

**Abbreviated Accounts**  
**for the Year Ended 31 October 2015**  
**for**  
**PERSONALISED BUSINESS MARKETING (UK)**  
**LIMITED**

**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED (REGISTERED NUMBER: 07821820)**

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for the Year Ended 31 October 2015**

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**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED**

**Company Information  
for the Year Ended 31 October 2015**

**DIRECTORS:**

D G Burgin  
L Mellford

**REGISTERED OFFICE:**

1 Brook Court  
Blakeney Road  
Beckenham  
Kent  
BR3 1HG

**REGISTERED NUMBER:**

07821820 (England and Wales)

**ACCOUNTANTS:**

Maths Partnership  
1 Brook Court  
Blakeney Road  
Beckenham  
Kent  
BR3 1HG

**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED (REGISTERED NUMBER: 07821820)**

**Abbreviated Balance Sheet  
31 October 2015**

	Notes	31.10.15 £	£	31.10.14 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		8,364		16,727
Tangible assets	3		<u>10,965</u>		<u>9,850</u>
			19,329		26,577
<b>CURRENT ASSETS</b>					
Stocks		610		2,430	
Debtors		49,256		65,585	
Cash in hand		<u>250</u>		<u>230</u>	
		50,116		68,245	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>74,396</u>		<u>87,886</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(24,280)</u>		<u>(19,641)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			(4,951)		6,936
<b>CREDITORS</b>					
Amounts falling due after more than one year			-		(6,266)
<b>PROVISIONS FOR LIABILITIES</b>			<u>(2,193)</u>		<u>(298)</u>
<b>NET (LIABILITIES)/ASSETS</b>			<u><u>(7,144)</u></u>		<u><u>372</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		300		300
Profit and loss account			<u>(7,444)</u>		<u>72</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>(7,144)</u></u>		<u><u>372</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2015 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED (REGISTERED NUMBER: 07821820)**

**Abbreviated Balance Sheet - continued  
31 October 2015**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 3 October 2016 and were signed on its behalf by:

D G Burgin - Director

The notes form part of these abbreviated accounts

**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED (REGISTERED NUMBER: 07821820)**

**Notes to the Abbreviated Accounts  
for the Year Ended 31 October 2015**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2011, is being amortised evenly over its estimated useful life of five years.

**Tangible fixed assets**

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

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on reducing balance

**Stocks**

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

**Deferred tax**

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

**2. INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 November 2014 and 31 October 2015	<u>41,817</u>
<b>AMORTISATION</b>	
At 1 November 2014	25,090
Amortisation for year	<u>8,363</u>
At 31 October 2015	<u>33,453</u>
<b>NET BOOK VALUE</b>	
At 31 October 2015	<u>8,364</u>
At 31 October 2014	<u>16,727</u>

**PERSONALISED BUSINESS MARKETING (UK)  
LIMITED (REGISTERED NUMBER: 07821820)**

**Notes to the Abbreviated Accounts - continued  
for the Year Ended 31 October 2015**

**3. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 November 2014	11,066
Additions	<u>3,183</u>
At 31 October 2015	<u>14,249</u>
<b>DEPRECIATION</b>	
At 1 November 2014	1,216
Charge for year	<u>2,068</u>
At 31 October 2015	<u>3,284</u>
<b>NET BOOK VALUE</b>	
At 31 October 2015	<u>10,965</u>
At 31 October 2014	<u>9,850</u>

**4. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.10.15 £	31.10.14 £
100	Ordinary 'A'	1	100	100
100	Ordinary 'B'	1	100	100
100	Ordinary 'C'	1	<u>100</u>	<u>100</u>
			<u>300</u>	<u>300</u>

**5. RELATED PARTY DISCLOSURES**

During the year, total dividends of £11,248 (2014 - £14,208) were paid to the directors .

**6. ULTIMATE CONTROLLING PARTY**

The controlling party is not known.

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.