

**COMPANY REGISTRATION NO. 10453873 (England and Wales)**

**WILLI HEINZ PROMOTIONS LTD**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31 OCTOBER 2017**  
**PAGES FOR FILING WITH REGISTRAR**

**WILLI HEINZ PROMOTIONS LTD**

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**WILLI HEINZ PROMOTIONS LTD**

**BALANCE SHEET**

**AS AT 31 OCTOBER 2017**

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	Notes	2017 £	£
<b>Current assets</b>			
Debtors	3	8,333	
Cash at bank and in hand		342	
		<hr/>	
		8,675	
<b>Creditors: amounts falling due within one year</b>	4	(7,140)	
		<hr/>	
<b>Net current assets</b>			1,535
			<hr/>
<b>Capital and reserves</b>			
Called up share capital	5		13
Profit and loss reserves			1,522
			<hr/>
<b>Total equity</b>			1,535
			<hr/>

The director of the company has elected not to include a copy of the profit and loss account within the financial statements.

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

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and signed by the director and authorised for issue on 18 July 2018

Mr W A Heinz

**Director**

**Company Registration No. 10453873**

**WILLI HEINZ PROMOTIONS LTD**

**STATEMENT OF CHANGES IN EQUITY  
FOR THE PERIOD ENDED 31 OCTOBER 2017**

		<b>Share capital</b>	<b>Profit and loss reserves</b>	<b>Total</b>
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Period ended 31 October 2017:</b>				
Profit and total comprehensive income for the period		-	2,722	2,722
Issue of share capital	<b>5</b>	13	-	13
Dividends		-	(1,200)	(1,200)
		<u>          </u>	<u>          </u>	<u>          </u>
<b>Balance at 31 October 2017</b>		<b>13</b>	<b>1,522</b>	<b>1,535</b>
		<u>          </u>	<u>          </u>	<u>          </u>

**WILLI HEINZ PROMOTIONS LTD**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE PERIOD ENDED 31 OCTOBER 2017**

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**1 Accounting policies**

**Company information**

Willi Heinz Promotions Ltd is a private company limited by shares incorporated in England and Wales. The registered office is UHY Hacker Young, Lanyon House, Mission Court, Newport, South Wales, United Kingdom, NP20 2DW.

**1.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

**1.2 Reporting period**

These are the first set of financial statements prepared since incorporation and are therefore of a period longer than 12 months.

**1.3 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for promotional services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

**1.4 Financial instruments**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in the profit and loss account in other administrative expenses.

**1.5 Taxation**

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

**Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes 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 reporting end date.

**WILLI HEINZ PROMOTIONS LTD**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 OCTOBER 2017**

**1 Accounting policies**

**(Continued)**

**Deferred tax**

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date 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 is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

**1.6 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**2 Employees**

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

**3 Debtors**

**2017**

**£**

**Amounts falling due after more than one year:**

Trade debtors	8,333
	<b>=====</b>

**4 Creditors: amounts falling due within one year**

**2017**

**£**

Corporation tax	660
Other creditors	6,480
	<b>=====</b>
	<b>7,140</b>
	<b>=====</b>

**WILLI HEINZ PROMOTIONS LTD**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE PERIOD ENDED 31 OCTOBER 2017**

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**5 Called up share capital**

	<b>2017</b>
	<b>£</b>
<b>Ordinary share capital</b>	
<b>Issued and fully paid</b>	
10 Ordinary of £1 each	10
3 Ordinary B of £1 each	3
	<hr/>
	13
	<hr/>

During the period 10 Ordinary shares and 3 Ordinary B shares of £1 each were allotted and fully paid at par for cash consideration to provide additional working capital.

**6 Directors' transactions**

The director operates a current loan account which is credited with payments made by the director and any cash introduced and debited with private expenses and cash drawn. The amount outstanding to the director at the period end was £5,520 this amount being included in creditors; amounts falling due within one year.

During the period the director received dividends totalling £1,200.

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.