

**REGISTERED NUMBER: 05699470 (England and Wales)**

**EMBRACE MEDIA LTD**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

Miller & Co  
Chartered Accountants  
2 Victoria Road  
Harpenden  
Hertfordshire  
AL5 4EA

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for the Year Ended 31 December 2017**

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**EMBRACE MEDIA LTD**  
**COMPANY INFORMATION**  
**for the Year Ended 31 December 2017**

**DIRECTOR:** G H K Forster

**SECRETARY:** Ms A G Coleman

**REGISTERED OFFICE:** 2 Victoria Road  
Harpenden  
Hertfordshire  
AL5 4EA

**REGISTERED NUMBER:** 05699470 (England and Wales)

**ACCOUNTANTS:** Miller & Co  
Chartered Accountants  
2 Victoria Road  
Harpenden  
Hertfordshire  
AL5 4EA

STATEMENT OF FINANCIAL POSITION  
31 December 2017

	Notes	2017 £	£	2016 £	£
<b>FIXED ASSETS</b>					
Tangible assets	5		1,013		669
<b>CURRENT ASSETS</b>					
Debtors	6	207,999		22,089	
Cash at bank and in hand		<u>111,888</u>		<u>112,710</u>	
		319,887		134,799	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u>185,857</u>		<u>49,659</u>	
<b>NET CURRENT ASSETS</b>			<u>134,030</u>		<u>85,140</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>135,043</u>		<u>85,809</u>
<b>CAPITAL AND RESERVES</b>					
Called up, allotted and fully paid share capital			100		100
Retained earnings			<u>134,943</u>		<u>85,709</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>135,043</u>		<u>85,809</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 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 financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the director on 20 September 2018 and were signed by:

G H K Forster - Director

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 December 2017**

**1. STATUTORY INFORMATION**

Embrace Media Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

**2. STATEMENT OF COMPLIANCE**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

**3. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements have been prepared under the historical cost convention.

**Income recognition**

Income is recognised when goods/services have been delivered to customers such that risks and rewards of ownership have transferred to them.

**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

**Taxation**

Current tax represents the amount of tax payable or receivable in respect of the taxable profit (or loss) for the current or past reporting periods. It is measured at the amount expected to be paid or recovered using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax represents the future tax consequences of transactions and events recognised in the financial statements of current and previous periods. It is recognised in respect of all timing differences, with certain exceptions. Timing differences are differences between taxable profits and total comprehensive income as stated in the financial statements that arise from the inclusion of income and expense in tax assessments in periods different from those in which they are recognised in the financial statements. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date that are expected to apply to the reversal of timing differences. Deferred tax on revalued non-depreciable tangible fixed assets and investment properties is measured using the rates and allowances that apply to the sale of the asset.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

**4. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 (2016 - 1).

NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Year Ended 31 December 2017

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
<b>COST</b>	
At 1 January 2017	6,726
Additions	869
At 31 December 2017	<u>7,595</u>
<b>DEPRECIATION</b>	
At 1 January 2017	6,057
Charge for year	525
At 31 December 2017	<u>6,582</u>
<b>NET BOOK VALUE</b>	
At 31 December 2017	<u>1,013</u>
At 31 December 2016	<u>669</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017 £	2016 £
Trade debtors	191,769	510
Other debtors	<u>16,230</u>	<u>21,579</u>
	<u>207,999</u>	<u>22,089</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017 £	2016 £
Trade creditors	117,468	3,097
Taxation and social security	27,938	12,273
Other creditors	<u>40,451</u>	<u>34,289</u>
	<u>185,857</u>	<u>49,659</u>

8. RELATED PARTY DISCLOSURES

During the year, total dividends of £32,530 were paid to the director .

As at the yearend the company owed £7 to the director on an interest free repayable on demand loan.

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.