

# **Direct Marketing Strategies Holdings Limited**

**Company Registration Number 09943354**

**Report and Unaudited Accounts**

**Period 11 January 2016 to 31 January 2017**

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Direct Marketing Strategies Holdings Limited  
Report and Unaudited Accounts  
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Direct Marketing Strategies Holdings Limited  
Report and Unaudited Accounts  
Company Registration Number 09943354  
Balance Sheet as at 31 January 2017

	Note	31 January 2017 £
Fixed assets		
Investments	4	604,435
Current assets		
Cash at bank and in hand		100
Creditors: Amounts falling due within one year	5	<u>(604,435)</u>
Net current liabilities		<u>(604,335)</u>
Net assets		<u>100</u>
Capital and reserves		
Called up share capital	6	<u>100</u>
		<u>100</u>

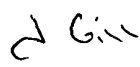
For the period ended 31 January 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' 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 directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts and reports 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.

These accounts were approved and authorised for issue by the Board on 9 October 2017 and signed on its behalf by:

  
J Gill  
Director

1 General information

Direct Marketing Strategies Holdings Limited is a private company limited by shares and incorporated in England under company number 09943354.

The address of its registered office is:

Leigh House  
28 - 32 St Paul's Street  
Leeds  
LS1 2JT

2 Summary of significant accounting policies

**Basis of preparation**

The accounts have been prepared in accordance with applicable accounting standards including Section 1A of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS102) and the Companies Act 2006. The accounts have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The presentation currency is £ sterling.

The significant accounting policies applied in the preparation of these accounts are set out below.

**Group accounts not prepared**

The company is part of a small group. The company has taken advantage of the exemption provided by Section 399 of the Companies Act 2006 and has not prepared group accounts.

**Impairment of fixed assets**

At the balance sheet date, if there is an indication of possible impairment, the recoverable amount of any affected asset is estimated and compared to its carrying amount. If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised in the profit and loss account. The reversal of an impairment loss is recognised immediately in the profit and loss account.

**Investments**

Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

Dividends on equity securities are recognised in income when receivable.

**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.

**Creditors**

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

3 Employees

The were no persons employed by the company during the period.

4 Fixed asset investments

Subsidiary undertaking	£
Cost	
Additions	<u>604,435</u>
At 31 January 2017	<u>604,435</u>
Carrying amount	
At 31 January 2017	<u><u>604,435</u></u>

5 Creditors:

Amounts falling due within one year

	31 January 2017
	£
Amounts owed to group undertakings	84,435
Other creditors	<u>520,000</u>
	<u><u>604,435</u></u>

6 Share capital

Allotted, called up and fully paid shares

	31 January 2017	
	No.	£
A Ordinary shares of £1 each	90	90
B Ordinary shares of £1 each	<u>10</u>	<u>10</u>
	<u><u>100</u></u>	<u><u>100</u></u>