

**REGISTERED NUMBER: 01539760 (England and Wales)**

**REPORT OF THE DIRECTORS AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2019  
FOR  
FOX MARKETING SERVICES MC LIMITED**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

	<b>Page</b>
<b>Company Information</b>	1
<b>Report of the Directors</b>	2
<b>Report of the Independent Auditors</b>	3
<b>Income Statement</b>	5
<b>Other Comprehensive Income</b>	6
<b>Statement of Financial Position</b>	7
<b>Notes to the Financial Statements</b>	8

**FOX MARKETING SERVICES MC LIMITED**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

<b>DIRECTORS:</b>	K Stanton K Steele P S Exall
<b>SECRETARY:</b>	P S Exall
<b>REGISTERED OFFICE:</b>	10 Lonsdale Gardens Tunbridge Wells Kent TN1 1NU
<b>REGISTERED NUMBER:</b>	01539760 (England and Wales)
<b>AUDITORS:</b>	Wells Associates Statutory Auditors 10 Lonsdale Gardens Tunbridge Wells Kent TN1 1NU

**REPORT OF THE DIRECTORS  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

The directors present their report with the financial statements of the company for the year ended 28 February 2019.

**PRINCIPAL ACTIVITY**

The principal activity of the company in the year under review was that of the provision of printed materials and related goods and services.

**REVIEW OF BUSINESS**

During the period the business saw further consolidation of its position as a leading marketing services business. Fox Marketing Services MC is anticipating strong growth in sales performance next year further underpinning its commitment to supplying clients with great solutions to their marketing needs.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 March 2018 to the date of this report.

K Stanton  
K Steele  
P S Exall

Other changes in directors holding office are as follows:

R J Lewis - resigned 8 August 2018

M J Lewis ceased to be a director after 28 February 2019 but prior to the date of this report.

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have 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 directors 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 these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;

The directors are 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. They are 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.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

**AUDITORS**

The auditors, Wells Associates, will be proposed for re-appointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small

companies.

**ON BEHALF OF THE BOARD:**

K Stanton - Director

27 November 2019

Page 2

# REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF FOX MARKETING SERVICES MC LIMITED

## Opinion

We have audited the financial statements of Fox Marketing Services MC Limited (the 'company') for the year ended 28 February 2019 which comprise the Income Statement, Other Comprehensive Income, Statement of Financial Position and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 28 February 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

The directors are responsible for the other information. The other information comprises the information in the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Directors has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime
- and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

# REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF FOX MARKETING SERVICES MC LIMITED

## Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page two, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

## Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Auditors.

## Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Nigel Fellows (Senior Statutory Auditor)  
for and on behalf of Wells Associates  
Statutory Auditors  
10 Lonsdale Gardens  
Tunbridge Wells  
Kent  
TN1 1NU

27 November 2019

**INCOME STATEMENT  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

	Notes	Year ended 28.2.19 £	Period 1.6.17 to 28.2.18 £
<b>REVENUE</b>		9,402,211	1,564,888
Cost of sales		<u>5,428,927</u>	<u>989,073</u>
<b>GROSS PROFIT</b>		3,973,284	575,815
Administrative expenses		<u>3,354,169</u>	<u>487,790</u>
<b>OPERATING PROFIT</b>		619,115	88,025
Interest payable and similar expenses		<u>68,421</u>	-
<b>PROFIT BEFORE TAXATION</b>		550,694	88,025
Tax on profit		<u>148,677</u>	<u>75,380</u>
<b>PROFIT FOR THE FINANCIAL YEAR</b>		<u><u>402,017</u></u>	<u><u>12,645</u></u>

**OTHER COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

	Notes	Year ended 28.2.19 £	Period 1.6.17 to 28.2.18 £
<b>PROFIT FOR THE YEAR</b>		402,017	12,645
<b>OTHER COMPREHENSIVE INCOME</b>		<u>-</u>	<u>-</u>
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		<u>402,017</u>	<u>12,645</u>

**STATEMENT OF FINANCIAL POSITION**  
**28 FEBRUARY 2019**

	Notes	2019		2018	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets	4		1,633,500		1,815,000
Property, plant and equipment	5		<u>2,285,609</u>		<u>2,099,591</u>
			<u>3,919,109</u>		<u>3,914,591</u>
<b>CURRENT ASSETS</b>					
Inventories		305,893		165,000	
Debtors	6	3,367,696		3,413,402	
Cash at bank and in hand		<u>46,340</u>		<u>8,355</u>	
		<u>3,719,929</u>		<u>3,586,757</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u>4,868,402</u>		<u>4,979,774</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(1,148,473)</u>		<u>(1,393,017)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			2,770,636		2,521,574
<b>CREDITORS</b>					
Amounts falling due after more than one year	8		(922,005)		(1,102,756)
<b>PROVISIONS FOR LIABILITIES</b>			<u>(186,460)</u>		<u>(115,164)</u>
<b>NET ASSETS</b>			<u><u>1,662,171</u></u>		<u><u>1,303,654</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	11		100,000		100,000
Retained earnings			<u>1,562,171</u>		<u>1,203,654</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>1,662,171</u></u>		<u><u>1,303,654</u></u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors on 27 November 2019 and were signed on its behalf  
by:

K Stanton - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

**1. STATUTORY INFORMATION**

Fox Marketing Services MC 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.

**Revenue**

Revenue is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2018, is being amortised evenly over its estimated useful life of ten years.

**Property, plant and equipment**

Property, plant and equipment are measured at cost less accumulated depreciation and any accumulated impairment losses.

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Plant and machinery - 25%, 20% and 15% on reducing balance and 6.66% on cost

Fixtures and fittings - 25% and 20% on reducing balance

Motor vehicles - 25% on reducing balance

Office equipment - 33.33% on cost and 25% on reducing balance

Assets held under hire purchase contracts and finance leases are depreciated in the same way as owned assets.

At each statement of financial position date, the company reviews the carrying amount of its property, plant and equipment to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss, if any.

**Inventories**

Inventories are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Work in progress is valued on the basis of direct cost plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the statement of financial position date.

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

**2. ACCOUNTING POLICIES - continued**

**Taxation and deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the statement of financial position date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised as property, plant and equipment. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimate useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the income statement over the relevant period. The capital element of the future payments is treated as a liability.

Rentals applicable to operating leases where substantially all of the benefits and risks and rewards of ownership remain with the lessor are charged to the income statement on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable to the company's pension scheme are charged to profit and loss in the period to which they relate.

**3. EMPLOYEES AND DIRECTORS**

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

**4. INTANGIBLE FIXED ASSETS**

Goodwill  
£

**COST**

At 1 March 2018	1,815,000
Additions	<u>3,000</u>
At 28 February 2019	<u>1,818,000</u>

**AMORTISATION**

Charge for year	<u>184,500</u>
At 28 February 2019	<u>184,500</u>

**NET BOOK VALUE**

At 28 February 2019	<u>1,633,500</u>
At 28 February 2018	<u>1,815,000</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 28 FEBRUARY 2019

5. PROPERTY, PLANT AND EQUIPMENT

	Short leasehold £	Office equipment £	Plant and machinery £
<b>COST</b>			
At 1 March 2018	-	4,328	2,594,336
Additions	72,947	14,906	393,318
Disposals	-	-	(55,370)
At 28 February 2019	<u>72,947</u>	<u>19,234</u>	<u>2,932,284</u>
<b>DEPRECIATION</b>			
At 1 March 2018	-	-	514,510
Charge for year	1,750	6,112	264,188
Eliminated on disposal	-	-	(32,024)
At 28 February 2019	<u>1,750</u>	<u>6,112</u>	<u>746,674</u>
<b>NET BOOK VALUE</b>			
At 28 February 2019	<u>71,197</u>	<u>13,122</u>	<u>2,185,610</u>
At 28 February 2018	<u>-</u>	<u>4,328</u>	<u>2,079,826</u>

	Fixtures and fittings £	Motor vehicles £	Totals £
<b>COST</b>			
At 1 March 2018	59,131	4,006	2,661,801
Additions	-	17,722	498,893
Disposals	-	-	(55,370)
At 28 February 2019	<u>59,131</u>	<u>21,728</u>	<u>3,105,324</u>
<b>DEPRECIATION</b>			
At 1 March 2018	47,700	-	562,210
Charge for year	11,407	6,072	289,529
Eliminated on disposal	-	-	(32,024)
At 28 February 2019	<u>59,107</u>	<u>6,072</u>	<u>819,715</u>
<b>NET BOOK VALUE</b>			
At 28 February 2019	<u>24</u>	<u>15,656</u>	<u>2,285,609</u>
At 28 February 2018	<u>11,431</u>	<u>4,006</u>	<u>2,099,591</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 28 FEBRUARY 2019

5. **PROPERTY, PLANT AND EQUIPMENT - continued**

Fixed assets, included in the above, which are held under hire purchase contracts are as follows:

	Plant and machinery £	Motor vehicles £	Totals £
<b>COST</b>			
At 1 March 2018	2,049,431	-	2,049,431
Additions	377,518	17,722	395,240
Disposals	(20,370)	-	(20,370)
At 28 February 2019	<u>2,406,579</u>	<u>17,722</u>	<u>2,424,301</u>
<b>DEPRECIATION</b>			
At 1 March 2018	305,644	-	305,644
Charge for year	206,840	2,068	208,908
Eliminated on disposal	(4,431)	-	(4,431)
At 28 February 2019	<u>508,053</u>	<u>2,068</u>	<u>510,121</u>
<b>NET BOOK VALUE</b>			
At 28 February 2019	<u>1,898,526</u>	<u>15,654</u>	<u>1,914,180</u>
At 28 February 2018	<u>1,743,787</u>	<u>-</u>	<u>1,743,787</u>

6. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2019 £	2018 £
Trade debtors	1,994,093	1,900,004
Amounts owed by group undertakings	1,034,752	1,281,449
Other debtors	338,851	231,949
	<u>3,367,696</u>	<u>3,413,402</u>

7. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2019 £	2018 £
Hire purchase contracts (see note 9)	495,173	388,431
Trade creditors	1,550,985	1,117,989
Amounts owed to group undertakings	911,347	390,454
Taxation and social security	82,279	101,737
Other creditors	<u>1,828,618</u>	<u>2,981,163</u>
	<u>4,868,402</u>	<u>4,979,774</u>

8. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2019 £	2018 £
Hire purchase contracts (see note 9)	<u>922,005</u>	<u>1,102,756</u>

9. **LEASING AGREEMENTS**

Minimum lease payments fall due as follows:

	Hire purchase contracts	
	2019 £	2018 £
Net obligations repayable:		
Within one year	495,173	388,431
Between one and five years	<u>922,005</u>	<u>1,102,756</u>
	<u>1,417,178</u>	<u>1,491,187</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 28 FEBRUARY 2019**

**9. LEASING AGREEMENTS - continued**

	Non-cancellable operating leases	
	2019	2018
	£	£
Within one year	41,462	16,560
Between one and five years	78,164	8,280
	<u>119,626</u>	<u>24,840</u>

**10. SECURED DEBTS**

The following secured debts are included within creditors:

	2019	2018
	£	£
Hire purchase contracts	1,417,178	1,491,187
Invoice discounting	1,294,547	1,378,280
	<u>2,711,725</u>	<u>2,869,467</u>

The amounts advanced under the invoice finance agreement are secured by a fixed and floating charge over the company's assets.

**11. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2019	2018
			£	£
100,000	Ordinary	1	<u>100,000</u>	<u>100,000</u>

**12. RELATED PARTY DISCLOSURES**

As at 28 February 2019, the company owed £875,266 (2018 was owed: £1,281,449) to Fox Print Services (Tunbridge Wells) Ltd a company also controlled by Fox Print Holdings Limited. It also owed £35,809 (2018: nil) to Fox Print Holdings Ltd.

As at 28 February 2019, the company was owed £1,034,752 (2018 owed: £390,454) from Fox Managed Solutions Limited, a company also controlled by Fox Print Holdings Limited.

The above loans are unsecured, interest free and repayable on demand.

**13. ULTIMATE CONTROLLING PARTY**

The company is controlled by Fox Print Holdings Limited, a company incorporated in England and Wales. The registered office of Fox Print Holdings Limited is; 10 Lonsdale Gardens, Tunbridge Wells, Kent, TN1 1NU.