

In2Action Marketing & Media Ltd

Annual Report and Unaudited Financial Statements
for the Year Ended 28 February 2017

In2Action Marketing & Media Ltd

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In2Action Marketing & Media Ltd
(Registration number: 06130283)
Balance Sheet as at 28 February 2017

	Note	2017 £	2016 £
Fixed assets			
Tangible assets	<u>3</u>	1	1
Current assets			
Debtors	<u>4</u>	10,804	11,804
Cash at bank and in hand		12,105	11,155
		<hr/>	<hr/>
		22,909	22,959
Creditors: Amounts falling due within one year	<u>5</u>	<hr/> (14,756) <hr/>	<hr/> (14,756) <hr/>
Net current assets		<hr/> 8,153 <hr/>	<hr/> 8,203 <hr/>
Net assets		<hr/> 8,154 <hr/>	<hr/> 8,204 <hr/>
Capital and reserves			
Called up share capital		2	2
Profit and loss account		8,152	8,202
		<hr/>	<hr/>
Total equity		<hr/> 8,154 <hr/>	<hr/> 8,204 <hr/>

For the financial year ending 28 February 2017 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 financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 13 June 2017 and signed on its behalf by:

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Mrs A J de Jong

Company secretary and director

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

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Statement of Changes in Equity for the Year Ended 28 February 2017

	Share capital	Profit and loss	Total
	£	account	£
	£	£	£
At 1 March 2016	2	8,202	8,204
Loss for the year	-	(50)	(50)
Total comprehensive income	-	(50)	(50)
At 28 February 2017	2	8,152	8,154

	Share capital	Profit and loss	Total
	£	account	£
	£	£	£
At 1 March 2015	2	8,247	8,249
Loss for the year	-	(45)	(45)
Total comprehensive income	-	(45)	(45)
At 29 February 2016	2	8,202	8,204

The notes on pages 3 to 5 form an integral part of these financial statements.
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Notes to the Financial Statements for the Year Ended 28 February 2017

1 General information

The company is a private company limited by share capital incorporated in England and Wales.

The address of its registered office is:

c/o Pure Sports Management Limited
Magdalen Centre
Oxford Science Park
Oxford
OXON
OX4 4GA

The principal place of business is:

Magdalen Centre
1 Robert Robinson Avenue
Oxford
Oxfordshire
OX4 4GA

These financial statements were authorised for issue by the Board on 13 June 2017.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Computer Equipment	33% Straight Line

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Notes to the Financial Statements for the Year Ended 28 February 2017

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

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Notes to the Financial Statements for the Year Ended 28 February 2017

3 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
At 1 March 2016	1,923	1,923
At 28 February 2017	1,923	1,923
Depreciation		
At 1 March 2016	1,922	1,922
At 28 February 2017	1,922	1,922
Carrying amount		
At 28 February 2017	1	1
At 29 February 2016	1	1

4 Debtors

	2017 £	2016 £
Other debtors	10,804	11,804
Total current trade and other debtors	10,804	11,804

5 Creditors

	2017 £	2016 £
Due within one year		
Other creditors	14,756	14,756

6 Transition to FRS 102

The company has adopted FRS 102 for the first time in year ended 28th February 2017.

There were no adjustments resulting from the transition to FRS 102 that impact upon net surplus for the year ended 29th February 2016. Total capital and reserves as at 1st March 2015 and 29th February are as reported previously.

registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.