have agreed to state to the Board of Directors of Great Dane Promotions UK Limited, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at http://www.accaglobal.com/content/dam/ACCA_Global/Technical/fact/technical-factsheet-163.pdf. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Great Dane Promotions UK Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Great Dane Promotions UK Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Great Dane Promotions UK Limited. You consider that Great Dane Promotions UK Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Great Dane Promotions UK Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

.....
Ashgates Corporate Services Limited
5 Prospect Place
Millennium Way
Pride Park
Derby
DE24 8HG

Date:.....

Great Dane Promotions UK Limited
(Registration number: 04517033)
Balance Sheet as at 31 December 2016

	Note	2016 £	2015 £
Fixed assets			
Intangible assets	<u>4</u>	256	467
Tangible assets	<u>5</u>	970	865
		<hr/> 1,226	<hr/> 1,332
Current assets			
Debtors	<u>6</u>	465,807	341,563
Cash at bank and in hand		159,564	87,091
		<hr/> 625,371	<hr/> 428,654
Creditors: Amounts falling due within one year	<u>7</u>	(114,437)	(77,068)
Net current assets		<hr/> 510,934	<hr/> 351,586
Total assets less current liabilities		512,160	352,918
Provisions for liabilities		(193)	(172)
Net assets		<hr/> 511,967	<hr/> 352,746
Capital and reserves			
Called up share capital		100	100
Profit and loss account		511,867	352,646
Total equity		<hr/> 511,967	<hr/> 352,746

The notes on pages 5 to 8 form an integral part of these financial statements.

Great Dane Promotions UK Limited
(Registration number: 04517033)
Balance Sheet as at 31 December 2016

For the financial year ending 31 December 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

These financial statements have been prepared and 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 5 July 2017 and signed on its behalf by:

.....
A J Lymn
Director

The notes on pages 5 to 8 form an integral part of these financial statements.

Great Dane Promotions UK Limited
Notes to the Financial Statements for the Year Ended 31 December 2016

1 General information

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

The address of the registered office is given in the company information on page 1 of the financial statements.

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.

The financial statements are presented in Sterling (£).

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the 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.

Foreign currency transactions and balances

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Profit and Loss account.

Great Dane Promotions UK Limited
Notes to the Financial Statements for the Year Ended 31 December 2016

Tax

The tax expense for the period comprises current and deferred 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.

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.

Deferred income tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the company. Deferred income tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Computer Equipment	33% reducing balance basis

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Trade Marks	10% straight line basis

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 2 (2015 - 2).

Great Dane Promotions UK Limited
Notes to the Financial Statements for the Year Ended 31 December 2016

4 Intangible assets

	Trade marks £	Total £
Cost or valuation		
At 1 January 2016	2,113	2,113
	<hr/>	<hr/>
At 31 December 2016	2,113	2,113
	<hr/>	<hr/>
Amortisation		
At 1 January 2016	1,646	1,646
Amortisation charge	211	211
	<hr/>	<hr/>
At 31 December 2016	1,857	1,857
	<hr/>	<hr/>
Carrying amount		
At 31 December 2016	256	256
	<hr/> <hr/>	<hr/> <hr/>
At 31 December 2015	467	467
	<hr/> <hr/>	<hr/> <hr/>

5 Tangible assets

	Computer equipment £	Total £
Cost or valuation		
At 1 January 2016	4,699	4,699
Additions	583	583

At 31 December 2016	5,282	5,282
Depreciation		
At 1 January 2016	3,834	3,834
Charge for the year	478	478
At 31 December 2016	4,312	4,312
Carrying amount		
At 31 December 2016	970	970
At 31 December 2015	865	865

Great Dane Promotions UK Limited
Notes to the Financial Statements for the Year Ended 31 December 2016

6 Debtors

	Note	2016 £	2015 £
Trade debtors		87,664	18,230
Amounts owed by group undertakings and undertakings in which the company has a participating interest		378,143	323,333
		<hr/> 465,807	<hr/> 341,563
		<hr/> <hr/>	<hr/> <hr/>

7 Creditors

	Note	2016 £	2015 £
Due within one year			
Trade creditors		21,446	3,843
Taxation and social security		7,398	4,612
Other creditors		85,593	68,613
		<hr/> 114,437	<hr/> 77,068
		<hr/> <hr/>	<hr/> <hr/>

8 Parent and ultimate parent undertaking

The ultimate controlling party is P B Schmeichel.

9 Transition to FRS 102

The financial statements are the company's first financial statements that comply with FRS102. The date of transition to FRS102 was 1 January 2015.

The transition to FRS102 has not resulted in any changes between the amounts prepared previously under UK GAAP and those presented in compliance with FRS102.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.