REGISTERED NUMBER: 04116421 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

FOR

ALLIANCE DIRECT EUROPE LIMITED

SATURDAY

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COMPANIES HOUSE

ALLIANCE DIRECT EUROPE LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2012

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ALLIANCE DIRECT EUROPE LIMITED

COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2012

DIRECTORS:	S J C Baldwin A C Saunders
SECRETARY:	S J C Baldwin
REGISTERED OFFICE	Adrenalin House Brooklands Park Farningham Road CROWBOROUGH East Sussex TN6 2JD
REGISTERED NUMBER:	04116421 (England and Wales)
ACCOUNTANTS:	Wells Associates 10 Lonsdale Gardens Tunbridge Wells Kent TN1 1NU

ALLIANCE DIRECT EUROPE LIMITED (REGISTERED NUMBER: 04116421)

ABBREVIATED BALANCE SHEET
31 DECEMBER 2012

	Notes	2012 £	2012 £	2011 £	2011 £
FIXED ASSETS					
Tangible assets	2		2,416		3,222
CURRENT ASSETS					
Debtors		6,624		33,625	
Cash at bank and in hand		332		570	
		6,956		34,195	
CREDITORS					
Amounts falling due within one year		91,120		101,327	
NET CURRENT LIABILITIES			(84,164)		(67,132)
TOTAL ASSETS LESS CURRENT LIABILITIES			(81,748)		(63,910)
CREDITORS					
Amounts falling due after more than one year	3		(35)		(35)
PROVISIONS FOR LIABILITIES			-		(52)
NET LIABILITIES			(81,783)		(63,997)
CAPITAL AND RESERVES					
Called up share capital	4		100		100
Profit and loss account			(81,883)		(64,097)
SHAREHOLDERS' FUNDS			(81,783)		(63,997)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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 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 notes form part of these abbreviated accounts

continued

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2012

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 27/9/13 and were signed on its behalf by

S J C Baldwin - Director

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

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)

Turnover
Turnover represents net invoiced sales of goods and services, excluding value added tax

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Plant and machinery	- 25% on reducing balance
Computer equipment	- 50% on cost

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2012 and 31 December 2012	62,725
DEPRECIATION	
At 1 January 2012	59,503
Charge for year	806
At 31 December 2012	60,309
NET BOOK VALUE	
At 31 December 2012	2,416
At 31 December 2011	3,222

3 CREDITORS

Creditors include the following debts falling due in more than five years

	2012 £	2011 £
Repayable otherwise than by instalments	35	35

continued

3 **CREDITORS - continued**

Details of shares shown as liabilities are as follows

Allotted, issued and fully paid

Number	Class	Nominal value	2012 £	2011 £
20	A Deferred	£1	20	20
10	B Deferred	£1	10	10
5	C Deferred	£1	5	5
			35	35

4 **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid

Number	Class	Nominal value	2012 £	2011 £
100	Ordinary	£1	100	100