

**Registered Number 08060813**

**KEEN DIGITAL MARKETING LTD**

**Abbreviated Accounts**

**31 May 2016**

## Abbreviated Balance Sheet as at 31 May 2016

|                                                       | <i>Notes</i> | <i>2016</i>    | <i>2015</i>  |
|-------------------------------------------------------|--------------|----------------|--------------|
|                                                       |              | £              | £            |
| <b>Fixed assets</b>                                   |              |                |              |
| Tangible assets                                       | 2            | 2,200          | 941          |
|                                                       |              | <u>2,200</u>   | <u>941</u>   |
| <b>Current assets</b>                                 |              |                |              |
| Debtors                                               |              | 2,950          | 1,708        |
| Cash at bank and in hand                              |              | 270            | 784          |
|                                                       |              | <u>3,220</u>   | <u>2,492</u> |
| <b>Creditors: amounts falling due within one year</b> |              | (4,426)        | (2,945)      |
| <b>Net current assets (liabilities)</b>               |              | <u>(1,206)</u> | <u>(453)</u> |
| <b>Total assets less current liabilities</b>          |              | <u>994</u>     | <u>488</u>   |
| <b>Provisions for liabilities</b>                     |              | (440)          | (188)        |
| <b>Total net assets (liabilities)</b>                 |              | <u>554</u>     | <u>300</u>   |
| <b>Capital and reserves</b>                           |              |                |              |
| Called up share capital                               | 3            | 2              | 2            |
| Profit and loss account                               |              | 552            | 298          |
| <b>Shareholders' funds</b>                            |              | <u>554</u>     | <u>300</u>   |

- For the year ending 31 May 2016 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 14 February 2017

And signed on their behalf by:

**Lorraine Robinson, Director**

## Notes to the Abbreviated Accounts for the period ended 31 May 2016

## 1 Accounting Policies

**Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

**Turnover policy**

Turnover represents the total invoice value, excluding value added tax, of sales made during the year and derives from the provision of goods falling within the company's ordinary activities.

**Tangible assets depreciation policy**

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Plant & Machinery - 25% Reducing Balance

Fixtures, Fittings & Equipment - 25% Reducing Balance

## 2 Tangible fixed assets

|                        | £            |
|------------------------|--------------|
| <b>Cost</b>            |              |
| At 1 June 2015         | 1,999        |
| Additions              | 1,992        |
| Disposals              | -            |
| Revaluations           | -            |
| Transfers              | -            |
| At 31 May 2016         | <u>3,991</u> |
| <b>Depreciation</b>    |              |
| At 1 June 2015         | 1,058        |
| Charge for the year    | 733          |
| On disposals           | -            |
| At 31 May 2016         | <u>1,791</u> |
| <b>Net book values</b> |              |
| At 31 May 2016         | <u>2,200</u> |
| At 31 May 2015         | <u>941</u>   |

## 3 Called Up Share Capital

Allotted, called up and fully paid:

|                              | 2016 | 2015 |
|------------------------------|------|------|
|                              | £    | £    |
| 2 Ordinary shares of £1 each | 2    | 2    |

## 4 Transactions with directors

|                                               |                    |
|-----------------------------------------------|--------------------|
| Name of director receiving advance or credit: | Lorraine Robinson  |
| Description of the transaction:               | Interest free loan |
| Balance at 1 June 2015:                       | £ 797              |
| Advances or credits made:                     | -                  |
| Advances or credits repaid:                   | £ 797              |
| Balance at 31 May 2016:                       | <u>£ 0</u>         |

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|                                               |                    |
|-----------------------------------------------|--------------------|
| Name of director receiving advance or credit: | Dean Robinson      |
| Description of the transaction:               | Interest free loan |
| Balance at 1 June 2015:                       | £ 907              |
| Advances or credits made:                     | £ 2,041            |
| Advances or credits repaid:                   | -                  |
| Balance at 31 May 2016:                       | <u>£ 2,948</u>     |

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