

ADVANCED DIRECT MAIL HOLDINGS LIMITED**Group Strategic Report, Report of the Directors and****Consolidated Financial Statements****for the Period 3 March 2017 to 28 February 2018**

Michael Dufty Partnership Limited
Statutory Auditors
59-61 Charlotte Street
St Pauls Square
Birmingham
West Midlands
B3 1PX

ADVANCED DIRECT MAIL HOLDINGS LIMITED

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for the Period 3 March 2017 to 28 February 2018**

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ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Company Information
for the Period 3 March 2017 to 28 February 2018**

DIRECTORS:

T R Barratt
Mrs J E Ray

REGISTERED OFFICE:

59-61 Charlotte Street
St Pauls Square
Birmingham
West Midlands
B3 1PX

BUSINESS ADDRESS:

Unit 2, The Washington Centre
Halesowen Road
Netherton
Dudley
West Midlands
DY2 9RE

REGISTERED NUMBER:

10649756

AUDITORS:

Michael Dufty Partnership Limited
Statutory Auditors
59-61 Charlotte Street
St Pauls Square
Birmingham
West Midlands
B3 1PX

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Group Strategic Report for the Period 3 March 2017 to 28 February 2018

The directors present their strategic report of the company and the group for the period 3 March 2017 to 28 February 2018.

REVIEW OF BUSINESS

Turnover has increased from £18,918,661 in the subsidiary company in the previous year to £21,780,781 in the group in the current year which represents an increase of 15.1%. Gross profit has increased from £2,518,020 in the subsidiary company in the previous year to £2,705,277 in the group in the current year. The gross margin has fallen from 13.3% (subsidiary company) to 12.4%, (group) notwithstanding that the group continues to generate significant Gross and Net Profits.

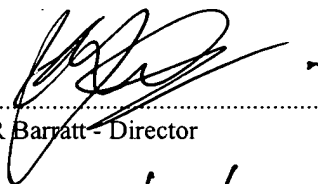
The profit before tax and dividends has increased from £1,208,417 in the subsidiary company in the previous year to £1,328,426 in the group in the current year, a increase of 9.9%

The net assets of the group have increased to £3,041,425 and the net current assets have increased to £2,815,251 as the group continues to build strength.

PRINCIPAL RISKS AND UNCERTAINTIES

Due to the strength of the group and it's diverse customer base, the directors consider that there are no material risks in the coming year.

ON BEHALF OF THE BOARD:


.....
T R Barratt - Director

Date: 26/11/18

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Report of the Directors for the Period 3 March 2017 to 28 February 2018

The directors present their report with the financial statements of the company and the group for the period 3 March 2017 to 28 February 2018.

DIVIDENDS

The total distribution of dividends for the period ended 28 February 2018 will be £1,021,994.

DIRECTORS

The directors who have held office during the period from 3 March 2017 to the date of this report are as follows:

T R Barratt - appointed 3 March 2017

Mrs J E Ray - appointed 3 March 2017

Both the directors who are eligible offer themselves for election at the forthcoming first Annual General Meeting.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Group Strategic Report, the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and the group and of the profit or loss of the group for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's and the group's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

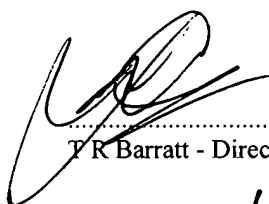
STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the group's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the group's auditors are aware of that information.

AUDITORS

The auditors, Michael Duffy Partnership Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:



T R Barratt - Director

Date: 26/11/18

**Report of the Independent Auditors to the Members of
Advanced Direct Mail Holdings Limited**

Opinion

We have audited the financial statements of Advanced Direct Mail Holdings Limited (the 'parent company') and its subsidiaries (the 'group') for the period ended 28 February 2018 which comprise the Consolidated Income Statement, Consolidated Other Comprehensive Income, Consolidated Balance Sheet, Company Balance Sheet, Consolidated Statement of Changes in Equity, Company Statement of Changes in Equity, Consolidated Cash Flow Statement and Notes to the Consolidated Cash Flow Statement, Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and of the parent company affairs as at 28 February 2018 and of the group's profit for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information in the Group Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Group Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Group Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

**Report of the Independent Auditors to the Members of
Advanced Direct Mail Holdings Limited**

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the Group Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page three, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the group's and the parent company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the group or the parent company or to cease operations, or have no realistic alternative but to do so.

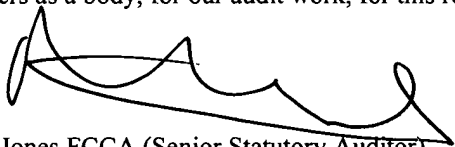
Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Arran Jones FCCA (Senior Statutory Auditor)
for and on behalf of Michael Dufty Partnership Limited
Statutory Auditors
59-61 Charlotte Street
St Pauls Square
Birmingham
West Midlands
B3 1PX

Date: 26/11/18

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Consolidated Income Statement
for the Period 3 March 2017 to 28 February 2018**

	Notes	£
TURNOVER		21,780,781
Cost of sales		<u>19,075,504</u>
GROSS PROFIT		2,705,277
Administrative expenses		<u>1,303,681</u>
OPERATING PROFIT	4	1,401,596
Interest payable and similar expenses	5	<u>73,170</u>
PROFIT BEFORE TAXATION		1,328,426
Tax on profit	6	<u>218,375</u>
PROFIT FOR THE FINANCIAL PERIOD		<u><u>1,110,051</u></u>
Profit attributable to: Owners of the parent		<u><u>1,110,051</u></u>

The notes form part of these financial statements

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Consolidated Other Comprehensive Income
for the Period 3 March 2017 to 28 February 2018**

	Notes	£
PROFIT FOR THE PERIOD		1,110,051
OTHER COMPREHENSIVE INCOME		<u>-</u>
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		<u><u>1,110,051</u></u>
Total comprehensive income attributable to: Owners of the parent		<u><u>1,110,051</u></u>

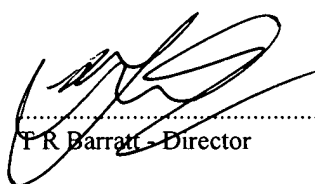
The notes form part of these financial statements

ADVANCED DIRECT MAIL HOLDINGS LIMITED (REGISTERED NUMBER: 10649756)

**Consolidated Balance Sheet
28 February 2018**

	Notes	£	£
FIXED ASSETS			
Intangible assets	9		-
Tangible assets	10		246,502
Investments	11		<u>-</u>
			246,502
CURRENT ASSETS			
Stocks	12	87,126	
Debtors	13	5,415,335	
Cash at bank		<u>1,202,241</u>	
		6,704,702	
CREDITORS			
Amounts falling due within one year	14	<u>3,889,451</u>	
NET CURRENT ASSETS			<u>2,815,251</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			3,061,753
PROVISIONS FOR LIABILITIES	15		<u>20,328</u>
NET ASSETS			<u><u>3,041,425</u></u>
CAPITAL AND RESERVES			
Called up share capital	16		200
Retained earnings	17		<u>3,041,225</u>
SHAREHOLDERS' FUNDS			<u><u>3,041,425</u></u>

The financial statements were approved by the Board of Directors on 26/11/18 and were signed on its behalf by:


.....
Y.R. Barratt - Director

The notes form part of these financial statements

Company Balance Sheet
28 February 2018

	Notes	£	£
FIXED ASSETS			
Intangible assets	9		-
Tangible assets	10		-
Investments	11		<u>100</u>
			100
CURRENT ASSETS			
Debtors	13	200	
CREDITORS			
Amounts falling due within one year	14	<u>100</u>	
NET CURRENT ASSETS			<u>100</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>200</u>
CAPITAL AND RESERVES			
Called up share capital	16		<u>200</u>
SHAREHOLDERS' FUNDS			<u>200</u>
Company's profit for the financial year			<u>1,021,994</u>

The financial statements were approved by the Board of Directors on its behalf by:

26/11/18

and were signed on



T R Barratt - Director

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Consolidated Statement of Changes in Equity
for the Period 3 March 2017 to 28 February 2018**

	Called up share capital £	Retained earnings £	Total equity £
Changes in equity			
Balance at 03 March 2017	-	2,953,168	2,953,168
Issue of share capital	200	-	200
Dividends	-	(1,021,994)	(1,021,994)
Total comprehensive income	<u>-</u>	<u>1,110,051</u>	<u>1,110,051</u>
Balance at 28 February 2018	<u><u>200</u></u>	<u><u>3,041,225</u></u>	<u><u>3,041,425</u></u>

The notes form part of these financial statements

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Company Statement of Changes in Equity
for the Period 3 March 2017 to 28 February 2018**

	Called up share capital £	Retained earnings £	Total equity £
Changes in equity			
Issue of share capital	200	-	200
Dividends	-	(1,021,994)	(1,021,994)
Total comprehensive income	<u>-</u>	<u>1,021,994</u>	<u>1,021,994</u>
Balance at 28 February 2018	<u><u>200</u></u>	<u><u>-</u></u>	<u><u>200</u></u>

The notes form part of these financial statements

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Consolidated Cash Flow Statement
for the Period 3 March 2017 to 28 February 2018**

	Notes	£
Cash flows from operating activities		
Cash generated from operations	1	954,000
Interest paid		(73,170)
Tax paid		<u>(254,235)</u>
Net cash from operating activities		<u>626,595</u>
 Cash flows from investing activities		
Purchase of tangible fixed assets		<u>(71,120)</u>
Net cash from investing activities		<u>(71,120)</u>
 Cash flows from financing activities		
Amount introduced by directors		185,281
Amount withdrawn by directors		(187,300)
Share issue		200
Equity dividends paid		<u>(1,021,994)</u>
Net cash from financing activities		<u>(1,023,813)</u>
 Decrease in cash and cash equivalents		<u>(468,338)</u>
Cash and cash equivalents at beginning of period	2	<u>1,670,579</u>
 Cash and cash equivalents at end of period	2	<u><u>1,202,241</u></u>

The notes form part of these financial statements

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Notes to the Consolidated Cash Flow Statement for the Period 3 March 2017 to 28 February 2018

1. RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS

	£
Profit before taxation	1,328,426
Depreciation charges	86,055
Finance costs	<u>73,170</u>
	1,487,651
Increase in stocks	(3,707)
Increase in trade and other debtors	(892,698)
Increase in trade and other creditors	<u>362,754</u>
Cash generated from operations	<u>(954,000)</u>

Advanced Direct Mail Holdings Limited was incorporated on 03 March 2017. This cashflow statement is based on the movement in the year by comparing the consolidated cash at 28 February 2018 with the cash position in the subsidiary undertaking, Advanced Direct Mail Limited, at the start of the period. This is considered to present a true and fair view of cashflow movements in the period.

2. CASH AND CASH EQUIVALENTS

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

Period ended 28 February 2018

	28.2.18	3.3.17
	£	£
Cash and cash equivalents	<u>1,202,241</u>	<u>1,670,579</u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Notes to the Consolidated Financial Statements for the Period 3 March 2017 to 28 February 2018

1. STATUTORY INFORMATION

Advanced Direct Mail Holdings Limited is a private company, limited by shares, registered in Not specified/Other. The company's registered number and registered office address can be found on the General Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of three years.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Long leasehold	- 10% on cost
Plant and machinery	- 10% on cost
Fixtures and fittings	- 33% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation

Taxation for the period comprises current and deferred tax. Tax is recognised in the Consolidated Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the period end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Notes to the Consolidated Financial Statements - continued for the Period 3 March 2017 to 28 February 2018

2. ACCOUNTING POLICIES - continued

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to profit or loss in the period to which they relate.

Employee benefit trust

The company has established an employee benefit trust ('EBT'), the assets and liabilities of which are solely for the benefit of the employees of the Company. The assets and liabilities of the EBT are consolidated within the company accounts.

3. EMPLOYEES AND DIRECTORS

	£
Wages and salaries	1,271,107
Social security costs	49,152
Other pension costs	<u>34,758</u>
	<u>1,355,017</u>

The average number of employees during the period was as follows:

Direct production	2
Indirect production	8
Management and administration	<u>16</u>
	<u>26</u>

The wages cost in the year includes £667,289 (2017 - £626,398) of temporary agency labour.

	£
Directors' remuneration	29,300
Directors' pension contributions to money purchase schemes	<u>30,000</u>

The number of directors to whom retirement benefits were accruing was as follows:

Money purchase schemes	<u>1</u>
------------------------	----------

4. OPERATING PROFIT

The operating profit is stated after charging:

	£
Hire of plant and machinery	26,522
Depreciation - owned assets	86,054
Auditors' remuneration	7,500
Auditors remuneration - non audit	27,244
Leasing of motor vehicles	10,136
Operating lease - property rent	<u>133,780</u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Notes to the Consolidated Financial Statements - continued
for the Period 3 March 2017 to 28 February 2018**

5. INTEREST PAYABLE AND SIMILAR EXPENSES

	£
Factor charges	<u>73,170</u>

6. TAXATION

Analysis of the tax charge

The tax charge on the profit for the period was as follows:

	£
Current tax:	
UK corporation tax	229,876
Deferred tax	<u>(11,501)</u>
Tax on profit	<u>218,375</u>

Reconciliation of total tax charge included in profit and loss

The tax assessed for the period is lower than the standard rate of corporation tax in the UK. The difference is explained below:

	£
Profit before tax	<u>1,328,426</u>
Profit multiplied by the standard rate of corporation tax in the UK of 19.085%	253,530
Effects of:	
Expenses not deductible for tax purposes	2,287
Research and development enhancement	(35,755)
Effect of change in tax rates on deferred tax	<u>(1,687)</u>
Total tax charge	<u>218,375</u>

7. INDIVIDUAL INCOME STATEMENT

As permitted by Section 408 of the Companies Act 2006, the Income Statement of the parent company is not presented as part of these financial statements.

8. DIVIDENDS

	£
Ordinary shares of 1 each	
Interim	<u>1,021,994</u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Notes to the Consolidated Financial Statements - continued
for the Period 3 March 2017 to 28 February 2018**

9. INTANGIBLE FIXED ASSETS

Group

	Goodwill £
COST	
At 3 March 2017	45,000
Disposals	<u>(45,000)</u>
At 28 February 2018	<u>-</u>
AMORTISATION	
At 3 March 2017	45,000
Eliminated on disposal	<u>(45,000)</u>
At 28 February 2018	<u>-</u>
NET BOOK VALUE	
At 28 February 2018	<u><u>-</u></u>
At 2 March 2017	<u><u>-</u></u>

10. TANGIBLE FIXED ASSETS

Group

	Long leasehold £	Plant and machinery £	Fixtures and fittings £	Totals £
COST				
At 3 March 2017	9,089	877,012	39,661	925,762
Additions	<u>54,867</u>	<u>16,253</u>	<u>-</u>	<u>71,120</u>
At 28 February 2018	<u>63,956</u>	<u>893,265</u>	<u>39,661</u>	<u>996,882</u>
DEPRECIATION				
At 3 March 2017	7,967	635,024	21,335	664,326
Charge for period	<u>729</u>	<u>73,585</u>	<u>11,740</u>	<u>86,054</u>
At 28 February 2018	<u>8,696</u>	<u>708,609</u>	<u>33,075</u>	<u>750,380</u>
NET BOOK VALUE				
At 28 February 2018	<u><u>55,260</u></u>	<u><u>184,656</u></u>	<u><u>6,586</u></u>	<u><u>246,502</u></u>
At 2 March 2017	<u><u>1,122</u></u>	<u><u>241,988</u></u>	<u><u>18,326</u></u>	<u><u>261,436</u></u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Notes to the Consolidated Financial Statements - continued
for the Period 3 March 2017 to 28 February 2018**

11. FIXED ASSET INVESTMENTS

Company

	Shares in group undertakings £
COST	
Additions	<u>100</u>
At 28 February 2018	<u>100</u>
NET BOOK VALUE	
At 28 February 2018	<u><u>100</u></u>

The group or the company's investments at the Balance Sheet date in the share capital of companies include the following:

Subsidiary

Advanced Direct Mail Limited

Registered office: Unit 2, The Washington Centre, Halesowen Road, Netherton, Dudley, West Midlands, DY2 9RE

Nature of business: Provision of direct marketing services

Class of shares:	%
Ordinary	holding 100.00

	2018 £
Aggregate capital and reserves	3,041,325
Profit for the period	<u><u>88,057</u></u>

Profit/(loss) for the year is stated after deducting dividends of £1,021,994 to the parent company

12. STOCKS

	Group £
Stocks	<u><u>87,126</u></u>

13. DEBTORS

	Group £	Company £
Amounts falling due within one year:		
Trade debtors	4,133,266	-
Other debtors	200	200
Prepayments	<u>109,769</u>	<u>-</u>
	<u><u>4,243,235</u></u>	<u><u>200</u></u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

**Notes to the Consolidated Financial Statements - continued
for the Period 3 March 2017 to 28 February 2018**

13. DEBTORS - continued

	Group £	Company £
Amounts falling due after more than one year:		
Other debtors	<u>1,172,100</u>	<u>-</u>
Aggregate amounts	<u>5,415,335</u>	<u>200</u>

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group £	Company £
Trade creditors	2,315,298	-
Tax	229,876	-
Social security and other taxes	337,944	-
Other creditors	<u>1,006,333</u>	<u>100</u>
	<u>3,889,451</u>	<u>100</u>

15. PROVISIONS FOR LIABILITIES

	Group £
Deferred tax	
Accelerated capital allowances	31,829
Deferred tax	<u>(11,501)</u>
	<u>20,328</u>
Group	
	Deferred tax £
Movement in year	<u>(11,501)</u>
Balance at 28 February 2018	<u>(11,501)</u>

ADVANCED DIRECT MAIL HOLDINGS LIMITED

Notes to the Consolidated Financial Statements - continued **for the Period 3 March 2017 to 28 February 2018**

16. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	£
4	Ordinary	1	4
166	A Ordinary	1	166
30	B Ordinary	1	30
			<u>200</u>

The following shares were allotted and fully paid for cash at par during the period:

4 Ordinary shares of 1 each
 166 A Ordinary shares of 1 each
 30 B Ordinary shares of 1 each

17. RESERVES

Group

	Retained earnings £
At 3 March 2017	2,953,168
Profit for the period	1,110,051
Dividends	<u>(1,021,994)</u>
At 28 February 2018	<u>3,041,225</u>

Company

	Retained earnings £
Profit for the period	1,021,994
Dividends	<u>(1,021,994)</u>
At 28 February 2018	<u>-</u>