

Abbreviated Unaudited Accounts for the Year Ended 31 December 2014

for

Embrace Media Ltd

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for the Year Ended 31 December 2014

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DIRECTOR:

G H K Forster

SECRETARY:

Ms A G Coleman

REGISTERED OFFICE:

Ground Floor, 5c Parkway
Valley Road
Porters Wood
St. Albans
Hertfordshire
AL3 6PA

REGISTERED NUMBER:

05699470 (England and Wales)

ACCOUNTANTS:

Ann Coleman Accountancy Limited
Chartered Accountants
Ground Floor, 5c Parkway,
Valley Road, Porters Wood
St Albans
Hertfordshire
AL3 6PA

Abbreviated Balance Sheet

31 December 2014

	Notes	31.12.14 £	£	31.12.13 £	£
FIXED ASSETS					
Tangible assets	2		958		759
CURRENT ASSETS					
Debtors		31,250		17,590	
Cash at bank and in hand		<u>107,079</u>		<u>69,898</u>	
		138,329		87,488	
CREDITORS					
Amounts falling due within one year		<u>75,165</u>		<u>24,103</u>	
NET CURRENT ASSETS			<u>63,164</u>		<u>63,385</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>64,122</u>		<u>64,144</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>64,022</u>		<u>64,044</u>
SHAREHOLDERS' FUNDS			<u>64,122</u>		<u>64,144</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2014 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 16 March 2015 and were signed by:

G H K Forster - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts
for the Year Ended 31 December 2014

1. **ACCOUNTING POLICIES**

Accounting convention

The financial statements 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 net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 33% on cost

2. **TANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 January 2014	5,378
Additions	730
At 31 December 2014	<u>6,108</u>
DEPRECIATION	
At 1 January 2014	4,619
Charge for year	531
At 31 December 2014	<u>5,150</u>
NET BOOK VALUE	
At 31 December 2014	<u>958</u>
At 31 December 2013	<u>759</u>

3. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.14 £	31.12.13 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

4. **RELATED PARTY DISCLOSURES**

In Other Debtors, there is a loan of £16 500 (2013 £16 500) to Smoking Without Sin Limited, a company which is under the control of the director, Mr G H K Forster.

Included in the turnover, is £2 500 (2013 £33 000) which has been invoiced to Smoke Without Sin Limited, which is controlled by Mr G Forster. The charge made for the services was determined on an arm's length basis.

5. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party of the company is Mr G H K Forster.

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.