

**REGISTERED NUMBER: 02997058 (England and Wales)**

**Alliance Data Systems Limited**  
**Abbreviated Unaudited Accounts**  
**for the Year Ended 31 December 2013**

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for the Year Ended 31 December 2013**

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**Alliance Data Systems Limited**

**Company Information  
for the Year Ended 31 December 2013**

**DIRECTOR:** C Mines

**SECRETARY:** P Mines

**REGISTERED OFFICE:** 8a Wingbury Courtyard  
Business Village  
Wingrave  
Buckinghamshire  
HP22 4LW

**REGISTERED NUMBER:** 02997058 (England and Wales)

**ACCOUNTANTS:** Clarkson Cleaver & Bowes Ltd  
8a Wingbury Courtyard  
Business Village  
Wingrave  
Buckinghamshire  
HP22 4LW

**Alliance Data Systems Limited (Registered number: 02997058)**

**Abbreviated Balance Sheet  
31 December 2013**

|  | Notes | 2013<br>£     | £               | 2012<br>£     | £               |
|--|-------|---------------|-----------------|---------------|-----------------|
| <b>FIXED ASSETS</b>                          |       |               |                 |               |                 |
| Tangible assets                              | 2     |               | 21,437          |               | 21,513          |
| <b>CURRENT ASSETS</b>                        |       |               |                 |               |                 |
| Debtors                                      |       | 1,234         |                 | 2,490         |                 |
| Cash at bank                                 |       | <u>3,399</u>  |                 | <u>215</u>    |                 |
|  |       | 4,633         |                 | 2,705         |                 |
| <b>CREDITORS</b>                             |       |               |                 |               |                 |
| Amounts falling due within one year          |       | <u>25,815</u> |                 | <u>23,846</u> |                 |
| <b>NET CURRENT LIABILITIES</b>               |       |               | <u>(21,182)</u> |               | <u>(21,141)</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |               | <u>255</u>      |               | <u>372</u>      |
| <b>CAPITAL AND RESERVES</b>                  |       |               |                 |               |                 |
| Called up share capital                      | 3     |               | 2               |               | 2               |
| Profit and loss account                      |       |               | <u>253</u>      |               | <u>370</u>      |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |               | <u>255</u>      |               | <u>372</u>      |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2013 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 17 September 2014 and were signed by:

C Mines - Director

The notes form part of these abbreviated accounts

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

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

**Turnover**

Turnover represents net invoiced sales of services, excluding value added tax.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery - 33.33% straight line  
Computer equipment - 33.33% straight line

**Pension costs and other post-retirement benefits**

The pension costs charged in the financial statements represent the contributions paid by the company during the year.

**2. TANGIBLE FIXED ASSETS**

|   | Total<br>£    |
|---|---------------|
| <b>COST</b>                               |               |
| At 1 January 2013<br>and 31 December 2013 | <u>61,433</u> |
| <b>DEPRECIATION</b>                       |               |
| At 1 January 2013                         | 39,920        |
| Charge for year                           | <u>76</u>     |
| At 31 December 2013                       | <u>39,996</u> |
| <b>NET BOOK VALUE</b>                     |               |
| At 31 December 2013                       | <u>21,437</u> |
| At 31 December 2012                       | <u>21,513</u> |

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

| Number: | Class:   | Nominal<br>value: | 2013<br>£ | 2012<br>£ |
|---------|----------|-------------------|-----------|-----------|
| 2       | Ordinary | £1                | <u>2</u>  | <u>2</u>  |

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.