REGISTERED NUMBER: 08352021 (England and Wales)

Unaudited Financial Statements for the Year Ended 31 January 2020

for

WORLD JEWELLERY PAGES LTD

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for the Year Ended 31 January 2020

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WORLD JEWELLERY PAGES LTD

Company Information
for the Year Ended 31 January 2020

DIRECTOR:	R G JAKUSCONEK
SECRETARY:	
REGISTERED OFFICE:	9 Seagrave Road LONDON SW6 1RP
REGISTERED NUMBER:	08352021 (England and Wales)

Balance Sheet
31 January 2020

	Notes	31.1.20 £	31.1.19 £
CREDITORS			
Amounts falling due within one year	4	18,776	16,895
NET CURRENT LIABILITIES		(18,776)	(16,895)
TOTAL ASSETS LESS CURRENT LIABILITIES		(18,776)	(16,895)
CAPITAL AND RESERVES			
Called up share capital	5	1	1
Retained earnings		(18,777)	(16,896)
SHAREHOLDERS' FUNDS		(18,776)	(16,895)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2020 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 financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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 and authorised for issue on 10 October 2020 and were signed by:

R G JAKUSCONEK - Director

The notes form part of these financial statements

1. STATUTORY INFORMATION

World Jewellery Pages Ltd is a private company limited by share capital incorporated in England and Wales, registration number 08352021. The address of the registered office is 9 Seagrave Road, London SW6 1RP.

2. ACCOUNTING POLICIES

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

Turnover
Turnover is measured as the fair value of the consideration received or receivable excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before conditions are satisfied:

* The amount of revenue can be measured reliably
* It is probable that the Company will receive the consideration due under the contract.
* The stage of completion of the contract at the end of the reporting period can be measured reliably and
* The costs incurred and the costs to complete the contract can be measured reliably.

Financial instruments
The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties an investments in non-puttable ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in profit or loss.

Financial assets and liabilities are offset and the net amount reported in the balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to release the asset and settle the liability simultaneously.

Taxation
The Tax expense for the period comprises current and deferred tax. Tax is recognised in profit and loss except that a change attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

Deferred Tax balances are recognised in respect of all timing differences that have originated but not reserved by the Balance Sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if an when all conditions for retaining associated tax allowances have been met.

Both current and deferred tax is determined using tax rates and laws that have been enacted by the balance sheet date.

Interest income
Interest Income is recognised in profit and loss using the effective interest method.

continued...

2. ACCOUNTING POLICIES - continued

Debtors
Basic financial assets, including trade and other debtors, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Such assets are subsequently carried at amortised cost using the effective interest method, less any impairment.

Cash and cash equivalents
Cash and Cash equivalents are represented by cash in hand, deposits held at call with financial institutions, and other short-term highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

Creditors
Basic financial liabilities, including trade and other creditors, loans from third parties and loans from related parties, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Such instruments are subsequently carried at amortised cost using the effective method, less any impairment.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2019 - 1) .

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.20	31.1.19
	£	£
Trade creditors	600	600
Other creditors	18,176	16,295
	18,776	16,895

5. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.1.20 £	31.1.19 £
1	Ordinary	£1	1	1

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.