

**REGISTERED NUMBER: 07615496 (England and Wales)**

**ABBREVIATED ACCOUNTS FOR THE PERIOD 27 APRIL 2011 TO 30 APRIL 2012**

**FOR**

**4 SEARCH MARKETING LIMITED**

THURSDAY



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COMPANIES HOUSE

**4 SEARCH MARKETING LIMITED**

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FOR THE PERIOD 27 APRIL 2011 TO 30 APRIL 2012**

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**4 SEARCH MARKETING LIMITED**

**COMPANY INFORMATION  
FOR THE PERIOD 27 APRIL 2011 TO 30 APRIL 2012**

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**DIRECTOR.**

C Whitelaw

**REGISTERED OFFICE.**

Garden Studios  
11-15 Betterton Street  
Covent Garden  
London  
WC2H 9BP

**REGISTERED NUMBER:**

07615496 (England and Wales)

**AUDITORS.**

Kings Mill Partnership  
Chartered Accountants and Statutory Auditors  
75 Park Lane  
Croydon  
Surrey  
CR9 1XS



**REPORT OF THE INDEPENDENT AUDITORS TO  
4 SEARCH MARKETING LIMITED  
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

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We have examined the abbreviated accounts set out on pages three to four, together with the full financial statements of 4 Search Marketing Limited for the period ended 30 April 2012 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

**Respective responsibilities of director and auditors**

The director is responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

**Basis of opinion**

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.

Paul Taylor FCA (Senior Statutory Auditor)  
for and on behalf of Kings Mill Partnership  
Chartered Accountants and Statutory Auditors  
75 Park Lane  
Croydon  
Surrey  
CR9 1XS

Date *30th July 2012*

**4 SEARCH MARKETING LIMITED**

**ABBREVIATED BALANCE SHEET  
30 APRIL 2012**

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		£
<b>CURRENT ASSETS</b>		
Debtors		48,539
Cash at bank		98,622
		<hr/>
		147,161
<b>CREDITORS</b>		
Amounts falling due within one year		142,218
		<hr/>
<b>NET CURRENT ASSETS</b>		4,943
		<hr/>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		4,943
		<hr/>
<b>CAPITAL AND RESERVES</b>		
Called up share capital	2	6
Profit and loss account		4,937
		<hr/>
<b>SHAREHOLDERS' FUNDS</b>		4,943
		<hr/>

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 30 July 2012 and were signed by

  
C Whitelaw - Director

The notes on page 4 form part of these abbreviated accounts

#### 4 SEARCH MARKETING LIMITED

#### NOTES TO THE ABBREVIATED ACCOUNTS FOR THE PERIOD 27 APRIL 2011 TO 30 APRIL 2012

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##### 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

###### Deferred tax

Deferred tax is provided using the liability method in respect of all material timing differences that have originated but not reversed by the balance sheet date. Deferred tax assets are recognised where it is considered more likely than not that future profits will be available for offset. The company has not adopted a policy of discounting deferred tax assets and liabilities.

###### Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

##### 2 CALLED UP SHARE CAPITAL

Allotted and issued		Nominal value	£
Number	Class		
550	Ordinary shares	£0.01	6

##### 3 RELATED PARTY DISCLOSURES

###### I Spy Marketing Limited

A company in which C Whitelaw is a director

During the period, the company derived £89,024 of its turnover and also recharged expenses of £153,781 from I Spy Marketing Limited, a company in which C Whitelaw is a director and a shareholder. At the year end, a balance of £77,709 was owed by I Spy Marketing Limited. All transactions were carried out at an arms length basis.

###### Upcast Social Limited

A company owned by I Spy Marketing Limited

During the period, the company derived £1,845 of its turnover and also charged £1,110 for services from Upcast Social Limited, a company which is owned by I Spy Marketing Limited and C Whitelaw is a director. All transactions were carried out at an arms length basis.