

PERSUASION LTD

ACCOUNTS

For the 12 months ended

31 DECEMBER 2017



Registration Number 1523667

PERSUASION LTD
REGISTRATION NUMBER: 1523667

BALANCE SHEET AS AT 31 DECEMBER 2017

	31 December 2017 £	31 December 2016 £
Creditors: amounts falling due after more than one year (owed by parent company)	<u>(62,356)</u>	<u>(62,356)</u>
Capital and reserves		
Called up share capital (Note 2)	100	100
Profit and loss account	<u>(62,456)</u>	<u>(62,456)</u>
	<u>(62,356)</u>	<u>(62,356)</u>

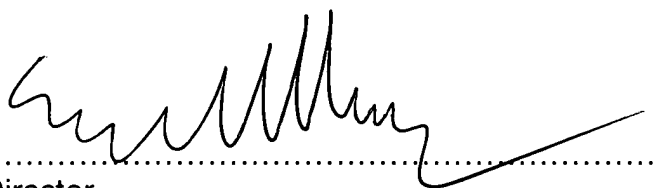
For the year ended 31 December 2017 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Directors' responsibilities:

- a) The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- b) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Approved by the Board on 26 January 2018



Director
S J May

PERSUASION LTD

NOTES ON THE ACCOUNTS AS AT 31 DECEMBER 2017

1. ACCOUNTING POLICIES

The accounts have been prepared in accordance with applicable United Kingdom Accounting Standards and under the historical cost convention.

2. SHARE CAPITAL

	31 December 2017 £	31 December 2016 £
Called up, allotted and fully paid		
100 ordinary shares of £1 each	<u>100</u>	<u>100</u>

3. PARENT UNDERTAKINGS

The immediate parent undertaking is Time Inc. (UK) Ltd.

Time Inc. is the ultimate parent undertaking of the largest group of undertakings of which the company was a member and for which group financial statements are drawn up. Copies of Time Inc.'s financial statements can be obtained from Time Inc., 225 Liberty Street, New York, NY 10381, USA.