

Purplefox Marketing Ltd

Unaudited Abbreviated Accounts

for the Year Ended 31 August 2016

EJBC Chartered Accountants
The Rectory
Toomers Wharf
Canal Walk
Newbury
Berkshire
RG14 1DY

Purplefox Marketing Ltd
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared.

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory
Accounts of
Purplefox Marketing Ltd
for the Year Ended 31 August 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Purplefox Marketing Ltd for the year ended 31 August 2016 set out on pages from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Purplefox Marketing Ltd, 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 Purplefox Marketing Ltd and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Purplefox Marketing Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Purplefox Marketing Ltd 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 Purplefox Marketing Ltd. You consider that Purplefox Marketing Ltd 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 Purplefox Marketing Ltd. 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.

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3 November 2016

Purplefox Marketing Ltd
(Registration number: 07356677)
Abbreviated Balance Sheet at 31 August 2016

	Note	2016 £	2015 £
Fixed assets			
Tangible fixed assets		1,125	2,731
Current assets			
Debtors		15,104	11,282
Cash at bank and in hand		74,795	38,935
		89,899	50,217
Creditors: Amounts falling due within one year		(70,919)	(35,405)
Net current assets		18,980	14,812
Net assets		20,105	17,543
Capital and reserves			
Called up share capital	<u>3</u>	100	100
Profit and loss account		20,005	17,443
Shareholders' funds		20,105	17,543

For the year ending 31 August 2016 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 director acknowledges her 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 director on 3 November 2016

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Ms L Bowers
Director

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

Purplefox Marketing Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 August 2016
..... 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 January 2015).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Plant & Machinery	25% on cost

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Purplefox Marketing Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 August 2016
..... *continued*

2 Fixed assets

	Tangible assets	Total
	£	£
Cost		
At 1 September 2015	7,970	7,970
Additions	515	515
At 31 August 2016	<u>8,485</u>	<u>8,485</u>
Depreciation		
At 1 September 2015	5,239	5,239
Charge for the year	2,121	2,121
At 31 August 2016	<u>7,360</u>	<u>7,360</u>
Net book value		
At 31 August 2016	<u>1,125</u>	<u>1,125</u>
At 31 August 2015	<u>2,731</u>	<u>2,731</u>

3 Share capital

Allotted, called up and fully paid shares

	2016		2015	
	No.	£	No.	£
Ordinary of £1 each	100	100	100	100
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

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.