

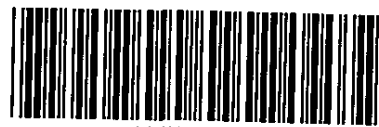
Blue Marlin Brand Design Ltd

Company Registration No 02847789

Abbreviated accounts

For the year ended 31 December 2012

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COMPANIES HOUSE

BLUE MARLIN BRAND DESIGN LTD

INDEPENDENT AUDITORS' REPORT TO BLUE MARLIN BRAND DESIGN LTD UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 2 to 6 together with the financial statements of Blue Marlin Brand Design Ltd for the year ended 31 December 2012 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 work has been undertaken so that we might state to the company those matters we are required to state to it in a special Auditors' 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 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. This report, including our opinion, has been prepared for and only for the company's members as a body. Our work has been undertaken so that we might state to the company's members those matters we are required to state to them in this 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 and the company's members as a body for our work, for this report, or for the opinions we have formed.

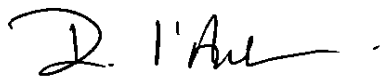
Basis of opinion

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.

The scope of our work for the purpose of this report does not include examining events occurring after the date of our Auditors' Report on the full financial statements.

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.



David I'Anson (Senior Statutory Auditor)

for and on behalf of Mazars LLP

Chartered Accountants and Statutory Auditor

Clifton Down House
Beaufort Buildings
Clifton Down
Bristol
BS8 4AN

Date 12 September 2013

BLUE MARLIN BRAND DESIGN LTD

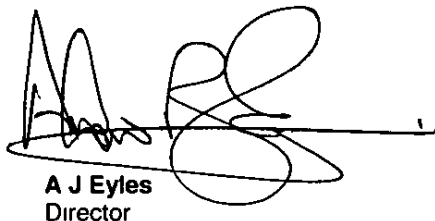
Registered number 02847789

**ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2012**

	Note	£	2012 £	£	2011 £
Fixed assets					
Tangible assets	2		195,239		227,030
Current assets					
Stocks		20,722		12,592	
Debtors	3	1,969,827		2,089,714	
Cash at bank and in hand		49,436		153,924	
		<u>2,039,985</u>		<u>2,256,230</u>	
Creditors: amounts falling due within one year	4	<u>(1,242,228)</u>		<u>(1,453,525)</u>	
Net current assets			<u>797,757</u>		<u>802,705</u>
Total assets less current liabilities			<u>992,996</u>		<u>1,029,735</u>
Creditors: amounts falling due after more than one year	5		<u>(165,548)</u>		<u>(312,183)</u>
Net assets			<u>827,448</u>		<u>717,552</u>
Capital and reserves					
Called up share capital	6		100		100
Profit and loss account			<u>827,348</u>		<u>717,452</u>
Shareholders' funds			<u>827,448</u>		<u>717,552</u>

The abbreviated accounts, which 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, were approved and authorised for issue by the board and were signed on its behalf on

5 SEPTEMBER 2013.



A J Eyles
Director

The notes on pages 3 to 6 form part of these financial statements

BLUE MARLIN BRAND DESIGN LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

1. Accounting Policies

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with applicable accounting standards

1.2 Cash flow

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company

1.3 Turnover

Turnover comprises revenue recognised by the company in respect of services supplied during the year, exclusive of Value Added Tax and trade discounts Revenue is recognised only once a stage or project has been completed and approved by the client

1.4 Tangible fixed assets and 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

Leasehold property improvements-	over the term of the lease
Motor vehicles	- 25% straight line
Fixtures & fittings	- 15 to 75% straight line
Computer equipment	- 25% to 100% straight line

1.5 Leasing and hire purchase

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets Assets acquired by finance lease are depreciated over the shorter of the lease term and their useful lives Assets acquired by hire purchase are depreciated over their useful lives Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company Obligations under such agreements are included in creditors net of the finance charge allocated to future periods The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period

1.6 Operating leases

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

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

1.7 Stocks and work in progress

Stocks and work in progress are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks

BLUE MARLIN BRAND DESIGN LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

1 Accounting Policies (continued)

1.8 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

1.9 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the profit and loss account

1.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year

BLUE MARLIN BRAND DESIGN LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

2 Tangible fixed assets

	£
Cost	
At 1 January 2012	847,707
Additions	150,747
Disposals	(288,098)
	<hr/>
At 31 December 2012	710,356
	<hr/>
Depreciation	
At 1 January 2012	620,677
Charge for the year	132,232
On disposals	(237,792)
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At 31 December 2012	515,117
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Net book value	
At 31 December 2012	195,239
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At 31 December 2011	227,030
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3. Debtors

Amounts owed by group undertakings are balances payable within the normal course of business

4. Creditors: Amounts falling due within one year

The company's overdraft facilities are secured by a fixed and floating charge over all assets dated 1 October 2012 in favour of HSBC Bank Plc

Amounts owed to group undertakings are balances payable within the normal course of business

5 Creditors: Amounts falling due after more than one year

Other loans comprise interest free, unsecured loans from directors of £10,000 (2011 - £60,000) from A J Eyles and £20,000 (2011- £70,000) from D J Hodgson with the remainder being unsecured loans from shareholders of the parent company bearing interest at a rate of 1% above the bank base rate. All loans are repayable within 2 - 5 years

BLUE MARLIN BRAND DESIGN LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

6. Share capital

	2012 £	2011 £
Shares classified as capital		
Allotted, called up and fully paid		
50 'A' Ordinary shares of £1 each	50	50
50 'B' Ordinary shares of £1 each	50	50
	<u>100</u>	<u>100</u>
Shares classified as debt		
Allotted, called up and fully paid		
45,000 Cumulative participating preference shares of £1 each	45,000	45,000
	<u>45,000</u>	<u>45,000</u>

The ordinary A and ordinary B shares rank as ordinary shares and have the same rights as each other

Dividends

Preference shares - A fixed cumulative dividend, at a rate of eight pence per share, shall accrue from day to day and shall become payable and be paid half yearly on 30 June and 31 December in every year

Subject to payment of the aforementioned dividend, a further non-cumulative dividend equal to fifteen percent of the Adjusted profit, subject to a maximum amount of £30,000, will be paid to Preference shareholders. Dividends in respect of ordinary shares will be paid at the discretion of the directors, as voted at the general meetings of the company

Capital rights

On a return of assets on liquidation, reduction of capital or otherwise, the surplus assets of the company remaining after payment of its liabilities shall be applied first in paying the holders of the Preference shares an amount equal to the subscription price paid, together with a sum equal to all arrears of fixed dividends and participating dividends. Next the holders of the ordinary shares will be paid an amount equal to the subscription price and subject thereto, the balance of such assets shall belong to and be distributed amongst the holders of all shares