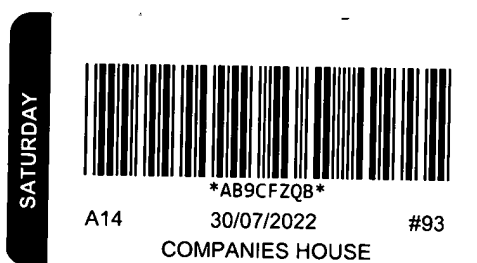


Company Registration No. 03000416 (England and Wales)

**DIRECT RESPONSE FULFILMENT LIMITED  
AMENDED ANNUAL REPORT AND UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31 JULY 2020**



**DIRECT RESPONSE FULFILMENT LIMITED**  
**AMENDED ANNUAL REPORT AND UNAUDITED ACCOUNTS**  
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**DIRECT RESPONSE FULFILMENT LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 JULY 2020**

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<b>Directors</b>	C E Chrysostomou N Kent
<b>Company Number</b>	03000416 (England and Wales)
<b>Registered Office</b>	DRMG HOUSE CREMERS ROAD SITTINGBOURNE ME10 3US ENGLAND

**DIRECT RESPONSE FULFILMENT LIMITED**  
**(COMPANY NO: 03000416 ENGLAND AND WALES)**  
**DIRECTORS' REPORT**

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The directors present their report and accounts for the year ended 31 July 2020.

**Principal activity**

The company's principal activity during the year continued to be that of mail order fulfilment

**Directors**

The following directors held office during the whole of the period:

C E Chrysostomou  
N Kent

**Statement of directors' responsibilities**

The directors are responsible for preparing the report and accounts in accordance with applicable law and regulations.

Company law requires the directors to prepare accounts for each financial year. Under that law, the directors have elected to prepare the accounts 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 accounts unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these accounts, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts 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 transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Small company provisions**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Signed on behalf of the board of directors

  
chrys chrysostomou (Jul 29, 2022 07:01 GMT+1)

C E Chrysostomou  
Director

Approved by the board on: 18 July 2022

**DIRECT RESPONSE FULFILMENT LIMITED**  
**INCOME STATEMENT**  
**FOR THE YEAR ENDED 31 JULY 2020**

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	<b>2020</b>
	<b>£</b>
<b>Turnover</b>	880,675
Cost of sales	(709,381)
<b>Gross profit</b>	<u>171,294</u>
Administrative expenses	(1,304)
<b>Operating profit</b>	<u>169,990</u>
Loss from changes in provisions	(195,430)
<b>Loss on ordinary activities before taxation</b>	<u>(25,440)</u>
Tax on loss on ordinary activities	-
<b>Loss for the financial year</b>	<u><u>(25,440)</u></u>

**DIRECT RESPONSE FULFILMENT LIMITED**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT 31 JULY 2020**

	Notes	2020 £
<b>Current assets</b>		
Debtors	4	959,810
Cash at bank and in hand		1,543,240
		<u>2,503,050</u>
<b>Creditors: amounts falling due within one year</b>	5	(24,770)
<b>Net current assets</b>		<u>- 2,478,280</u>
<b>Total assets less current liabilities</b>		<u>2,478,280</u>
<b>Provisions for liabilities</b>		
Other provisions	6	(195,430)
<b>Net assets</b>		<u><u>2,282,850</u></u>
<b>Capital and reserves</b>		
Called up share capital		76,925
Share premium		771,575
Capital redemption reserve		5,000
Profit and loss account		1,429,350
<b>Shareholders' funds</b>		<u><u>2,282,850</u></u>

For the year ending 31 July 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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 have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - Small Entities.

The financial statements were approved by the Board of Directors and authorised for issue on 18 July 2022 and were signed on its behalf by

Chrys Chrysostomou  
Chrys Chrysostomou (Jul 25, 2022 07:01 GMT+3)

C E Chrysostomou  
Director

Company Registration No. 03000416

**DIRECT RESPONSE FULFILMENT LIMITED**  
**NOTES TO THE ACCOUNTS**  
**FOR THE YEAR ENDED 31 JULY 2020**

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**1 Statutory information**

DIRECT RESPONSE FULFILMENT LIMITED is a private company, limited by shares, registered in England and Wales, registration number 03000416. The registered office is DRMG HOUSE, CREMERS ROAD, SITTINGBOURNE, ME10 3US, ENGLAND.

**2 Compliance with accounting standards**

The accounts have been prepared in accordance with the provisions of FRS 102 Section 1A Small Entities. There were no material departures from that standard.

**3 Accounting policies**

The principal accounting policies adopted in the preparation of the financial statements are set out below and have been consistently applied within the same accounts.

***Basis of preparation***

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets.

***Presentation currency***

The accounts are presented in £ sterling.

<b>4 Debtors: amounts falling due within one year</b>	<b>2020</b>
	<b>£</b>
Trade debtors	174,062
Other debtors	785,748
	<u>959,810</u>

<b>5 Creditors: amounts falling due within one year</b>	<b>2020</b>
	<b>£</b>
Taxes and social security	23,269
Other creditors	1,501
	<u>24,770</u>

<b>6 Provisions for liabilities</b>	<b>£</b>
At 1 August 2019	0
Additional provisions made during the period	195,430
At 31 July 2020	<u>195,430</u>

In accordance with the compliance obligations of the business, a risk was identified and a report undertaken in the year to assess the potential financial impact of this risk on the business. The amount was calculated based on currently available facts and applicable legislation. The directors are committed to addressing this risk and plan to recalculate the risk on an annual basis and, using their management judgement, adjust accordingly.

**7 Transactions with related parties**

Included in other debtors falling due within one year is an amount due from Direct Response Marketing Group Ltd, a company with common directors and shareholders, of £785,748.

**DIRECT RESPONSE FULFILMENT LIMITED**  
**NOTES TO THE ACCOUNTS**  
**FOR THE YEAR ENDED 31 JULY 2020**

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**8 Controlling party**

The ultimate controlling party is C E Chrysostomou.

**9 Average number of employees**

During the year the average number of employees was 2.