

Company registration number: **07790311**

**ALK Direct Limited**

**Unaudited Filleted Financial Statements for the  
year ended**

**30 September 2021**

**NUMBERGEEK LIMITED**

**85 Great Portland Street, First Floor, London,  
W1W 7LT, United Kingdom**

# ALK Direct Limited

## Report to the board of directors on the preparation of the unaudited statutory financial statements of ALK Direct Limited

Year ended 30 September 2021

As described on the statement of financial position, the Board of Directors of ALK Direct Limited are responsible for the preparation of the financial statements for the year ended 30 September 2021, which comprise the income statement, statement of income and retained earnings, statement of financial position and related notes.

You consider that the company is exempt from an audit under the Companies Act 2006.

In accordance with your instructions I have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and from information and explanations supplied to me.

NUMBERGEEK LIMITED

85 Great Portland Street

First Floor

London

W1W 7LT

United Kingdom

# ALK Direct Limited

## Statement of Financial Position

### 30 September 2021

|                                                         |      | 2021      | 2020      |
|---------------------------------------------------------|------|-----------|-----------|
|                                                         | Note | £         | £         |
| <b>FIXED ASSETS</b>                                     |      |           |           |
| Intangible assets                                       | 5    | -         | 1,406     |
| Tangible assets                                         | 6    | 12,975    | 687       |
|                                                         |      | <hr/>     | <hr/>     |
|                                                         |      | 12,975    | 2,093     |
| <b>CURRENT ASSETS</b>                                   |      |           |           |
| Debtors                                                 | 7    | 310,059   | 358,416   |
| Cash at bank and in hand                                |      | 196,382   | 59,816    |
|                                                         |      | <hr/>     | <hr/>     |
|                                                         |      | 506,441   | 418,232   |
| Creditors: amounts falling due within one year          | 8    | (249,649) | (158,226) |
|                                                         |      | <hr/>     | <hr/>     |
| Net current assets                                      |      | 256,792   | 260,006   |
|                                                         |      | <hr/>     | <hr/>     |
| Total assets less current liabilities                   |      | 269,767   | 262,099   |
| Creditors: amounts falling due after more than one year | 9    | (35,803)  | (46,451)  |
|                                                         |      | <hr/>     | <hr/>     |
| Net assets                                              |      | 233,964   | 215,648   |
|                                                         |      | <hr/>     | <hr/>     |
| <b>CAPITAL AND RESERVES</b>                             |      |           |           |
| Called up share capital                                 |      | 10        | 10        |
| Profit and loss account                                 |      | 233,954   | 215,638   |
|                                                         |      | <hr/>     | <hr/>     |
| Shareholders funds                                      |      | 233,964   | 215,648   |
|                                                         |      | <hr/>     | <hr/>     |

For the year ending 30 September 2021, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's 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 director acknowledges their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

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

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

These financial statements were approved by the board of directors and authorised for issue on 30 September 2022, and are signed on behalf of the board by:

Mr Chanh Thi Ung

Director

Company registration number: 07790311

# ALK Direct Limited

## Notes to the Financial Statements

### Year ended 30 September 2021

#### 1 GENERAL INFORMATION

The company is a private company limited by shares and is registered in England and Wales. The address of the registered office is Vitesse House, 6 Estate Way, London, E10 7JW, United Kingdom.

The principle activity of the company was that of the provision of direct mail, print, data, finishing and postage services.

#### 2 STATEMENT OF COMPLIANCE

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

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

##### TURNOVER

Turnover is measured at the fair value of the consideration received or receivable for goods supplied, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity; and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

##### CURRENT TAX

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

##### INTANGIBLE ASSETS

Intangible assets are initially measured at cost and are subsequently measured at cost less any accumulated amortisation and accumulated impairment losses or at a revalued amount. However, Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

Any intangible assets carried at a revalued amount are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation is recognised in other comprehensive income and accumulated in capital and reserves. However, the increase is recognised in profit or loss to the extent that it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves. If a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess is recognised in profit or loss.

## TANGIBLE ASSETS

Tangible assets are initially measured at cost, and are subsequently measured at cost less any accumulated depreciation and accumulated impairment losses or at a revalued amount.

Any tangible assets carried at a revalued amount are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation is recognised in other comprehensive income and accumulated in capital and reserves. However, the increase is recognised in profit or loss to the extent that it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves. If a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess is recognised in profit or loss.

## IMPAIRMENT

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

## FINANCIAL INSTRUMENTS

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price and are subsequently measured as follows: Debt instruments are subsequently measured at amortised cost and commitments to receive a loan

and to make a loan to another entity are subsequently measured at amortised cost. Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

All other financial instruments, including derivatives, are initially recognised at fair value, which is normally the transaction price and are subsequently measured at fair value, with any changes recognised in profit or loss.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

All equity instruments regardless of significance, and other financial assets that are individually significant, are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

#### 4 AVERAGE NUMBER OF EMPLOYEES

The average number of persons employed by the company during the year was 1 (2020: 1.00).

#### 5 INTANGIBLE ASSETS

|                                         | Other intangible<br>assets |
|-----------------------------------------|----------------------------|
|                                         | £                          |
| <b>COST</b>                             |                            |
| At 1 October 2020 and 30 September 2021 | 40,541                     |
| <b>AMORTISATION</b>                     |                            |
| At 1 October 2020                       | 39,135                     |
| Charge                                  | 1,406                      |
| At 30 September 2021                    | <u>40,541</u>              |

## CARRYING AMOUNT

|                      |       |
|----------------------|-------|
| At 30 September 2021 | -     |
| At 30 September 2020 | 1,406 |

## 6 TANGIBLE ASSETS

|                        | Plant and<br>machinery etc. |
|------------------------|-----------------------------|
|                        | £                           |
| <b>COST</b>            |                             |
| At 1 October 2020      | 14,021                      |
| Additions              | 16,947                      |
| At 30 September 2021   | <u>30,968</u>               |
| <b>DEPRECIATION</b>    |                             |
| At 1 October 2020      | 13,334                      |
| Charge                 | 4,659                       |
| At 30 September 2021   | <u>17,993</u>               |
| <b>CARRYING AMOUNT</b> |                             |
| At 30 September 2021   | 12,975                      |
| At 30 September 2020   | 687                         |

## 7 DEBTORS

|               | 2021           | 2020           |
|---------------|----------------|----------------|
|               | £              | £              |
| Trade debtors | 189,778        | 318,302        |
| Other debtors | 120,281        | 40,114         |
|               | <u>310,059</u> | <u>358,416</u> |

## 8 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|                              | 2021    | 2020    |
|------------------------------|---------|---------|
|                              | £       | £       |
| Bank loans and overdrafts    | 10,648  | 3,549   |
| Taxation and social security | 239,001 | 154,677 |
|                              | <hr/>   | <hr/>   |
|                              | 249,649 | 158,226 |
|                              | <hr/>   | <hr/>   |

## 9 CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

|                           | 2021   | 2020   |
|---------------------------|--------|--------|
|                           | £      | £      |
| Bank loans and overdrafts | 35,803 | 46,451 |

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.