

International Marketing Alliance Limited

Annual Report and Unaudited Abridged Financial Statements
for the Period from 21 December 2015 to 31 December 2016

Henry and Banwell Limited
26 Berkeley Square
Clifton
Bristol
BS8 1HP

International Marketing Alliance Limited

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International Marketing Alliance Limited

Company Information

Director	Mr S Green
Registered office	14 Knightcott Road Abbots Leigh Bristol BS8 3SB
Accountants	Henry and Banwell Limited 26 Berkeley Square Clifton Bristol BS8 1HP

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory
Accounts of
International Marketing Alliance Limited
for the Period Ended 31 December 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of International Marketing Alliance Limited for the period ended 31 December 2016 as set out on pages 3 to 6 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icacw.com/cn/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of International Marketing Alliance Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of International Marketing Alliance Limited and state those matters that we have agreed to state to the Board of Directors of International Marketing Alliance Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than International Marketing Alliance Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that International Marketing Alliance Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of International Marketing Alliance Limited. You consider that International Marketing Alliance Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the accounts of International Marketing Alliance Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

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Henry and Banwell Limited
26 Berkeley Square
Clifton
Bristol
BS8 1HP

11 September 2017

International Marketing Alliance Limited

(Registration number: 09923608)

Abridged Balance Sheet as at 31 December 2016

	Note	2016 £
Fixed assets		
Intangible assets	<u>4</u>	18,000
Current assets		
Cash at bank and in hand		3,043
Creditors: Amounts falling due within one year		<u>(29,211)</u>
Net current liabilities		<u>(26,168)</u>
Total assets less current liabilities		(8,168)
Accruals and deferred income		<u>(348)</u>
Net liabilities		<u><u>(8,516)</u></u>
Capital and reserves		
Called up share capital		100
Profit and loss account		<u>(8,616)</u>
Total equity		<u><u>(8,516)</u></u>

For the financial period ending 31 December 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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.

All of the company's members have consented to the preparation of an Abridged Balance Sheet in accordance with Section 444(2A) of the Companies Act 2006.

The notes on pages 5 to 6 form an integral part of these abridged financial statements.

International Marketing Alliance Limited
(Registration number: 09923608)
Abridged Balance Sheet as at 31 December 2016

Approved and authorised by the director on 11 September 2017

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Mr S Green

Director

The notes on pages 5 to 6 form an integral part of these abridged financial statements.
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International Marketing Alliance Limited

Notes to the Abridged Financial Statements for the Period from 21 December 2015 to 31 December 2016

1 General information

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

The address of its registered office is:

14 Knightcott Road

Abbots Leigh

Bristol

BS8 3SB

These financial statements were authorised for issue by the director on 11 September 2017.

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 abridged financial statements were prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

Basis of preparation

These abridged 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.

Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Plant and Machinery	25% Reducing balance

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Other Intangible Asset	10% straight line

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.

International Marketing Alliance Limited

Notes to the Abridged Financial Statements for the Period from 21 December 2015 to 31 December 2016

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 initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

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.

3 Staff numbers

The average number of persons employed by the company (including the director) during the period, was 1.

4 Intangible assets

	Total £
Cost or valuation	
At 21 December 2015	20,000
At 31 December 2016	20,000
Amortisation	
Amortisation charge	2,000
At 31 December 2016	2,000
Carrying amount	
At 31 December 2016	18,000

The aggregate amount of research and development expenditure recognised as an expense during the period is £Nil.