

**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2015**  
**FOR**  
**MEDIAMARK LIMITED**



**MEDIAMARK LIMITED (REGISTERED NUMBER: 05321855)**

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**FOR THE YEAR ENDED 31 DECEMBER 2015**

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**MEDIAMARK LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2015**

**DIRECTORS:** R J W Smith  
Mrs H C Smith

**SECRETARY:** Mrs H C Smith

**REGISTERED OFFICE:** Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG

**REGISTERED NUMBER:** 05321855 (England and Wales)

**ACCOUNTANTS:** Prince Accountancy  
Chartered Certified Accountants  
Charter House  
Sandford Street  
Lichfield  
Staffordshire  
WS13 6QA



**MEDIAMARK LIMITED (REGISTERED NUMBER: 05321855)****ABBREVIATED BALANCE SHEET****31 DECEMBER****2015**

	Notes	2015 £	2014 £
<b>CURRENT ASSETS</b>			
Debtors		<u>100</u>	<u>100</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>100</u>	<u>100</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3	<u>100</u>	<u>100</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>100</u>	<u>100</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2015 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and
- (a) 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
  - (b) 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.

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 Board of Directors on 18 March 2016 and were signed on its behalf by:

R J W Smith - Director

Mrs H C Smith - Director

The notes form part of these abbreviated accounts



**MEDIAMARK LIMITED (REGISTERED NUMBER: 05321855)****NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015****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).

The company was dormant throughout the current year and previous year.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2005, is being amortised evenly over its estimated useful life of five years.

**2. INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2015 and 31 December 2015	<u>45,000</u>
<b>AMORTISATION</b>	
At 1 January 2015 and 31 December 2015	<u>45,000</u>
<b>NET BOOK VALUE</b>	
At 31 December 2015	<u>          -</u>
At 31 December 2014	<u>          -</u>

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2015 £	2014 £
100	Ordinary	1	<u>100</u>	<u>100</u>

**4. ULTIMATE PARENT COMPANY**

NC Creative Group Limited is regarded by the directors as being the company's ultimate parent company.

The company is a wholly owned subsidiary of the parent company. The directors of the company are also directors of the parent company.



**MEDIAMARK LIMITED**

**REPORT OF THE ACCOUNTANTS TO THE DIRECTORS OF  
MEDIAMARK LIMITED**

**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to three) have been prepared.**

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31 December 2015 set out on pages three to six and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Prince Accountancy  
Chartered Certified Accountants  
Charter House  
Sandford Street  
Lichfield  
Staffordshire  
WS13 6QA

18 March 2016

This page does not form part of the abbreviated accounts

