

COMPANY REGISTRATION NUMBER: 05208548

SYNERGY DIRECT MARKETING LIMITED
FILLETED UNAUDITED FINANCIAL STATEMENTS
31 MARCH 2020



SYNERGY DIRECT MARKETING LIMITED

STATEMENT OF FINANCIAL POSITION

31 MARCH 2020

	Note	2020 £	£	2019 £
Creditors: amounts falling due within one year	4	<u>1,432</u>		<u>1,432</u>
Net current liabilities			<u>1,432</u>	<u>1,432</u>
Total assets less current liabilities			<u>(1,432)</u>	<u>(1,432)</u>
Capital and reserves				
Called up share capital			10	10
Profit and loss account			<u>(1,442)</u>	<u>(1,442)</u>
Shareholders deficit			<u>(1,432)</u>	<u>(1,432)</u>

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

The company did not trade during the current year or prior year and has not made either a profit or loss.

For the year ending 31 March 2020 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements were approved by the board of directors and authorised for issue on 2 July 2020, and are signed on behalf of the board by:



Mr N R Sainsbury
Director

Company registration number: 05208548

The notes on pages 2 to 3 form part of these financial statements.

SYNERGY DIRECT MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2020

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 9 Albert Drive, Victoria Industrial Estate, Burgess Hill, West Sussex, RH15 9TN.

2. Statement of compliance

These financial statements have been prepared in compliance with Section 1A of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

No material uncertainties that may cast significant doubt about the ability of the company to continue as a going concern have been identified by the directors.

Income statement

The company is dormant as defined by section 1169 of the Companies Act 2006. The company received no income and incurred no expenditure during the current year or prior year and therefore no income statement is presented within these financial statements. There have been no movements in shareholders deficit during the current year or prior year.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

4. Creditors: amounts falling due within one year

	2020	2019
	£	£
Amounts owed to group companies	<u>1,432</u>	<u>1,432</u>

SYNERGY DIRECT MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 31 MARCH 2020

5. Directors' advances, credits and guarantees

As at 31 March 2020, the company owed £1,432 to Synergy Group Sussex Limited (2019: £1,432).

6. Related party transactions

The company is under the control of Synergy Group Sussex Limited. The ultimate controlling party is Mr D Sainsbury, Mr C R Sainsbury and Mr N R Sainsbury, by virtue of their controlling shareholdings in Synergy Group Sussex Limited.

7. Controlling party

As of 23 April 2008, the company was a wholly owned subsidiary of Synergy Group Sussex Limited, a company incorporated in England and Wales.