

# Great Dane Promotions UK Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 December 2014

**Great Dane Promotions UK Limited**  
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**Great Dane Promotions UK Limited**  
**(Registration number: 04517033)**  
**Abbreviated Balance Sheet at 31 December 2014**

	Note	2014 £	2013 £
<b>Fixed assets</b>			
Intangible fixed assets	<u>2</u>	678	889
Tangible fixed assets	<u>2</u>	<u>1,297</u>	<u>1,472</u>
		<u>1,975</u>	<u>2,361</u>
<b>Current assets</b>			
Debtors		293,801	264,409
Cash at bank and in hand		<u>57,843</u>	<u>101,775</u>
		351,644	366,184
Creditors: Amounts falling due within one year		<u>(59,243)</u>	<u>(124,307)</u>
Net current assets		<u>292,401</u>	<u>241,877</u>
Total assets less current liabilities		294,376	244,238
Provisions for liabilities		<u>(259)</u>	<u>(138)</u>
Net assets		<u>294,117</u>	<u>244,100</u>
<b>Capital and reserves</b>			
Called up share capital	<u>3</u>	100	100
Profit and loss account		<u>294,017</u>	<u>244,000</u>
Shareholders' funds		<u>294,117</u>	<u>244,100</u>

The notes on pages 3 to 4 form an integral part of these financial statements.

**Great Dane Promotions UK Limited**  
**(Registration number: 04517033)**  
**Abbreviated Balance Sheet at 31 December 2014**  
**..... continued**

For the year ending 31 December 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 17 August 2015 and signed on its behalf by:

.....  
A J Lymn  
Director

The notes on pages 3 to 4 form an integral part of these financial statements.  
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**Great Dane Promotions UK Limited**  
**Notes to the Abbreviated Accounts for the Year Ended 31 December 2014**  
*..... continued*

**1 Accounting policies**

**Basis of preparation**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008).

**Turnover**

Turnover represents the total invoice value, excluding value added tax, of sales made during the year. Income is recognised based on the date goods are despatched and the level of completion of services.

**Amortisation**

Trade marks are valued at cost less accumulated amortisation.

<b>Asset class</b>	<b>Amortisation method and rate</b>
Trade marks	10% straight line

**Depreciation**

Tangible fixed assets are initially recorded at cost. Depreciation is provided on tangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Computer equipment	33% reducing balance

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax.

**Foreign currency**

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 Abbreviated Accounts for the Year Ended 31 December 2014**  
*..... continued*

**2 Fixed assets**

	<b>Intangible assets £</b>	<b>Tangible assets £</b>	<b>Total £</b>
<b>Cost</b>			
At 1 January 2014	2,113	4,384	6,497
Additions	-	315	315
At 31 December 2014	<u>2,113</u>	<u>4,699</u>	<u>6,812</u>
<b>Depreciation</b>			
At 1 January 2014	1,224	2,912	4,136
Charge for the year	<u>211</u>	<u>490</u>	<u>701</u>
At 31 December 2014	<u>1,435</u>	<u>3,402</u>	<u>4,837</u>
<b>Net book value</b>			
At 31 December 2014	<u><u>678</u></u>	<u><u>1,297</u></u>	<u><u>1,975</u></u>
At 31 December 2013	<u><u>889</u></u>	<u><u>1,472</u></u>	<u><u>2,361</u></u>

**3 Share capital**

**Allotted, called up and fully paid shares**

	<b>2014</b>		<b>2013</b>	
	<b>No.</b>	<b>£</b>	<b>No.</b>	<b>£</b>
Ordinary A shares of £ 1 each	60	60	60	60
Ordinary B shares of £ 1 each	<u>40</u>	<u>40</u>	<u>40</u>	<u>40</u>
	<u><u>100</u></u>	<u><u>100</u></u>	<u><u>100</u></u>	<u><u>100</u></u>

**4 Control**

The company is controlled by G D Holdings APS , a company incorporated in Denmark . The ultimate controlling party is P B Schmeichel .

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.