

Registered number: 03244074

**MARKETINGFILE LIMITED**

**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 DECEMBER 2015**

TUESDAY



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05/07/2016

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COMPANIES HOUSE

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**MARKETINGFILE LIMITED**  
**REGISTERED NUMBER: 03244074**

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**ABBREVIATED BALANCE SHEET**  
**AS AT 31 DECEMBER 2015**

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|   | Note | £                | 2015<br>£             | £                | 2014<br>£      |
|---|------|------------------|-----------------------|------------------|----------------|
| <b>FIXED ASSETS</b>                                   |      |                  |                       |                  |                |
| Intangible assets                                     | 2    |                  | <b>78,854</b>         |                  | 128,854        |
| Tangible assets                                       | 3    |                  | <b>48,861</b>         |                  | 44,504         |
| Investments   | 4    |                  | <b>5</b>              |                  | 5              |
|   |      |                  | <u>127,720</u>        |                  | <u>173,363</u> |
| <b>CURRENT ASSETS</b>                                 |      |                  |                       |                  |                |
| Debtors   |      | <b>245,525</b>   |                       | 290,902          |                |
| Cash at bank  |      | <b>384,373</b>   |                       | 100,596          |                |
|   |      | <u>629,898</u>   |                       | <u>391,498</u>   |                |
| <b>CREDITORS:</b> amounts falling due within one year |      | <b>(383,196)</b> |                       | <b>(259,267)</b> |                |
| <b>NET CURRENT ASSETS</b>                             |      |                  | <u><b>246,702</b></u> |                  | <u>132,231</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>          |      |                  | <u><b>374,422</b></u> |                  | <u>305,594</u> |
| <b>CAPITAL AND RESERVES</b>                           |      |                  |                       |                  |                |
| Called up share capital                               | 5    |                  | <b>466,849</b>        |                  | 466,849        |
| Capital redemption reserve                            |      |                  | <b>48,902</b>         |                  | 48,902         |
| Profit and loss account                               |      |                  | <b>(141,329)</b>      |                  | (210,157)      |
| <b>SHAREHOLDERS' FUNDS</b>                            |      |                  | <u><b>374,422</b></u> |                  | <u>305,594</u> |

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 2015 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.

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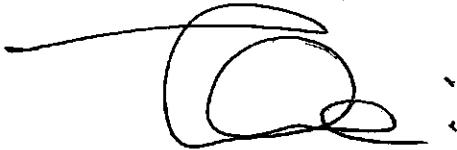
**MARKETINGFILE LIMITED**

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**ABBREVIATED BALANCE SHEET (continued)  
AS AT 31 DECEMBER 2015**

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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: 9/6/16

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

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**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 January 2015).

**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 costs | - | 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 & 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.

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**MARKETINGFILE LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**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.

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**MARKETINGFILE LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**2. INTANGIBLE FIXED ASSETS**

|  | £       |
|--|---------|
| <b>Cost</b>                            |         |
| At 1 January 2015 and 31 December 2015 | 178,854 |
| <b>Amortisation</b>                    |         |
| At 1 January 2015                      | 50,000  |
| Charge for the year                    | 50,000  |
| At 31 December 2015                    | 100,000 |
| <b>Net book value</b>                  |         |
| At 31 December 2015                    | 78,854  |
| At 31 December 2014                    | 128,854 |

**3. TANGIBLE FIXED ASSETS**

|                       | £        |
|-----------------------|----------|
| <b>Cost</b>           |          |
| At 1 January 2015     | 363,931  |
| Additions             | 22,638   |
| Disposals             | (21,957) |
| At 31 December 2015   | 364,612  |
| <b>Depreciation</b>   |          |
| At 1 January 2015     | 319,427  |
| Charge for the year   | 16,423   |
| On disposals          | (20,099) |
| At 31 December 2015   | 315,751  |
| <b>Net book value</b> |          |
| At 31 December 2015   | 48,861   |
| At 31 December 2014   | 44,504   |

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**MARKETINGFILE LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**4. FIXED ASSET INVESTMENTS**

|  | £ |
|--|---|
| <b>Cost or valuation</b>               |   |
| At 1 January 2015 and 31 December 2015 | 5 |
| <b>Net book value</b>                  |   |
| At 31 December 2015                    | 5 |
| At 31 December 2014                    | 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 2015 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows:

| Name                           | Aggregate of<br>share capital<br>and reserves<br>£ | Profit/(loss)<br>£ |
|--------------------------------|--|--------------------|
| MarketingFile.com Limited      | 1  | -                  |
| MarketingFile Services Limited | 1  | -                  |
| Print and Post Limited         | 1  | -                  |
| Touchpoint Marketing Limited   | 1  | -                  |
| Touchpoint Limited             | 1  | -                  |

**5. SHARE CAPITAL**

|   | 2015<br>£      | 2014<br>£      |
|---|----------------|----------------|
| <b>Allotted, called up and fully paid</b> |                |                |
| 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> |

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**MARKETINGFILE LIMITED**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2015**

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**6. DIRECTORS' BENEFITS: ADVANCES, CREDIT AND GUARANTEES**

Kieron Karue has a director's loan account with the company. At the 31 December 2015 there was an amount due from Kieron Karue of £778 (2014: £7,122).

Timothy Wise has a director's loan account with the company. At the 31 December 2015 there was an amount due to Timothy Wise of £11,988 (2014: £2,000 due from Timothy Wise).

Paul R Lo also had a director's loan account with the company in the prior year and at the 31 December 2014 there was an amount due from Paul Lo of £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.