

Unaudited Financial Statements for the Year Ended 31 July 2022

for

Assertive Media Solutions Ltd

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for the Year Ended 31 July 2022

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Assertive Media Solutions Ltd

Company Information  
for the Year Ended 31 July 2022

**DIRECTORS:**

Mr D Foley  
Mr C Panepinto

**REGISTERED OFFICE:**

Aishling House  
6a Hayes Road  
Deanshanger  
Milton Keynes  
Buckinghamshire  
MK19 6HW

**REGISTERED NUMBER:**

08154480 (England and Wales)

**ACCOUNTANTS:**

DansonOsborne Accountants  
Chartered Certified Accountants  
Aishling House  
6a Hayes Road  
Deanshanger  
Milton Keynes  
Buckinghamshire  
MK19 6HW

Abridged Balance Sheet  
31 July 2022

	Notes	31.7.22 £	£	31.7.21 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		10,191		1,448
<b>CURRENT ASSETS</b>					
Debtors		110,958		156,012	
Cash at bank		<u>47,188</u>		<u>88,708</u>	
		158,146		244,720	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>126,686</u>		<u>200,040</u>	
<b>NET CURRENT ASSETS</b>			<u>31,460</u>		<u>44,680</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			41,651		46,128
<b>CREDITORS</b>					
Amounts falling due after more than one year	5		<u>37,968</u>		<u>41,250</u>
<b>NET ASSETS</b>			<u>3,683</u>		<u>4,878</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			100		100
Retained earnings			<u>3,583</u>		<u>4,778</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>3,683</u>		<u>4,878</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2022 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- 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.

Abridged Balance Sheet - continued

31 July 2022

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

All the members have consented to the preparation of an abridged Income Statement and an abridged Balance Sheet for the year ended 31 July 2022 in accordance with Section 444(2A) of the Companies Act 2006.

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

The financial statements were approved by the Board of Directors and authorised for issue on 1 November 2022 and were signed on its behalf by:

Mr D Foley - Director

Mr C Panepinto - Director

Notes to the Financial Statements  
for the Year Ended 31 July 2022

**1. STATUTORY INFORMATION**

Assertive Media Solutions 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.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

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

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

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

Computer equipment - 33% on reducing balance

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**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.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 (2021 - 5) .

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2022

**4. TANGIBLE FIXED ASSETS**

	Totals £
<b>COST</b>	
At 1 August 2021	8,421
Additions	14,166
Disposals	<u>(6,096)</u>
At 31 July 2022	<u>16,491</u>
<b>DEPRECIATION</b>	
At 1 August 2021	6,973
Charge for year	5,019
Eliminated on disposal	<u>(5,692)</u>
At 31 July 2022	<u>6,300</u>
<b>NET BOOK VALUE</b>	
At 31 July 2022	<u>10,191</u>
At 31 July 2021	<u>1,448</u>

**5. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN FIVE YEARS**

	31.7.22 £	31.7.21 £
Repayable by instalments		
Bank loans more 5 yr by instal	<u>2,968</u>	<u>6,250</u>

**6. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES**

The following advances and credits to directors subsisted during the years ended 31 July 2022 and 31 July 2021:

	31.7.22 £	31.7.21 £
<b>Mr D Foley</b>		
Balance outstanding at start of year	60,893	8,605
Amounts advanced	48,422	67,000
Amounts repaid	(51,135)	(14,712)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>58,180</u>	<u>60,893</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2022

6. **DIRECTORS' ADVANCES, CREDITS AND GUARANTEES - continued**

**Mr C Panepinto**

Balance outstanding at start of year	-	-
Amounts advanced	57,981	-
Amounts repaid	(15,483)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>42,498</u>	<u>-</u>

As at the end of the year, an amount of £58,180 was due back to the company by the director Mr D Foley. A balance of £42,498 was also due to the company by Mr C Panepinto. These amounts were repaid within nine months of the year end.

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.