

Interactive Advertising Ltd

Unaudited Abbreviated Accounts

for the Year Ended 31 August 2015

AIMs Accountants for Business
Chartered Institute of Management Accountants
Twitchen
Odiham Road
Riseley
Berks
RG7 1SD

Interactive Advertising Ltd
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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 4) have been prepared.

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory
Accounts of
Interactive Advertising Ltd
for the Year Ended 31 August 2015**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Interactive Advertising Ltd for the year ended 31 August 2015 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 Chartered Institute of Management Accountants in England and Wales (ACMA), we are subject to its ethical and other professional requirements which are detailed at <http://www.cimaglobal.com>.

This report is made solely to the Board of Directors of Interactive Advertising Ltd, as a body, in accordance with the terms of our engagement letter dated 26 March 2009. Our work has been undertaken solely to prepare for your approval the accounts of Interactive Advertising 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 Interactive Advertising Ltd and its Board of Directors as a body for our work or for this report. It is your duty to ensure that Interactive Advertising 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 profit of Interactive Advertising Ltd. You consider that Interactive Advertising 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 Interactive Advertising 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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17 May 2016

Interactive Advertising Ltd
(Registration number: 03086373)
Abbreviated Balance Sheet at 31 August 2015

	Note	2015 £	2014 £
Fixed assets			
Tangible fixed assets		885	1,895
Current assets			
Debtors		31,573	33,490
Creditors: Amounts falling due within one year		(32,346)	(35,363)
Net current liabilities		(773)	(1,873)
Net assets		112	22
Capital and reserves			
Called up share capital	<u>3</u>	100	100
Profit and loss account		12	(78)
Shareholders' funds		112	22

For the year ending 31 August 2015 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 director acknowledges his 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 director on 17 May 2016

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Mr Tim Howling
Director

The notes on pages 3 to 4 form an integral part of these financial statements.

Interactive Advertising Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 August 2015
..... 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).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

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
Computer Equipment	33% Straight Line Basis
Office equipment	25% Straight Line Basis

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.

2 Fixed assets

	Tangible assets	Total
	£	£
Cost		
At 1 September 2014	9,226	9,226
Disposals	<u>(6,114)</u>	<u>(6,114)</u>
At 31 August 2015	<u>3,112</u>	<u>3,112</u>
Depreciation		
At 1 September 2014	7,331	7,331
Charge for the year	1,010	1,010
Eliminated on disposals	<u>(6,114)</u>	<u>(6,114)</u>
At 31 August 2015	<u>2,227</u>	<u>2,227</u>
Net book value		
At 31 August 2015	<u>885</u>	<u>885</u>
At 31 August 2014	<u>1,895</u>	<u>1,895</u>

Interactive Advertising Ltd
Notes to the Abbreviated Accounts for the Year Ended 31 August 2015
..... continued

3 Share capital

Allotted, called up and fully paid shares

	2015		2014	
	No.	£	No.	£
Ordinary of £1 each	100	100	100	100
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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.