
HYPER TARGETED MARKETING LIMITED

UNAUDITED

FINANCIAL STATEMENTS

INFORMATION FOR FILING WITH THE REGISTRAR

FOR THE YEAR ENDED 31 DECEMBER 2022

HYPER TARGETED MARKETING LIMITED
REGISTERED NUMBER: 12301024

BALANCE SHEET
AS AT 31 DECEMBER 2022

	2022	2021
	£	£
Called up share capital not paid	19	-
Fixed assets	12,263	6,283
Current assets	316,530	310,451
Creditors: amounts falling due within one year	(276,028)	(55,357)
Net current assets	40,502	255,094
Total assets less current liabilities	52,784	261,377
Creditors: amounts falling due after more than one year	(24,167)	(34,166)
Net assets	28,617	227,211
Capital and reserves	28,617	227,211

HYPER TARGETED MARKETING LIMITED
REGISTERED NUMBER: 12301024

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2022

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 6 (2021 - 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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S C Oddy

Director

Date: 25 September 2023

The notes on pages 3 to 5 form part of these financial statements.

HYPER TARGETED MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

1. Accounting policies

1.1 Going concern

The Company has financial support from both the shareholders and loans received during the year. They intend to continue to support the Company for the foreseeable future.

The directors are satisfied that the going concern basis is appropriate for the preparation of these financial statements.

2. Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
Cost or valuation			
At 1 January 2022	734	6,948	7,682
Additions	-	10,369	10,369
	<hr/>	<hr/>	<hr/>
At 31 December 2022	734	17,317	18,051
	<hr/>	<hr/>	<hr/>
Depreciation			
At 1 January 2022	94	1,307	1,401
Charge for the year on owned assets	146	4,243	4,389
	<hr/>	<hr/>	<hr/>
At 31 December 2022	240	5,550	5,790
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 December 2022	<u>494</u>	<u>11,767</u>	<u>12,261</u>
<i>At 31 December 2021</i>	<u>641</u>	<u>5,642</u>	<u>6,283</u>

HYPER TARGETED MARKETING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

3. Debtors

	2022 £	2021 £
Trade debtors	45,300	-
Other debtors	8,385	3,040
Called up share capital not paid	19	-
Prepayments	15,701	-
	<u>69,405</u>	<u>3,040</u>

4. Cash and cash equivalents

	2022 £	2021 £
Cash at bank and in hand	247,145	307,411
Less: bank overdrafts	(41,608)	-
	<u>205,537</u>	<u>307,411</u>

5. Creditors: Amounts falling due within one year

	2022 £	2021 £
Bank overdrafts	41,608	-
Bank loans	10,000	10,000
Other loans	132,491	-
Trade creditors	35,152	16,378
Other taxation and social security	-	11,646
Other creditors	17	-
Accruals and deferred income	56,760	17,333
	<u>276,028</u>	<u>55,357</u>

The bank loan is repayable over a total of 60 months. At the year end, £10,000 is repayable within the next financial year and the remainder is due within the next 2-3 years.

The other loan is due to be repaid within the next year. The repayment period is 12 months.

HYPER TARGETED MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

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

	2022 £	2021 £
Bank loans	24,167	34,166
	<u>24,167</u>	<u>34,166</u>

7. Loans

Analysis of the maturity of loans is given below:

	2022 £	2021 £
Amounts falling due within one year		
Bank loans	10,000	10,000
Other loans	132,491	-
	<u>142,491</u>	<u>10,000</u>
Amounts falling due 1-2 years		
Bank loans	10,000	10,000
	<u>10,000</u>	<u>10,000</u>
Amounts falling due 2-5 years		
Bank loans	14,167	24,167
	<u>14,167</u>	<u>24,167</u>
	<u>166,658</u>	<u>44,167</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.