

**DEPLOY YOUR BRAND LTD  
DIRECTOR'S REPORT AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MAY 2017**

Donn Sheldon

21 Forbes Place  
Paisley  
PA1 1UT

**Deploy Your Brand Ltd**  
**Director's Report and Unaudited Financial Statements**  
**For The Year Ended 31 May 2017**

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**Deploy Your Brand Ltd**  
**Company Information**  
**For The Year Ended 31 May 2017**

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|                          |                                                       |
|--------------------------|-------------------------------------------------------|
| <b>Director</b>          | Mr Pascal Holt                                        |
| <b>Company Number</b>    | SC505613                                              |
| <b>Registered Office</b> | 21 Forbes Place<br>Paisley<br>PA1 1UT                 |
| <b>Accountants</b>       | Donn Sheldon<br>21 Forbes Place<br>Paisley<br>PA1 1UT |

**Deploy Your Brand Ltd**  
**Company No. SC505613**  
**Director's Report For The Year Ended 31 May 2017**

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The director presents his report and the financial statements for the year ended 31 May 2017.

**Statement of Director's Responsibilities**

The director is responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the director must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements the director is required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The director is responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. He is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Directors**

The directors who held office during the year were as follows:

Mr Pascal Holt

**Small Company Rules**

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

On behalf of the board

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**Mr Pascal Holt**

**24/01/2018**

**Deploy Your Brand Ltd**  
**Accountant's Report**  
**For The Year Ended 31 May 2017**

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This report is made to the director in accordance with the terms of our engagement. Our work has been undertaken to prepare for approval by the director the financial statements that we have been engaged to compile, to report to the director that we have done so, and to state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's director for our work or for this report.

You have acknowledged on the balance sheet as at year ended 31 May 2017 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

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**24/01/2018**

Donn Sheldon

21 Forbes Place  
Paisley  
PA1 1UT

**Deploy Your Brand Ltd**  
**Dormant Profit and Loss Account Statement**  
**For The Year Ended 31 May 2017**

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The company has not traded during the year or the preceding financial year. During these years, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

**Deploy Your Brand Ltd**  
**Balance Sheet**  
**As at 31 May 2017**

|                                              |       | 31 May 2017 |                 | Period to 31 May 2016 |                 |
|----------------------------------------------|-------|-------------|-----------------|-----------------------|-----------------|
|                                              | Notes | £           | £               | £                     | £               |
| <b>CURRENT ASSETS</b>                        |       |             |                 |                       |                 |
| Cash at bank and in hand                     |       | 1           |                 | 1                     |                 |
|                                              |       | <u>1</u>    |                 | <u>1</u>              |                 |
|                                              |       | 1           |                 | 1                     |                 |
| <b>NET CURRENT ASSETS (LIABILITIES)</b>      |       |             | <u>1</u>        |                       | <u>1</u>        |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |             | <u>1</u>        |                       | <u>1</u>        |
| <b>NET ASSETS</b>                            |       |             | <u><u>1</u></u> |                       | <u><u>1</u></u> |
| <b>CAPITAL AND RESERVES</b>                  |       |             |                 |                       |                 |
| Called up share capital                      | 3     |             | 1               |                       | 1               |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |             | <u>1</u>        |                       | <u>1</u>        |

For the year ending 31 May 2017 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

**Director's responsibilities**

- The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The director acknowledges his 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.

On behalf of the board

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**Mr Pascal Holt**

**24/01/2018**

The notes on page 6 form part of these financial statements.

**Deploy Your Brand Ltd**  
**Notes to the Unaudited Accounts**  
**For The Year Ended 31 May 2017**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**2. Operating Profit**

The operating profit is stated after charging:

|  | <b>31 May 2017</b>          | <b>Period to 31<br/>May 2016</b> |
|--|-----------------------------|----------------------------------|
|  | <b>£</b>                    | <b>£</b>                         |
|  | <u>                    </u> | <u>                    </u>      |

**3. Share Capital**

|                                           | <b>Value</b> | <b>Number</b>               | <b>31 May 2017</b>          | <b>Period to 31<br/>May 2016</b> |
|-------------------------------------------|--------------|-----------------------------|-----------------------------|----------------------------------|
|                                           | <b>£</b>     |                             | <b>£</b>                    | <b>£</b>                         |
| <b>Allotted, called up and fully paid</b> |              |                             |                             |                                  |
| Ordinary shares                           | 1,000        | 1                           | 1                           | 1                                |
|                                           |              | <u>                    </u> | <u>                    </u> | <u>                    </u>      |

**4. Ultimate Controlling Party**

The company's ultimate controlling party is Pascal Holt by virtue of his ownership of 100% of the issued share capital in the company.

**5. General Information**

Deploy Your Brand Ltd Registered number SC505613 is a limited by shares company incorporated in Scotland. The Registered Office is 21 Forbes Place, Paisley, PA1 1UT.

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.