

**Abbreviated Unaudited Accounts**

**For The Year Ended 31st July 2016**

**for**

**Hype Marketing UK Limited**

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**For The Year Ended 31st July 2016**

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**Hype Marketing UK Limited**  
**Company Information**  
**For The Year Ended 31st July 2016**

**DIRECTORS:**

M J Seldon  
Mrs E Seldon

**REGISTERED OFFICE:**

5 Orchard Terrace  
Boroughbridge  
York  
North Yorkshire  
YO51 9AF

**REGISTERED NUMBER:**

08621533 (England and Wales)

**ACCOUNTANTS:**

F E Metcalfe & Co Limited  
Chartered Accountants  
40A Market Place  
Ripon  
North Yorkshire  
HG4 1BZ

**Hype Marketing UK Limited (Registered number: 08621533)**

**Abbreviated Balance Sheet**  
**31st July 2016**

	Notes	31.7.16 £	£	31.7.15 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		12		411
<b>CURRENT ASSETS</b>					
Debtors		5,512		145	
Cash at bank		<u>9,124</u>		<u>10,089</u>	
		14,636		10,234	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>12,904</u>		<u>6,751</u>	
<b>NET CURRENT ASSETS</b>			<u>1,732</u>		<u>3,483</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>1,744</u>		<u>3,894</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		100		100
Profit and loss account			<u>1,644</u>		<u>3,794</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>1,744</u>		<u>3,894</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st July 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st July 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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 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.
- (b)

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 Board of Directors on 8th September 2016 and were signed on its behalf by:

Mrs E Seldon - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts**  
**For The Year Ended 31st July 2016**

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 January 2015).

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**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 cost

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

2. **TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1st August 2015 and 31st July 2016	<u>1,209</u>
<b>DEPRECIATION</b>	
At 1st August 2015	798
Charge for year	<u>399</u>
At 31st July 2016	<u>1,197</u>
<b>NET BOOK VALUE</b>	
At 31st July 2016	<u>12</u>
At 31st July 2015	<u>411</u>

3. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.7.16 £	31.7.15 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

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.