

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019
FOR
ALLIANCE DIRECT EUROPE LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2019**

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ALLIANCE DIRECT EUROPE LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2019**

DIRECTORS: S J C Baldwin
A C Saunders

SECRETARY: S J C Baldwin

REGISTERED OFFICE: Adrenalin House
Brooklands Park
Farningham Road
CROWBOROUGH
East Sussex
TN6 2JD

REGISTERED NUMBER: 04116421 (England and Wales)

ACCOUNTANTS: Wells Associates
10 Lonsdale Gardens
Tunbridge Wells
Kent
TN1 1NU

**STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2019**

	Notes	2019 £	£	2018 £	£
FIXED ASSETS					
Property, plant and equipment	4		460		1,185
CURRENT ASSETS					
Debtors	5	21,497		33,677	
Cash at bank and in hand		<u>2,301</u>		<u>25,370</u>	
		23,798		59,047	
CREDITORS					
Amounts falling due within one year	6	<u>152,060</u>		<u>194,262</u>	
NET CURRENT LIABILITIES			<u>(128,262)</u>		<u>(135,215)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			(127,802)		(134,030)
CREDITORS					
Amounts falling due after more than one year	7		35		35
NET LIABILITIES			<u>(127,837)</u>		<u>(134,065)</u>
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			<u>(127,937)</u>		<u>(134,165)</u>
SHAREHOLDERS' FUNDS			<u>(127,837)</u>		<u>(134,065)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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 Board of Directors and authorised for issue on 18 December 2020 and were signed on its behalf by:

S J C Baldwin - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019**

1. STATUTORY INFORMATION

Alliance Direct Europe 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 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 represents net invoiced sales of goods and services, excluding value added tax.

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 - 25% on reducing balance
Computer equipment - 50% on cost

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 5 (2018 - 5) .

4. PROPERTY, PLANT AND EQUIPMENT

	Plant and machinery £	Computer equipment £	Totals £
COST			
At 1 January 2019	61,400	2,835	64,235
Additions	-	275	275
At 31 December 2019	<u>61,400</u>	<u>3,110</u>	<u>64,510</u>
DEPRECIATION			
At 1 January 2019	60,970	2,080	63,050
Charge for year	107	893	1,000
At 31 December 2019	<u>61,077</u>	<u>2,973</u>	<u>64,050</u>
NET BOOK VALUE			
At 31 December 2019	<u>323</u>	<u>137</u>	<u>460</u>
At 31 December 2018	<u>430</u>	<u>755</u>	<u>1,185</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019 £	2018 £
Trade debtors	21,364	33,544
Other debtors	133	133
	<u>21,497</u>	<u>33,677</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2019**

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	£
Trade creditors	12,964	19,922
Tax	23,679	22,936
Social security and other taxes	10,151	9,655
Other creditors	103,716	140,244
Accrued expenses	1,550	1,505
	<u>152,060</u>	<u>194,262</u>

7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2019	2018
	£	£
Preference shares	<u>35</u>	<u>35</u>
Amounts falling due in more than five years:		
Repayable otherwise than by instalments		
Preference shares	<u>35</u>	<u>35</u>