

# Web Advertising Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 August 2016

Roderick Gunkel & Associates Ltd  
Orchardlea  
Callander  
FK17 8BG

# Web Advertising Limited

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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared.

**Chartered Certified Accountants' Report to the Director on the Preparation of the Unaudited  
Statutory Accounts of  
Web Advertising Limited  
for the Year Ended 31 August 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Web Advertising Limited for the year ended 31 August 2016 set out on pages from the company's accounting records and from information and explanations you have given us.

As a member of the Association Of Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://rulebook/accaglobal.com>.

This report is made solely to the Board of Directors of Web Advertising Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Web Advertising Limited and state those matters that we have agreed to state to them, as a body. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Web Advertising Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Web Advertising Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Web Advertising Limited. You consider that Web Advertising Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Web Advertising Limited. 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 statutory accounts.

.....

Roderick Gunkel & Associates Ltd  
Orchardlea  
Callander  
FK17 8BG  
6 December 2016

**Web Advertising Limited**  
**(Registration number: SC159911)**  
**Abbreviated Balance Sheet at 31 August 2016**

	Note	2016 £	2015 £
<b>Fixed assets</b>			
Tangible fixed assets		1,330	1,670
<b>Current assets</b>			
Stocks		1,500	3,000
Debtors		25,527	37,425
Cash at bank and in hand		5	5
		27,032	40,430
Creditors: Amounts falling due within one year		(50,194)	(45,575)
Net current liabilities		(23,162)	(5,145)
Net liabilities		(21,832)	(3,475)
<b>Capital and reserves</b>			
Called up share capital	<u>4</u>	91	91
Profit and loss account		(21,923)	(3,566)
Shareholders' deficit		(21,832)	(3,475)

For the year ending 31 August 2016 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have 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 .

Approved by the director on 6 December 2016

.....  
Andrew Robert Adamson  
Director

The notes on pages 3 to 4 form an integral part of these financial statements.

**Web Advertising Limited**  
**Notes to the Abbreviated Accounts for the Year Ended 31 August 2016**  
*..... continued*

**1 Accounting policies**

**Basis of preparation**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective January 2015).

**Turnover**

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

**Depreciation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Fixtures, fittings, tools and equipment	20-50% reducing balance p.a.

**Work in progress**

Work in progress is valued at the lower of cost and net realisable value, after due regard for obsolete and slow moving stocks. Net realisable value is based on selling price less anticipated costs to completion and selling costs. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

**Pensions**

The company operates a defined contribution pension scheme. Contributions are recognised in the profit and loss account in the period in which they become payable in accordance with the rules of the scheme.

**Tangible fixed assets**

	<b>Office equipment £</b>	<b>Total £</b>
<b>Cost or valuation</b>		
At 1 September 2015	37,303	37,303
<b>Depreciation</b>		
At 1 September 2015	35,633	35,633
Charge for the year	340	340
At 31 August 2016	35,973	35,973
<b>Net book value</b>		
At 31 August 2016	1,330	1,330
At 31 August 2015	1,670	1,670

**Web Advertising Limited**  
**Notes to the Abbreviated Accounts for the Year Ended 31 August 2016**  
*..... continued*

**2 Fixed assets**

	<b>Tangible assets</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 September 2015	37,303	37,303
At 31 August 2016	37,303	37,303
<b>Depreciation</b>		
At 1 September 2015	35,633	35,633
Charge for the year	340	340
At 31 August 2016	35,973	35,973
<b>Net book value</b>		
At 31 August 2016	1,330	1,330
At 31 August 2015	1,670	1,670

**3 Creditors**

Creditors includes the following liabilities, on which security has been given by the company:

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Amounts falling due within one year	7,328	8,983

**4 Share capital**

**Allotted, called up and fully paid shares**

	<b>2016</b>		<b>2015</b>	
	<b>No.</b>	<b>£</b>	<b>No.</b>	<b>£</b>
Ordinary shares of £1 each	91	91	91	91

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.