

**REGISTERED NUMBER: 08014664 (England and Wales)**

**ABBREVIATED ACCOUNTS**

**FOR THE PERIOD 2 APRIL 2012 TO 30 APRIL 2013**

**FOR**

**ACE DIRECT LTD**

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FOR THE PERIOD 2 APRIL 2012 TO 30 APRIL 2013**

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**ACE DIRECT LTD**

**COMPANY INFORMATION  
FOR THE PERIOD 2 APRIL 2012 TO 30 APRIL 2013**

**DIRECTOR:**

M Hussain

**REGISTERED OFFICE:**

245 Entwistle Rd  
Rochdale  
Lancashire  
OL16 2LJ

**REGISTERED NUMBER:**

08014664 (England and Wales)

**ACCOUNTANTS:**

Wyatt, Morris, Golland Ltd  
Park House  
200 Drake Street  
Rochdale  
Lancashire  
OL16 1PJ

**ABBREVIATED BALANCE SHEET**  
**30 APRIL 2013**

	Notes	£	£
<b>FIXED ASSETS</b>			
Intangible assets	2		78,333
Tangible assets	3		<u>878</u>
			<b>79,211</b>
<b>CURRENT ASSETS</b>			
Debtors		177,309	
Cash at bank and in hand		<u>115,203</u>	
		<b>292,512</b>	
<b>CREDITORS</b>			
Amounts falling due within one year		<u>370,782</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(78,270)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u><b>941</b></u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	4		100
Profit and loss account			<u>841</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><b>941</b></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 30 April 2013.

The members have not required the company to obtain an audit of its financial statements for the period ended 30 April 2013 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
- (b) 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.

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 3 February 2014 and were signed by:

M Hussain - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE PERIOD 2 APRIL 2012 TO 30 APRIL 2013

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.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of five years.

**Tangible fixed assets**

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

Plant and machinery - 25% on 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.

2. INTANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
Additions	<u>100,000</u>
At 30 April 2013	<u>100,000</u>
<b>AMORTISATION</b>	
Amortisation for period	<u>21,667</u>
At 30 April 2013	<u>21,667</u>
<b>NET BOOK VALUE</b>	
At 30 April 2013	<u><u>78,333</u></u>

3. TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
Additions	<u>1,195</u>
At 30 April 2013	<u>1,195</u>
<b>DEPRECIATION</b>	
Charge for period	<u>317</u>
At 30 April 2013	<u>317</u>
<b>NET BOOK VALUE</b>	
At 30 April 2013	<u><u>878</u></u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued  
FOR THE PERIOD 2 APRIL 2012 TO 30 APRIL 2013

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

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

100 Ordinary shares of £1 each were allotted and fully paid for cash at par during the period.

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.