

Atom Content Marketing Ltd

Unaudited Abbreviated Accounts

for the Year Ended 30 June 2014

CheapAccounting.co.uk
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 5) have been prepared.

**Chartered Accountants' Report to the Board of Directors on the Preparation of the Unaudited
Statutory Accounts of
Atom Content Marketing Ltd
for the Year Ended 30 June 2014**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Atom Content Marketing Ltd for the year ended 30 June 2014 set out on pages from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Atom Content Marketing Ltd, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Atom Content Marketing Ltd and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Atom Content Marketing Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Atom Content Marketing Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Atom Content Marketing Ltd. You consider that Atom Content Marketing Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Atom Content Marketing Ltd. 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 statutory accounts.

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9 December 2014

Atom Content Marketing Ltd
(Registration number: 02784650)
Abbreviated Balance Sheet at 30 June 2014

	Note	2014 £	2013 £
Fixed assets			
Intangible fixed assets		119,592	180,324
Tangible fixed assets		<u>4,491</u>	<u>6,580</u>
		<u>124,083</u>	<u>186,904</u>
Current assets			
Debtors		78,361	80,645
Cash at bank and in hand		<u>2,797</u>	<u>-</u>
		81,158	80,645
Creditors: Amounts falling due within one year		<u>(526,455)</u>	<u>(460,246)</u>
Net current liabilities		<u>(445,297)</u>	<u>(379,601)</u>
Total assets less current liabilities		(321,214)	(192,697)
Creditors: Amounts falling due after more than one year		<u>(491,097)</u>	<u>(491,097)</u>
Net liabilities		<u>(812,311)</u>	<u>(683,794)</u>
Capital and reserves			
Called up share capital	<u>3</u>	125	125
Share premium account		45,122	45,122
Profit and loss account		<u>(857,558)</u>	<u>(729,041)</u>
Shareholders' deficit		<u>(812,311)</u>	<u>(683,794)</u>

For the year ending 30 June 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the Board on 9 December 2014 and signed on its behalf by:

.....
R McGwire
Director

The notes on pages 3 to 5 form an integral part of these financial statements.

Atom Content Marketing Ltd
Notes to the Abbreviated Accounts for the Year Ended 30 June 2014
..... continued

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008).

Going concern

The financial statements have been prepared on a going concern basis notwithstanding the excess of liabilities over assets as the directors believe the beneficial owners will continue to make funds available to enable the company to meet liabilities as and when they fall due. The directors have no reason to believe that financial support will not continue in the future and considered it appropriate to adopt a going concern basis. The accounts do not contain any adjustments that would be necessary should this basis not be appropriate.

Turnover

Turnover comprises the invoiced value of goods and services supplied by the company, exclusive of Value Added Tax and trade discounts

Amortisation

The costs incurred in writing new publications are capitalised as intellectual property and amortised over the useful economic life of the publication. The useful life is currently estimated as three years, being the average life of a publication.

Asset class	Amortisation method and rate
Intellectual property	33% per annum on cost

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Leasehold improvements	over the term of the lease
Website	33% per annum on cost
Fixtures and fittings	20% per annum on cost
Computer equipment	33% per annum on cost

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as 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. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Atom Content Marketing Ltd
Notes to the Abbreviated Accounts for the Year Ended 30 June 2014
..... continued

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 July 2013	1,179,115	172,258	1,351,373
Additions	67,571	2,599	70,170
Disposals	-	(10,797)	(10,797)
At 30 June 2014	<u>1,246,686</u>	<u>164,060</u>	<u>1,410,746</u>
Depreciation			
At 1 July 2013	998,791	165,678	1,164,469
Charge for the year	128,303	4,688	132,991
Eliminated on disposals	-	(10,797)	(10,797)
At 30 June 2014	<u>1,127,094</u>	<u>159,569</u>	<u>1,286,663</u>
Net book value			
At 30 June 2014	<u>119,592</u>	<u>4,491</u>	<u>124,083</u>
At 30 June 2013	<u>180,324</u>	<u>6,580</u>	<u>186,904</u>

3 Share capital

Allotted, called up and fully paid shares

	2014		2013	
	No.	£	No.	£
Ordinary of £1 each	111	111	111	111
Ordinary A of £0.01 each	1,400	14	1,400	14
Preference of £1 each	35,000	35,000	35,000	35,000
	<u>36,511</u>	<u>35,125</u>	<u>36,511</u>	<u>35,125</u>

Preference shares

The 35,000 preference shares of £1 each are classed as financial liabilities.

The preference shares are non-voting. On a winding up they rank ahead only of the ordinary shares and will be repaid at par, but there will be no right to participate in profits or assets of the company. Upon relinquishing the shares they will be forfeited and cancelled.

The preference shares are redeemable after 31 July 1999 at the option of the company. There is no premium on the redemption of the shares.

Atom Content Marketing Ltd
Notes to the Abbreviated Accounts for the Year Ended 30 June 2014
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4 Control

The company is controlled by Mr R S McGwire a director who owns 86% of the issued ordinary share capital.

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