

COMPANY REGISTRATION NO. 10803020 (England and Wales)

ADI PROMOTIONS LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2019

PAGES FOR FILING WITH REGISTRAR

AD1 PROMOTIONS LIMITED

CONTENTS

	Page
Balance sheet	1
Statement of changes in equity	2
Notes to the financial statements	3 - 5

AD1 PROMOTIONS LIMITED**BALANCE SHEET
AS AT 30 JUNE 2019**

	Notes	2019 £	£	2018 £	£
Fixed assets					
Tangible assets	3		1,246		1,896
Current assets					
Debtors	4	6,000		1,417	
Cash at bank and in hand		20,376		13,500	
		<u>26,376</u>		<u>14,917</u>	
Creditors: amounts falling due within one year	5	(18,167)		(14,788)	
Net current assets			8,209		129
Total assets less current liabilities			<u>9,455</u>		<u>2,025</u>
Provisions for liabilities			(237)		(360)
Net assets			<u>9,218</u>		<u>1,665</u>
Capital and reserves					
Called up share capital	6		13		13
Profit and loss reserves			9,205		1,652
Total equity			<u>9,218</u>		<u>1,665</u>

The director of the company has elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 30 June 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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.

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

The financial statements were approved and signed by the director and authorised for issue on 24 July 2019

Mr A Dell
Director

Company Registration No. 10803020

AD1 PROMOTIONS LIMITED

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2019**

		Share capital	Profit and loss reserves	Total
	Notes	£	£	£
Balance at 5 June 2017		-	-	-
Period ended 30 June 2018:				
Profit and total comprehensive income for the period		-	6,652	6,652
Issue of share capital	6	13	-	13
Dividends		-	(5,000)	(5,000)
		<u>13</u>	<u>1,652</u>	<u>1,665</u>
Balance at 30 June 2018		13	1,652	1,665
Period ended 30 June 2019:				
Profit and total comprehensive income for the period		-	11,553	11,553
Dividends		-	(4,000)	(4,000)
		<u>13</u>	<u>9,205</u>	<u>9,218</u>
Balance at 30 June 2019		<u>13</u>	<u>9,205</u>	<u>9,218</u>

AD1 PROMOTIONS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2019

1 Accounting policies

Company information

AD1 Promotions Limited is a private company limited by shares incorporated in England and Wales. The registered office is C/O UHY Hacker Young, Lanyon House, Mission Court, Newport, NP20 2DW.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Reporting period

The previous set of financial statements were the first since incorporation and were for a period longer than 12 months. Therefore the comparative figures aren't entirely comparable.

1.3 Turnover

Turnover is recognised as earned when, and to the extent that, the company obtains the right to consideration in exchange for promotional services provided. Turnover represents that value of goods and services provided in the normal course of business excluding VAT.

1.4 Tangible fixed assets

Tangible fixed assets are measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

IT Equipment	25% Straight line
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1.5 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in the profit and loss account in other administrative expenses.

1.6 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

AD1 PROMOTIONS LIMITED**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 JUNE 2019****1 Accounting policies****(Continued)****Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 2 (2018 - 2).

3 Tangible fixed assets**IT Equipment**

	£
Cost	
At 1 July 2018 and 30 June 2019	2,600
Depreciation and impairment	
At 1 July 2018	704
Depreciation charged in the year	650
At 30 June 2019	1,354
Carrying amount	
At 30 June 2019	1,246
At 30 June 2018	1,896

AD1 PROMOTIONS LIMITED

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30 JUNE 2019**

4 Debtors	2019	2018
	£	£
Amounts falling due within one year:		
Trade debtors	4,500	-
Other debtors	1,500	1,417
	<u>6,000</u>	<u>1,417</u>
	<u><u>6,000</u></u>	<u><u>1,417</u></u>
 5 Creditors: amounts falling due within one year	 2019	 2018
	£	£
Corporation tax	2,833	1,226
Other creditors	15,334	13,562
	<u>18,167</u>	<u>14,788</u>
	<u><u>18,167</u></u>	<u><u>14,788</u></u>
 6 Called up share capital	 2019	 2018
	£	£
Ordinary share capital		
Issued and fully paid		
10 Ordinary of £1 each	10	10
3 Ordinary B of £1 each	3	3
	<u>13</u>	<u>13</u>
	<u><u>13</u></u>	<u><u>13</u></u>

7 Directors' transactions

Dividends totalling £2,000 (2018 - £5,000) were paid in the year in respect of shares held by the company's directors.

The director operates a current loan amount with the company, which is debited with payments made by the company on behalf of the director and credited with funds introduced and undrawn director's fees. At the year end the amount outstanding to the director was £14,374 (2018: £12,632), this amount being included in creditors amounts falling due within one year.

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.