Company Registration No. 1036821

Advertiser North London Limited

Report and Financial Statements

31 December 2017



Advertiser North London Limited
(Registration No. 1036821)

Directors' report

The directors present their annual report and the unaudited financial statements for the 52 weeks ended 31 December 2017.

Principal activity

The company is non trading.

Results, review of activities and future prospects

The company has not traded during the period and has therefore made neither a profit nor a loss nor any other recognised gain or loss, in the period or the prior period. It is not envisaged that the company will commence trading in the next period.

Directors, secretary and registered office

The directors who served during the period were:

Vijay Vaghela

Simon Fox

Reach Directors Limited (formerly T M Directors Limited)

During the period, the company has maintained adequate cover for its directors and officers under a directors' and officers' liability insurance policy.

The secretary of the company is Reach Secretaries Limited (formerly T M Secretaries Limited).

The registered office of the company is One Canada Square, Canary Wharf, London, E14 5AP.

Statement of directors' responsibilities

The directors are responsible for preparing the annual report and financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare such financial statements for each financial year. Under that law the directors have chosen to prepare the company financial statements in accordance with Financial Reporting Standard 101 *Reduced Disclosure Framework*. Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether Financial Reporting Standard 101 *Reduced Disclosure Framework* has been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the Board

Reach Secretaries Limited

20 AUGUST 2018

Advertiser North London Limited
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Balance sheet

	31 December 2017 £	1 Janauary 2017 £
Current liabilities		
Creditors: Amounts due to fellow subsidiaries	(3,527,370)	(3,527,370)
Net liabilities	(3,527,370)	(3,527,370)
Equity capital and reserves		
Share capital		
Allotted, called up and fully paid:		
200 ordinary shares of £1 each	200	200
Profit and loss account	(3,527,570)	(3,527,570)
Shareholders' funds	(3,527,370)	(3,527,370)

The company has been dormant throughout the period and members have not required the company to obtain an audit in accordance with Section 476 of the Companies Act 2006. Accordingly, the company is entitled to the exemption from audit under Section 480 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

These financial statements were approved by the board of directors on 16 August 2018.

Signed on behalf of the directors

Reach Directors Limited

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Notes to the accounts
For the period ended 31 December 2017

1. Accounting policies

The accounting policies have all been applied consistently throughout the period and the preceding period. The financial statements are prepared in accordance with applicable law and United Kingdom accounting standards. The particular accounting policies adopted are described below.

Accounting convention

The financial statements are prepared under the historical cost convention.

2. Profit and loss account

The company has not traded in the period or prior period and, accordingly, it has made neither a profit nor a loss. No profit and loss account has therefore been prepared.

3. Information regarding directors and employees

The company has no employees. The directors received no remuneration in respect of services to the company in the period or prior period.

4. Ultimate parent company and immediate parent undertaking

In the opinion of the directors, the company's ultimate parent company and controlling entity at the period end was Reach plc, a company incorporated and registered in England and Wales. Reach plc is the parent undertaking of the largest and smallest group which includes the company and for which group financial statements are prepared. Copies of the group financial statements are available from its registered office at One Canada Square, Canary Wharf, London, E14 5AP.

The immediate parent undertaking is Advertiser North London Group (Holdings) Limited, a company registered in England and Wales.