

Assertive Media Solutions Ltd.

Annual Report and Unaudited Financial Statements
for the Year Ended 31 July 2018

Clever Accounts Limited
Brookfield Court
Selby Road
Garforth, Leeds
LS25 1NB

Assertive Media Solutions Ltd.

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Assertive Media Solutions Ltd.

Company Information

Directors	Mr Daniel Foley Mr Lova Ram Karri
Registered office	C/O Clever Accounts Ltd Brookfield Court Selby Road Leeds LS25 1NB
Accountants	Clever Accounts Limited Brookfield Court Selby Road Garforth, Leeds LS25 1NB

Assertive Media Solutions Ltd.
(Registration number: 08154480)
Balance Sheet as at 31 July 2018

	Note	2018 £	2017 £
Current assets			
Debtors	<u>4</u>	2,346	2,583
Cash at bank and in hand		39,745	62,177
		42,091	64,760
Creditors: Amounts falling due within one year	<u>5</u>	(37,737)	(64,660)
Net assets		<u>4,354</u>	<u>100</u>
Capital and reserves			
Called up share capital	<u>6</u>	100	100
Profit and loss account		4,254	-
Total equity		<u>4,354</u>	<u>100</u>

For the financial year ending 31 July 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 3 December 2018 and signed on its behalf by:

.....
Mr Daniel Foley
Director

.....
Mr Lova Ram Karri
Director

The notes on pages 3 to 6 form an integral part of these financial statements.
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Assertive Media Solutions Ltd.

Notes to the Financial Statements for the Year Ended 31 July 2018

1 General information

The company is a private company limited by share capital, incorporated in England.

The address of its registered office is:

C/O Clever Accounts Ltd
Brookfield Court
Selby Road
Leeds
LS25 1NB

These financial statements were authorised for issue by the Board on 3 December 2018.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

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

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;
it is probable that future economic benefits will flow to the entity;
and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Assertive Media Solutions Ltd.

Notes to the Financial Statements for the Year Ended 31 July 2018

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Plant and machinery	33.33% straight line basis

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Assertive Media Solutions Ltd.

Notes to the Financial Statements for the Year Ended 31 July 2018

3 Tangible assets

	Other tangible assets £	Total £
Cost or valuation		
At 1 August 2017	5,196	5,196
At 31 July 2018	5,196	5,196
Depreciation		
At 1 August 2017	5,196	5,196
At 31 July 2018	5,196	5,196
Carrying amount		
At 31 July 2018	-	-

4 Debtors

	2018 £	2017 £
Other debtors	2,346	2,583
	2,346	2,583

5 Creditors

Creditors: amounts falling due within one year

	Note	2018 £	2017 £
Due within one year			
Bank loans and overdrafts	7	(7,940)	-
Trade creditors		-	555
Taxation and social security		14,088	14,722
Accruals and deferred income		50	-
Other creditors		31,539	49,383
		37,737	64,660

6 Share capital

Allotted, called up and fully paid shares

Assertive Media Solutions Ltd.

Notes to the Financial Statements for the Year Ended 31 July 2018

	2018		2017	
	No.	£	No.	£
Ordinary Shares of £1 each	100	100	100	100

7 Loans and borrowings

	2018 £	2017 £
Current loans and borrowings		
Bank borrowings	(7,940)	-

8 Dividends

Interim dividends paid

	2018 £	2017 £
Interim dividend of £1,031.29 (2017 - £1,445.55) per each Ordinary Shares	103,129	144,556

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.