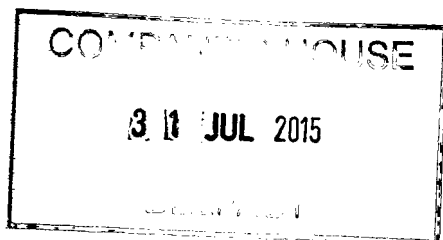


**ARDMORE ADVERTISING AND MARKETING
LIMITED**

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED

31 OCTOBER 2014



JNI *J4CS02WH* #55
31/07/2015
COMPANIES HOUSE

FLANNIGAN EDMONDS BANNON

Chartered Accountants
Pearl Assurance House
2 Donegall Square East
Belfast
BT1 5HB

ARDMORE ADVERTISING AND MARKETING LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2014

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ARDMORE ADVERTISING AND MARKETING LIMITED

INDEPENDENT ACCOUNTANTS' REPORT TO THE DIRECTORS OF ARDMORE ADVERTISING AND MARKETING LIMITED

YEAR ENDED 31 OCTOBER 2014

In accordance with our terms of engagement, and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company which comprise the Balance Sheet and the related notes from the accounting records and information and explanations you have given to us.

This report is made to the Company's Directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Company's Directors that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's Directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in Ireland and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet as at 31 October 2014 your duty to ensure that the company has kept adequate accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.



FLANNIGAN EDMONDS BANNON
Chartered Accountants

Pearl Assurance House
2 Donegall Square East
Belfast
BT1 5HB

29 July 2015

ARDMORE ADVERTISING AND MARKETING LIMITED

ABBREVIATED BALANCE SHEET

31 OCTOBER 2014

	Note	2014 £	2013 £
FIXED ASSETS	2		
Tangible assets		556,570	150,248
Investments		50,784	50,784
		<u>607,354</u>	<u>201,032</u>
CURRENT ASSETS			
Stocks		55,569	60,209
Debtors		1,895,859	2,480,971
Cash at bank and in hand		87,893	124,493
		<u>2,039,321</u>	<u>2,665,673</u>
CREDITORS: Amounts falling due within one year		<u>2,362,117</u>	<u>2,559,508</u>
NET CURRENT (LIABILITIES)/ASSETS		(322,796)	106,165
TOTAL ASSETS LESS CURRENT LIABILITIES		284,558	307,197
CREDITORS: Amounts falling due after more than one year		25,000	25,000
PROVISIONS FOR LIABILITIES		6,793	-
		<u>252,765</u>	<u>282,197</u>
CAPITAL AND RESERVES			
Called up equity share capital	3	13,202	13,202
Other reserves		5,658	5,658
Profit and loss account		233,905	263,337
SHAREHOLDERS' FUNDS		<u>252,765</u>	<u>282,197</u>

For the year ended 31 October 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

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

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

The Balance sheet continues on the following page.

The notes on pages 4 to 7 form part of these abbreviated accounts.

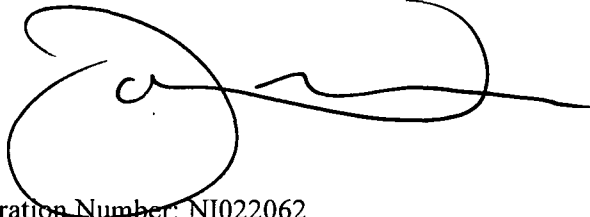
ARDMORE ADVERTISING AND MARKETING LIMITED

ABBREVIATED BALANCE SHEET *(continued)*

31 OCTOBER 2014

These abbreviated accounts were approved by the directors and authorised for issue on 29 July 2015, and are signed on their behalf by:

Mr J P Keane
Director

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a horizontal line and a small flourish.

Company Registration Number: NI022062

The notes on pages 4 to 7 form part of these abbreviated accounts.

ARDMORE ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2014

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with applicable UK accounting standards.

Cash flow statement

The directors have taken advantage of the exemption in Financial Reporting Standard No 1 (Revised 1996) from including a cash flow statement in the financial statements on the grounds that the company is small.

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year net of value added tax.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Office Equipment	-	25% reducing balance
Premises	-	15% reducing balance
Motor Vehicles	-	25% straight line
Computer Equipment	-	33.33% 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.

Work in progress

Work in progress is valued on the basis of direct costs plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

ARDMORE ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2014

1. ACCOUNTING POLICIES *(continued)*

Taxation

Deferred tax is provided in full on timing differences which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in the financial statements. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

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.

2. FIXED ASSETS

	Tangible Assets £	Investments £	Total £
COST			
At 1 November 2013	967,060	50,784	1,017,844
Additions	461,101	—	461,101
Disposals	(54,500)	—	(54,500)
At 31 October 2014	1,373,661	50,784	1,424,445
DEPRECIATION			
At 1 November 2013	816,812	—	816,812
Charge for year	51,373	—	51,373
On disposals	(51,094)	—	(51,094)
At 31 October 2014	817,091	—	817,091
NET BOOK VALUE			
At 31 October 2014	556,570	50,784	607,354
At 31 October 2013	150,248	50,784	201,032

ARDMORE ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2014

2. FIXED ASSETS *(continued)*

The company has purchased 30,000 £1 ordinary shares in Peach PR Limited on 31 October 2014. As at the balance sheet date the company held the following investments in subsidiary undertakings:

Subsidiary	Holding	Nature of Business	Country of Incorporation
Peach PR Limited	99.6% 30,000 Ordinary Shares	Marketing consultancy and PR events management	Northern Ireland

The aggregate share capital and reserves and the profit for the year of the subsidiary are as follows:

Aggregate capital and reserves	2014 £	2013 £
Peach PR Limited	<u>15,955</u>	<u>5,926</u>
Profit and (loss) for the year		
Peach PR Ltd	<u>10,029</u>	<u>31,876</u>

In the opinion of the directors, the investment in and amounts due from the company's subsidiary undertaking are worth at least the amounts at which they are stated in the balance sheet.

ARDMORE ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2014

3. SHARE CAPITAL

Authorised share capital:

	2014	2013
	£	£
50,000 Ordinary shares of £1 each	<u>50,000</u>	<u>50,000</u>

Allotted, called up and fully paid:

	2014		2013	
	No	£	No	£
Ordinary shares of £1 each	13,202	13,202	13,202	13,202
Preference shares of £1 each	<u>25,000</u>	<u>25,000</u>	<u>25,000</u>	<u>25,000</u>
	<u>38,202</u>	<u>38,202</u>	<u>38,202</u>	<u>38,202</u>

Amounts presented in equity:

	2014	2013
	£	£
13,202 Ordinary shares of £1 each	<u>13,202</u>	<u>13,202</u>

Amounts presented in liabilities:

	2014	2013
25,000 Preference shares of £1 each	<u>25,000</u>	<u>25,000</u>

The £1 cumulative redeemable preference shares are convertible at the option of the company or the shareholder into ordinary shares from 1 May 2002, on the basis of one ordinary share for every one preference share. The preference shares carry a dividend of 8% per annum, payable yearly in arrears on 30 April. The dividend rights are cumulative.