

Registration number: 05877525

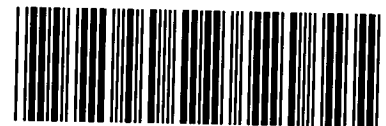
# Avantgarde Marketing Limited

Abbreviated Accounts

for the Year Ended 31 December 2013

Rödl & Partner Limited  
170 Edmund Street  
Birmingham  
B3 2HB

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**Avantgarde Marketing Limited**  
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**Independent Auditor's Report to Avantgarde Marketing Limited**  
**Under section 449 of the Companies Act 2006**

We have examined the abbreviated accounts set out on pages 2 to 5 together with the financial statements of Avantgarde Marketing Limited for the year ended 31 December 2013 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company those matters we are required to state to them in an auditor's 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, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of directors and auditors**

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

**Basis of opinion**

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.



.....  
Imran Farooq (Senior Statutory Auditor)  
For and on behalf of Rödl & Partner Limited, Statutory Auditor

170 Edmund Street  
Birmingham  
B3 2HB

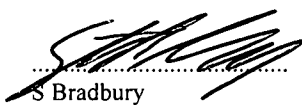
Date: 7<sup>th</sup> July 2014

**Avantgarde Marketing Limited**  
**(Registration number: 05877525)**  
**Abbreviated Balance Sheet at 31 December 2013**

	Note	2013 £	2012 £
<b>Fixed assets</b>			
Tangible fixed assets	2	<u>16,467</u>	<u>13,061</u>
<b>Current assets</b>			
Stocks		34,560	22,342
Debtors		621,719	247,665
Cash at bank and in hand		<u>431,665</u>	<u>433,467</u>
		1,087,944	703,474
Creditors: Amounts falling due within one year		<u>(957,283)</u>	<u>(690,910)</u>
Net current assets		<u>130,661</u>	<u>12,564</u>
Total assets less current liabilities		147,128	25,625
Provisions for liabilities		<u>(3,293)</u>	<u>-</u>
Net assets		<u>143,835</u>	<u>25,625</u>
<b>Capital and reserves</b>			
Called up share capital	3	10	10
Profit and loss account		<u>143,825</u>	<u>25,615</u>
Shareholders' funds		<u>143,835</u>	<u>25,625</u>

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

Approved by the Board on 20/06/14 and signed on its behalf by:

  
S Bradbury  
Director

## **Avantgarde Marketing Limited**

### **Notes to the Abbreviated Accounts for the Year Ended 31 December 2013**

#### **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).

##### **Turnover**

Turnover comprises of revenue recognised by the company in respect of marketing services supplied to customers during the year. The proportion of invoiced services that relate to later periods are carried forward as deferred income within creditors. Services invoiced in later periods that relate to services supplied during the year are accrued and included within debtors.

##### **Depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	33% straight line

##### **Work in progress**

Work in progress on contracts represents the costs incurred, less amounts transferred to the cost of sales after deducting foreseeable losses and payments on accounts not matched with turnover.

##### **Deferred tax**

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE.

Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date.

##### **Foreign currency**

Transactions in foreign currencies are recorded at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the closing rates at the balance sheet date. All exchange differences are included in the profit and loss account.

##### **Hire purchase and leasing**

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

## Avantgarde Marketing Limited

### Notes to the Abbreviated Accounts for the Year Ended 31 December 2013

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#### 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.

#### Pensions

The company operates a defined contribution pension scheme. Contributions are recognised in the profit and loss account in the period in which they become payable in accordance with the rules of the scheme.

### 2 Fixed assets

	Tangible assets £	Total £
<b>Cost</b>		
At 1 January 2013	24,801	24,801
Additions	12,327	12,327
Disposals	(6,214)	(6,214)
At 31 December 2013	<u>30,914</u>	<u>30,914</u>
<b>Depreciation</b>		
At 1 January 2013	11,740	11,740
Charge for the year	8,921	8,921
Eliminated on disposals	(6,214)	(6,214)
At 31 December 2013	<u>14,447</u>	<u>14,447</u>
<b>Net book value</b>		
At 31 December 2013	<u>16,467</u>	<u>16,467</u>
At 31 December 2012	<u>13,061</u>	<u>13,061</u>

### 3 Share capital

#### Allotted, called up and fully paid shares

	2013		2012	
	No.	£	No.	£
Ordinary shares of £0.01 each	<u>1,000</u>	<u>10</u>	<u>1,000</u>	<u>10</u>

## **Avantgarde Marketing Limited**

### **Notes to the Abbreviated Accounts for the Year Ended 31 December 2013**

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#### **4 Control**

The company is controlled by Avantgarde Gesellschaft für Kommunikation mbH, a company incorporated in Germany, by virtue of the 80% holding in the company. The ultimate controlling party is M Schnaack by virtue of his 50.8% shareholding in Avantgarde Gesellschaft für Kommunikation mbH.