Registered Number 04792921

Brand XL Limited

Abbreviated Accounts

30 June 2011

Brand XL Limited **Registered Number 04792921**

Company Information

Registered Office:
22 Guildown Avenue
Woodside Park
London
N12 7DQ

Reporting Accountants:
Stuart Harris Associates
Chartered Certified Accountants and Registered Auditors
Woodside House
22 Guildown Avenue
Woodside Park
London
N12 7DQ

Brand XL Limited **Registered Number 04792921**

Balance Sheet as at 30 June 2011

	Notes	2011		2010	
		£	£	£	£
Fixed assets					
Tangible	2		961		783
			961		783
Current assets					
Debtors		57,506		88,583	
Cash at bank and in hand		80,819		17,967	
Total current assets		138,325		106,550	
Creditors: amounts falling due within one year		(139,076)		(106,783)	
Net current assets (liabilities)			(751)		(233)
Total assets less current liabilities			210		550
Provisions for liabilities			(202)		(164)
Total net assets (liabilities)			8		386
Capital and reserves					
Called up share capital	3		2		2
Profit and loss account			6		384
Shareholders funds			8		386

a. For the year ending 30 June 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 22 September 2011

And signed on their behalf by:
A J Bass, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 30 June 2011

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, excluding value added tax.

Deferred tax

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

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Computer equipment	25% on cost

2 **Tangible fixed assets**

	Total
Cost	**£**
At 01 July 2010	3,912
Additions	827
At 30 June 2011	4,739
Depreciation	
At 01 July 2010	3,129
Charge for year	649
At 30 June 2011	3,778
Net Book Value	
At 30 June 2011	961
At 30 June 2010	783

3 **Share capital**

	2011	2010
	£	**£**
Allotted, called up and fully paid:		
2 Ordinary shares of £1 each	2	2

4 Transactions with directors

A J Bass had a loan during the year. The balance at 30 June 2011 was £242 (1 July 2010 - £2,767), £2,525 was repaid during the year.