

Unaudited Financial Statements for the Year Ended 31 July 2021

for

Assertive Media Solutions Ltd

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for the Year Ended 31 July 2021

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Assertive Media Solutions Ltd

Company Information
for the Year Ended 31 July 2021

DIRECTORS:

Mr D Foley
Mr C Panepinto

REGISTERED OFFICE:

6a Hayes Road
Deanshanger
Milton Keynes
Buckinghamshire
MK19 6HW

REGISTERED NUMBER:

08154480 (England and Wales)

ACCOUNTANTS:

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

Abridged Balance Sheet
31 July 2021

	Notes	31.7.21 £	£	31.7.20 £	£
FIXED ASSETS					
Tangible assets	4		1,448		2,161
CURRENT ASSETS					
Debtors		156,012		124,247	
Cash at bank		<u>88,708</u>		<u>168,269</u>	
		244,720		292,516	
CREDITORS					
Amounts falling due within one year		<u>200,040</u>		<u>242,808</u>	
NET CURRENT ASSETS			<u>44,680</u>		<u>49,708</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			46,128		51,869
CREDITORS					
Amounts falling due after more than one year	5		<u>41,250</u>		<u>49,271</u>
NET ASSETS			<u>4,878</u>		<u>2,598</u>
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			<u>4,778</u>		<u>2,498</u>
SHAREHOLDERS' FUNDS			<u>4,878</u>		<u>2,598</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2021 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 2021

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 2021 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 14 March 2022 and were signed on its behalf by:

Mr D Foley - Director

Notes to the Financial Statements
for the Year Ended 31 July 2021

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.

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 5 (2020 - 5) .

Notes to the Financial Statements - continued
for the Year Ended 31 July 2021

4. TANGIBLE FIXED ASSETS

	Totals £
COST	
At 1 August 2020 and 31 July 2021	<u>8,421</u>
DEPRECIATION	
At 1 August 2020	6,260
Charge for year	713
At 31 July 2021	<u>6,973</u>
NET BOOK VALUE	
At 31 July 2021	<u>1,448</u>
At 31 July 2020	<u>2,161</u>

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

	31.7.21 £	31.7.20 £
Repayable by instalments		
Bank loans more 5 yr by instal	<u>6,250</u>	<u>14,271</u>

6. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 July 2021 and 31 July 2020:

	31.7.21 £	31.7.20 £
Mr D Foley		
Balance outstanding at start of year	8,605	23,313
Amounts advanced	67,000	86,049
Amounts repaid	(14,712)	(100,757)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>60,893</u>	<u>8,605</u>

As at the end of the year, an amount of £60,893 was due back to the company by the director; Mr D Foley. This amount was 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.