COY HOUSE

Company Registration number 363385

PERCEPTIVE MARKETING LIMITED

Abbreviated Accounts

For the year ended 31 August 2012

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PERCEPTIVE MARKETING LIMITED

Financial statements for the year ended 31 August 2012

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PERCEPTIVE MARKETING LIMITED

Abbreviated balance sheet as at 31 August 2012

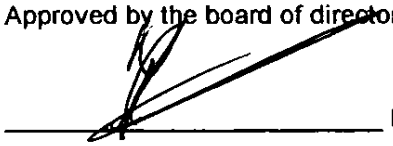
	Notes	2012 £	2011 £
Fixed assets			
Tangible assets	2	**9,707**	14,561
Current assets			
Debtors		**4,166**	9,345
Cash at bank and in hand		**42,404**	42,115
		46,570	51,460
Creditors: amounts falling due within one year		**(7,014)**	(9,966)
Net current assets		**39,556**	41,494
Total assets less current liabilities		**49,263**	56,055
Capital and reserves			
Called up share capital	3	**1**	1
Profit and loss account		**49,262**	56,054
Shareholders' funds		**49,263**	56,055

These accounts have been prepared in accordance with the provisions available to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

For the financial year ended 31 August 2012 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The director acknowledges his responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and if its profit or loss for the 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 accounts, so far as applicable to the company.

Approved by the board of directors on 14 May 2013 and signed on its behalf.



Roger Ferdinand - Director

Company Registration No: 363385

The notes on pages 2 to 2 form part of these financial statements.

PERCEPTIVE MARKETING LIMITED

Notes to the abbreviated accounts for the year ended 31 August 2012

1 Accounting policies

a) Basis of accounting

The financial statements are prepared on the historical cost basis of accounting and have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The company has taken advantage of the exemption, conferred by Financial Reporting Standard 1, from presenting a cash flow statement as it qualifies as a small company.

b) Turnover

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

c) Depreciation of tangible fixed assets

Depreciation is provided on all tangible fixed assets at rates calculated to write off the full cost or valuation less estimated residual value of each asset over its estimated useful life. The principal rates in use are:

Motor vehicles	25%	on cost

2 Fixed assets

	Tangible fixed assets £
Cost:	
At 1 September 2011	19,415
Depreciation:	
At 1 September 2011	4,854
Provision for the period	4,854
At 31 August 2012	9,708
Net book value:	
At 31 August 2012	9,707
At 31 August 2011	14,561

3 Called-up share capital

	2012 £	*2011* £
Allotted, called up and fully paid		
Equity shares:		
Ordinary shares of £1 each	**1**	1