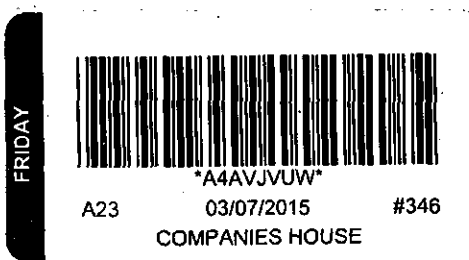


financial statements abbreviated unaudited

MarketingFile Limited

For the year ended 31 December 2014

Company registration number: 03244074



MARKETINGFILE LIMITED
REGISTERED NUMBER: 03244074

ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2014

	Note	£	2014 £	£	2013 £
FIXED ASSETS					
Intangible assets	2		128,854		178,854
Tangible assets	3		44,504		53,963
Investments	4		5		5
			<hr/>		<hr/>
			173,363		232,822
CURRENT ASSETS					
Debtors		290,902		214,774	
Cash at bank		100,596		95,982	
		<hr/>		<hr/>	
		391,498		310,756	
CREDITORS: amounts falling due within one year		(259,267)		(256,857)	
		<hr/>		<hr/>	
NET CURRENT ASSETS			132,231		53,899
NET ASSETS			<hr/>		<hr/>
			305,594		286,721
			<hr/>		<hr/>
CAPITAL AND RESERVES					
Called up share capital	5		466,849		466,849
Capital redemption reserve			48,902		48,902
Profit and loss account			(210,157)		(229,030)
			<hr/>		<hr/>
SHAREHOLDERS' FUNDS			305,594		286,721
			<hr/>		<hr/>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2014 and of its profit for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

MARKETINGFILE LIMITED

**ABBREVIATED BALANCE SHEET (continued)
AS AT 31 DECEMBER 2014**

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 by:



.....
Timothy Wise
Director

Date:

16/6/2015

The notes on pages 3 to 7 form part of these financial statements.

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

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 the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of services supplied during the year, exclusive of Value Added Tax.

1.3 Research and development expenditure

Research and development expenditure is written off in the Profit and Loss Account in the year in which it is incurred except development expenditure incurred on individual projects. Where the recoverability of this development expenditure can be foreseen with reasonable assurance it is capitalised and amortised in line with sales from the relevant projects.

Amortisation is provided at the following rates:

Development expenditure - 25% per annum on a straight line basis

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:

Fixtures and fittings - 25% per annum on a reducing balance basis
Computer equipment - 25% per annum on a reducing balance basis
Internet software - 33% per annum on a reducing balance basis

1.5 Investments

Investments held as fixed assets are stated at cost less provision for any permanent diminution in value.

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.

MARKETINGFILE LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

1. ACCOUNTING POLICIES (continued)**1.7 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.

1.8 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.

1.9 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.

1.10 Consolidation

In the opinion of the directors, the company and its subsidiary undertakings comprise a small group. The company has therefore taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts.

1.11 Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

MARKETINGFILE LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

2. INTANGIBLE FIXED ASSETS

	£
Cost	
At 1 January 2014 and 31 December 2014	178,854
Amortisation	
At 1 January 2014	-
Charge for the year	50,000
At 31 December 2014	50,000
Net book value	
At 31 December 2014	128,854
At 31 December 2013	178,854

3. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 January 2014	360,350
Additions	6,401
Disposals	(2,819)
At 31 December 2014	363,932
Depreciation	
At 1 January 2014	306,387
Charge for the year	14,971
On disposals	(1,930)
At 31 December 2014	319,428
Net book value	
At 31 December 2014	44,504
At 31 December 2013	53,963

MARKETINGFILE LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

4. FIXED ASSET INVESTMENTS

	£
Cost or valuation	
At 1 January 2014 and 31 December 2014	5
Net book value	
At 31 December 2014	5
At 31 December 2013	5

Subsidiary undertakings

The following were subsidiary undertakings of the company:

Name	Class of shares	Holding
MarketingFile.com Limited	Ordinary	100%
MarketingFile Services Limited	Ordinary	100%
Print and Post Limited	Ordinary	100%
Touchpoint Marketing Limited	Ordinary	100%
Touchpoint Limited	Ordinary	100%

The aggregate of the share capital and reserves as at 31 December 2014 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

Name	Aggregate of share capital and reserves as at 31 December 2014 £	Profit/(loss) for the year ended 31 December 2014 £
MarketingFile.com Limited	1	-
MarketingFile Services Limited	1	-
Print and Post Limited	1	-
Touchpoint Marketing Limited	1	-
Touchpoint Limited	1	-
	<hr/>	<hr/>
	2014	2013
	£	£
Excess of depreciation over taxation allowances	(2,669)	(4,473)
Tax losses available	38,845	41,195
	<hr/>	<hr/>
Total	36,176	36,722
	<hr/>	<hr/>

MARKETINGFILE LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2014**

5. SHARE CAPITAL

	2014 £	2013 £
Allotted, called up and fully paid		
2,710,490 Ordinary shares of £0.10 each	271,049	271,049
1,958,000 Ordinary A shares of £0.10 each	195,800	195,800
	<u>466,849</u>	<u>466,849</u>

6. DIRECTORS' BENEFITS: ADVANCES, CREDIT AND GUARANTEES

Kieron Karue has a director's loan account with the company. At the 31 December 2014 there was an amount due from Kieron Karue of £7,122 (2013: £16,832). Total advances during the year amounted to £3,369.

Timothy Wise has a director's loan account with the company. At the 31 December 2014 there was an amount due from Timothy Wise of £2,000 (2013: £8). Total advances during the year amounted to £2,000.

Paul Lo has a director's loan account with the company. At the 31 December 2014 there was an amount due from Paul Lo of £315 (2013: £nil). Total advances during the year amounted to £315.

7. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY

The company is a wholly-owned subsidiary of MarketingFile Group Limited, which is both the immediate and ultimate parent company. Group accounts are prepared by MarketingFile Group Limited and are publicly available from the registered office.

In the directors' opinion there is no ultimate controlling party.