

Registration number: 08443046

# Ambassador Marketing UK Limited

Annual Report and Filleted Financial Statements

for the Year Ended 31 December 2019

Manningtons  
8 High Street  
Heathfield  
East Sussex  
TN21 8LS



# **Ambassador Marketing UK Limited**

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# **Ambassador Marketing UK Limited**

## **Company Information**

<b>Directors</b>	Mr J P Neuber Mrs N R Dorman
<b>Registered office</b>	11 Magnolia Close Heathfield East Sussex TN21 8YF
<b>Auditors</b>	Manningtons 8 High Street Heathfield East Sussex TN21 8LS

# Ambassador Marketing UK Limited

(Registration number: 08443046)  
Balance Sheet as at 31 December 2019

	Note	2019 £	2018 £
<b>Current assets</b>			
Debtors	4	56,425	62,114
Cash at bank and in hand		<u>71,896</u>	<u>71,695</u>
		128,321	133,809
<b>Creditors: Amounts falling due within one year</b>	5	<u>(59,157)</u>	<u>(63,924)</u>
<b>Net assets</b>		<u>69,164</u>	<u>69,885</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>69,064</u>	<u>69,785</u>
<b>Total equity</b>		<u>69,164</u>	<u>69,885</u>

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 5 March 2020 and signed on its behalf by:

ELECTRONICALLY SIGNED BY J P NEUBER

Mr J P Neuber  
Director

## **Ambassador Marketing UK Limited**

### **Notes to the Financial Statements for the Year Ended 31 December 2019**

#### **1 General information**

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

The address of its registered office is:

11 Magnolia Close  
Heathfield  
East Sussex  
TN21 8YF

#### **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.

##### **Audit report**

The Independent Auditor's Report was unqualified. The name of the Senior Statutory Auditor who signed the audit report on 5 March 2020 was A.E.J. Staples, who signed for and on behalf of Manningtons.

##### **Exemption from preparing group accounts**

The financial statements contain information about Ambassador Marketing UK Limited as an individual company and do not contain consolidated financial information as the parent of a group.

The company is exempt under section 401 of the Companies Act 2006 from the requirement to prepare consolidated financial statements as it and its subsidiary undertakings are included by full consolidation in the consolidated financial statements of its parent, Ambassador Marketing Worldwide Inc., a company incorporated in USA.

##### **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.

## **Ambassador Marketing UK Limited**

### **Notes to the Financial Statements for the Year Ended 31 December 2019**

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.

#### **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 at the transaction price, 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 at the transaction price.

#### **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.

#### **Financial instruments**

##### ***Classification***

The company does not hold any financial instruments.

## **Ambassador Marketing UK Limited**

### **Notes to the Financial Statements for the Year Ended 31 December 2019**

#### **3 Staff numbers**

The average number of persons employed by the company (including directors) during the year, was 1 (2018 - 1).

#### **4 Debtors**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
Trade debtors	<u>56,425</u>	<u>62,114</u>
	<u>56,425</u>	<u>62,114</u>

# Ambassador Marketing UK Limited

## Notes to the Financial Statements for the Year Ended 31 December 2019

### 5 Creditors

#### Creditors: amounts falling due within one year

	2019 £	2018 £
<b>Due within one year</b>		
Taxation and social security	57,855	62,623
Accruals and deferred income	1,301	1,300
Director loan account	1	1
	<u>59,157</u>	<u>63,924</u>

### 6 Related party transactions

#### Summary of transactions with other related parties

Network Twentyone Support Systems Limited is a company in which J P Neuber is a director. During the period purchases were made from Network Twentyone Support Systems Limited

#### Expenditure with and payables to related parties

	Other related parties £
<b>2019</b>	
Rendering of services	<u>6,000</u>
	<b>Other related parties £</b>
<b>2018</b>	
Rendering of services	<u>6,000</u>

### 7 Parent and ultimate parent undertaking

The company's immediate parent is Ambassador Marketing Worldwide Inc., incorporated in USA.

These financial statements are available upon request from Ambassador Marketing Worldwide Inc and may be obtained from 2052 Ben Franklin Drive, Unit 201, Sarasota, Florida, USA 34236



# Manningtons Chartered Accountants

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Jeff Neuber

jneuber@network21.com

Date and time of signature:

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# Manningtons Chartered Accountants

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alans@manningtons.net

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