REGISTERED NUMBER: 04792921 (England and Wales)

Unaudited Financial Statements for the Year Ended 30 June 2017

for

Brand XL Limited

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

Contents of the Financial Statements
for the Year Ended 30 June 2017

	Page
Company Information	1
Abridged Balance Sheet	2
Notes to the Financial Statements	4
Report of the Accountants	6

Company Information
for the Year Ended 30 June 2017

DIRECTOR:	A J Bass
SECRETARY:	Mrs V Bass
REGISTERED OFFICE:	Woodside House 22 Guildown Avenue Woodside Park London N12 7DQ
REGISTERED NUMBER:	04792921 (England and Wales)
ACCOUNTANTS:	Stuart Harris Associates Chartered Certified Accountants and Statutory Auditors Woodside House 22 Guildown Avenue Woodside Park London N12 7DQ

Abridged Balance Sheet
30 June 2017

	Notes	30.6.17 £	£	*30.6.16* *£*	*£*
FIXED ASSETS					
Tangible assets	4		2,270		*2,448*
CURRENT ASSETS					
Debtors		176,397		*150,390*	
Cash at bank		561		*69,352*	
		176,958		*219,742*	
CREDITORS					
Amounts falling due within one year		166,786		*142,466*	
NET CURRENT ASSETS			10,172		*77,276*
TOTAL ASSETS LESS CURRENT LIABILITIES			12,442		*79,724*
PROVISIONS FOR LIABILITIES			454		*490*
NET ASSETS			11,988		*79,234*
CAPITAL AND RESERVES					
Called up share capital			2		*2*
Retained earnings			11,986		*79,232*
SHAREHOLDERS' FUNDS			11,988		*79,234*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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 financial statements

continued...

Abridged Balance Sheet - continued
30 June 2017

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

All the members have consented to the preparation of an abridged Income Statement and an abridged Balance Sheet for the year ended 30 June 2017 in accordance with Section 444(2A) of the Companies Act 2006.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 13 March 2018 and were signed by:

A J Bass - Director

The notes form part of these financial statements

1. STATUTORY INFORMATION

Brand XL Limited is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover
Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

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 etc - 25% on cost

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 .

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4. TANGIBLE FIXED ASSETS

	Totals £
COST	
At 1 July 2016	10,496
Additions	954
At 30 June 2017	11,450
DEPRECIATION	
At 1 July 2016	8,048
Charge for year	1,132
At 30 June 2017	9,180
NET BOOK VALUE	
At 30 June 2017	2,270
At 30 June 2016	*2,448*

5. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 30 June 2017 and 30 June 2016:

	30.6.17 £	*30.6.16* *£*
A J Bass		
Balance outstanding at start of year	-	*54,422*
Amounts advanced	23,229	-
Amounts repaid	-	*(54,422)*
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	23,229	-

6. RELATED PARTY DISCLOSURES

During the year, total dividends of £144,000 (2016 : £165,052) were paid to the director, Mr A J Bass, and his wife who is also a shareholder.

At the year end, the company was owed £34,451 (2016 : £25,950) by Providence Foods Limited, a company in which the director, Mr A J Bass, is the sole director and shareholder.

7. ULTIMATE CONTROLLING PARTY

The company is jointly controlled by Mr and Mrs A J Bass, who own 100% of the issued share capital.

Report of the Accountants to the Director of Brand XL Limited

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Abridged Income Statement and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.

As described on the Balance Sheet you are responsible for the preparation of the financial statements for the year ended 30 June 2017 set out on pages three to seven and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

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

13 March 2018

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 1072 of the Companies Act 2006.