

Company Registration No. 01939383 (England and Wales)

GUY ELLIS MEDIA ASSOCIATES LIMITED
UNAUDITED ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015

GUY ELLIS MEDIA ASSOCIATES LIMITED

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GUY ELLIS MEDIA ASSOCIATES LIMITED**ABBREVIATED BALANCE SHEET****AS AT 31 DECEMBER 2015**

	Notes	2015		2014	
		£	£	£	£
Fixed assets					
Tangible assets	2		400		1,098
Investments	2		-		8,300
			<u>400</u>		<u>9,398</u>
Current assets					
Stocks		27,608		27,000	
Debtors		336,425		294,463	
Cash at bank and in hand		111,827		78,457	
		<u>475,860</u>		<u>399,920</u>	
Creditors: amounts falling due within one year		<u>(492,990)</u>		<u>(467,386)</u>	
Net current liabilities			<u>(17,130)</u>		<u>(67,466)</u>
Total assets less current liabilities			<u>(16,730)</u>		<u>(58,068)</u>
Capital and reserves					
Called up share capital	3		10,000		10,000
Profit and loss account			<u>(26,730)</u>		<u>(68,068)</u>
Shareholders' funds			<u>(16,730)</u>		<u>(58,068)</u>

For the financial year ended 31 December 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 6 July 2016

G Jeynes-Ellis

Director

Company Registration No. 01939383

GUY ELLIS MEDIA ASSOCIATES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2015

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements have been prepared on a going concern basis which assumes that the company will continue in operational existence for the foreseeable future. The validity of the assumption depends upon the continued financial support of the company's creditors.

If the company were unable to continue in existence for the foreseeable future, adjustments would have to be made to reduce the balance sheet values of assets to their recoverable amounts and to provide for any further liabilities that might arise.

1.2 Turnover

Turnover represents the invoiced amount of services provided net of value added tax and advance fees.

1.3 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 less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	50% per annum on cost
Fixtures, fittings & equipment	25% per annum on cost

1.4 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.5 Investments

Fixed asset investments are stated at cost less provision for diminution in value.

1.6 Revenue recognition

Fee income represents revenue earned under a wide variety of contracts to provide professional services. Revenue is recognised as earned when, and to the extent that, the firm obtains the right to consideration in exchange for its performance under these contracts. It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including expenses and disbursements but excluding value added tax.

Revenue is generally recognised as contract activity progresses so that for incomplete contracts it reflects the partial performance of the contractual obligations. For such contracts the amount of revenue reflects the accrual of the right to consideration by reference to the value of work performed. Revenue not billed to clients is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

Fee income that is contingent on events outside the control of the firm is recognised when the contingent event occurs.

1.7 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to the profit and loss account.

GUY ELLIS MEDIA ASSOCIATES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

2 Fixed assets	Tangible assets	Investments	Total
	£	£	£
Cost			
At 1 January 2015	44,512	8,300	52,812
Disposals	-	(8,300)	(8,300)
	<u>44,512</u>	<u>-</u>	<u>44,512</u>
At 31 December 2015	44,512	-	44,512
	<u>44,512</u>	<u>-</u>	<u>44,512</u>
Depreciation			
At 1 January 2015	43,414	-	43,414
Charge for the year	698	-	698
	<u>43,414</u>	<u>-</u>	<u>43,414</u>
At 31 December 2015	44,112	-	44,112
	<u>44,112</u>	<u>-</u>	<u>44,112</u>
Net book value			
At 31 December 2015	400	-	400
	<u>400</u>	<u>-</u>	<u>400</u>
At 31 December 2014	1,098	8,300	9,398
	<u>1,098</u>	<u>8,300</u>	<u>9,398</u>

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Class	Shares held	%
Participating interests				
Healthcare Media Europe GmbH	Germany	Ordinary		49.80

On 9 March 2015, the company disposed of its investment in Healthcare Media Europe GmbH.

3 Share capital	2015	2014
	£	£
Allotted, called up and fully paid		
10,000 Ordinary shares of £1 each	10,000	10,000
	<u>10,000</u>	<u>10,000</u>

GUY ELLIS MEDIA ASSOCIATES LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)****FOR THE YEAR ENDED 31 DECEMBER 2015****4 Related party relationships and transactions****Loans to directors**

Transactions in relation to loans with directors during the year are outlined in the table below:

Description	% Rate	Opening Balance £	Amounts Advanced £	Interest Charged £	Amounts Repaid £	Closing Balance £
G Jeynes-Ellis - Loan	-	2,906	-	-	2,906	-
		<u>2,906</u>	<u>-</u>	<u>-</u>	<u>2,906</u>	<u>-</u>
		<u><u>2,906</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>2,906</u></u>	<u><u>-</u></u>

