
HYPER TARGETED MARKETING LIMITED

UNAUDITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 31 DECEMBER 2021

HYPER TARGETED MARKETING LIMITED
REGISTERED NUMBER: 12301024

BALANCE SHEET
AS AT 31 DECEMBER 2021

	2021 £	2020 £
Fixed assets	6,283	1,007
Current assets	310,451	178,862
Creditors: amounts falling due within one year	(55,357)	(48,902)
Net current assets	255,094	129,960
Total assets less current liabilities	261,377	130,967
Creditors: amounts falling due after more than one year	(34,166)	(44,444)
Net assets	227,211	86,523
Capital and reserves	227,211	86,523

HYPER TARGETED MARKETING LIMITED
REGISTERED NUMBER: 12301024

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2021

Notes

General information

Hyper Targeted Marketing Limited is a private company, limited by shares, registered in England and Wales. The address of the company's registered office is C/O Hillier Hopkins LLP First Floor, Radius House, 51 Clarendon Road, Watford, United Kingdom, WD17 1HP.

Average number of employees

The average monthly number of employees, including directors, during the year was 4 (2020 - 4).

The Directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question 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 financial statements.

These financial statements have been prepared in accordance with the provisions applicable to entities subject to the micro-entities' regime

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

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Director

Date: 13 December 2022

The notes on page 5 form part of these financial statements.

HYPER TARGETED MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

1. Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 1 January 2021	272	863	1,135
Additions	462	6,086	6,548
At 31 December 2021	<u>734</u>	<u>6,949</u>	<u>7,683</u>
Depreciation			
At 1 January 2021	9	119	128
Charge for the year on owned assets	85	1,188	1,273
At 31 December 2021	<u>94</u>	<u>1,307</u>	<u>1,401</u>
Net book value			
At 31 December 2021	<u>640</u>	<u>5,642</u>	<u>6,282</u>
At 31 December 2020	<u>263</u>	<u>744</u>	<u>1,007</u>

2. Debtors

	2021 £	2020 £
Trade debtors	-	30
Other debtors	3,040	12,240
	<u>3,040</u>	<u>12,270</u>

3. Cash and cash equivalents

	2021 £	2020 £
Cash at bank and in hand	307,411	166,593
	<u>307,411</u>	<u>166,593</u>

HYPER TARGETED MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

4. Creditors: Amounts falling due within one year

	2021	2020
	£	£
Bank loans	10,000	5,556
Trade creditors	16,378	31,376
Other taxation and social security	11,646	-
Accruals and deferred income	17,333	11,970
	<u>55,357</u>	<u>48,902</u>

5. Creditors: Amounts falling due after more than one year

	2021	2020
	£	£
Bank loans	34,166	44,444
	<u>34,166</u>	<u>44,444</u>

HYPER TARGETED MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

6. Loans

Analysis of the maturity of loans is given below:

	2021 £	2020 £
Amounts falling due within one year		
Bank loans	10,000	5,556
	<u>10,000</u>	<u>5,556</u>
Amounts falling due 1-2 years		
Bank loans	10,000	8,333
	<u>10,000</u>	<u>8,333</u>
Amounts falling due 2-5 years		
Bank loans	24,167	36,111
	<u>24,167</u>	<u>36,111</u>
	<u>44,167</u>	<u>50,000</u>

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.