

**Matchbox Media Limited FILLETED  
ACCOUNTS COVER**

**Matchbox Media Limited**

**Company No. 08970333**

**Information for Filing with The Registrar**

**31 March 2019**

**Matchbox Media Limited**

**DIRECTORS REPORT REGISTRAR**

The Directors present their report and the accounts for the year ended 31 March 2019.

**Principal activities**

The principal activity of the company during the year under review was marketing services.

**Directors**

The Directors who served at any time during the year were as follows:

N.D. Moores

B. Nicholas

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006.

Signed on behalf of the board

B. Nicholas

Director

16 November 2019

**Matchbox Media Limited BALANCE  
SHEET REGISTRAR  
at 31 March 2019  
Company No. 08970333**

	<b>Notes</b>	<b>2019 £</b>	<b>2018 £</b>
<b>Fixed assets</b>			
Tangible assets	4	397	514
		<u>397</u>	<u>514</u>
<b>Current assets</b>			
Debtors	5	6,304	11,426
Cash at bank and in hand		52,898	48,220
		<u>59,202</u>	<u>59,646</u>
<b>Creditors: Amount falling due within one year</b>	6	(23,960)	(13,990)
<b>Net current assets</b>		<u>35,242</u>	<u>45,656</u>
<b>Total assets less current liabilities</b>		<u>35,639</u>	<u>46,170</u>
<b>Net assets</b>		<u>35,639</u>	<u>46,170</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account	7	35,539	46,070
<b>Total equity</b>		<u>35,639</u>	<u>46,170</u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

For the year ended 31 March 2019 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

As permitted by section 444 (5A) of the Companies Act 2006 the directors have not delivered to the Registrar a copy of the company's profit and loss account.

Approved by the board on 16 November 2019

And signed on its behalf by:

B. Nicholas  
Director

**Matchbox Media Limited NOTES TO  
THE ACCOUNTS REGISTRAR  
for the year ended 31 March 2019**

**1 Accountin**

**General information**

The financial statements are presented in sterling which is the functional currency of the company and rounded to the nearest pound.

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

**Basis of preparation**

The accounts have been prepared in accordance with FRS 102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard) and the Companies Act 2006 . There were no material departures from that standard.

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets and in accordance with the accounting policies set out below.

The preparation of financial statements in compliance with FRS102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company accounting policies.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Revenue from the sale of goods is recognised when all the following conditions are satisfied:

- the Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
  - the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
  - the amount of revenue can be measured reliably;
  - it is probable that the economic benefits associated with the transaction will flow to the Company;
- and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Specifically, revenue from the sale of goods is recognised when goods are delivered and legal title is passed.

**Taxation**

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the profit and loss account because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The Company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible timing differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

Current or deferred tax for the year is recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

**Tangible fixed assets and depreciation**

Tangible fixed assets held for the company's own use are stated at cost less accumulated depreciation and accumulated impairment losses.

At each balance sheet date, the company reviews the carrying amount of its tangible fixed assets to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss.

Depreciation is provided at the following annual rates in order to write off the cost or valuation less the estimated residual value of each asset over its estimated useful life:

Furniture, fittings and equipment    25% straight line

**Trade and other debtors**

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts.

**Trade and other creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash

## Financial instruments

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or financed at a rate of interest that is not a market rate or in case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

## 2 Judgements in applying accounting policies and key sources of estimation uncertainty

In preparing these financial statements, the directors have had to make the following judgements:

Tangible Fixed assets (see note 4)

Tangible fixed assets are depreciated over their useful lives taking into account residual values, where appropriate. the actual lives of the assets and residual values are assessed annually and may vary depending on a number of factors. In re-assessing asset lives, factors such as technological innovation, product life cycles and maintenance programmes are taken into account. Residual value assessments consider issues such as future market conditions, the remaining life of the asset and projected disposal values.

## 3 Employees

	2019 Number	2018 Number
The average number of persons employed during the year :	2	2

## 4 Tangible fixed assets

	Fixtures, fittings and equipment £	Total £
<b>Cost or revaluation</b>		
At 1 April 2018	2,530	2,530
Additions	530	530
At 31 March 2019	3,060	3,060
<b>Depreciation</b>		
At 1 April 2018	2,016	2,016
Charge for the year	647	647
At 31 March 2019	2,663	2,663
<b>Net book values</b>		
At 31 March 2019	397	397
At 31 March 2018	514	514

## 5 Debtors

	2019	2018
	£	£
VAT recoverable	500	404
Prepayments and accrued income	5,804	11,022
	<u>6,304</u>	<u>11,426</u>

## 6 Creditors:

amounts falling due within one year

	2019	2018
	£	£
Corporation tax	9,285	10,198
Loans from directors	13,253	683
Other creditors	1,122	2,909
Accruals and deferred income	300	200
	<u>23,960</u>	<u>13,990</u>

## 7 Reserves

Profit and loss account - includes all current and prior period retained profits and losses.

## 8 Share capital

The company has 100 Ordinary £1 shares in issue, all of which are paid up at par.

## 9 Dividends

	2019	2018
	£	£
Dividends for the period:		
Dividends paid in the period	50,000	40,000
	<u>50,000</u>	<u>40,000</u>
Dividends by type:		
Equity dividends	50,000	40,000
	<u>50,000</u>	<u>40,000</u>

## 10 Related party disclosures

### ***Controlling party***

Immediate controlling party

No single party controls the company.

## 11 Additional information

Its registered number is:

08970333

Its registered office is:

Basement Flat

36 Norfolk Square

Brighton

East Sussex

BN1 2PE

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.