

Unaudited Financial Statements for the Year Ended 31 December 2024

for

Ad Interact Ltd

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for the Year Ended 31 December 2024

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Ad Interact Ltd

Company Information  
for the Year Ended 31 December 2024

<b>DIRECTOR:</b>	A J Smith
<b>REGISTERED OFFICE:</b>	35 Harrowby Street Cardiff Bay Cardiff CF10 5GA
<b>REGISTERED NUMBER:</b>	06705633 (England and Wales)
<b>ACCOUNTANTS:</b>	Norton Accountancy Ltd 7 Soundwell Road Staple Hill Bristol BS16 4QG

Balance Sheet  
31 December 2024

	Notes	31.12.24 £	31.12.23 £
<b>CURRENT ASSETS</b>			
Debtors	4	23,700	1,327
Cash at bank		<u>31</u>	<u>-</u>
		23,731	1,327
<b>CREDITORS</b>			
Amounts falling due within one year	5	<u>(56,151)</u>	<u>(56,325)</u>
<b>NET CURRENT LIABILITIES</b>			
		<u>(32,420)</u>	<u>(54,998)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
		<u>(32,420)</u>	<u>(54,998)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital		1	1
Retained earnings		<u>(32,421)</u>	<u>(54,999)</u>
<b>SHAREHOLDERS' FUNDS</b>			
		<u>(32,420)</u>	<u>(54,998)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 director and authorised for issue on 12 December 2025 and were signed by:

A J Smith - Director

Notes to the Financial Statements  
for the Year Ended 31 December 2024

1. **STATUTORY INFORMATION**

Ad Interact Ltd 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.

**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 balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet 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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 (2023 - 1 ) .

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

	31.12.24	31.12.23
	£	£
Other debtors	<u>23,700</u>	<u>1,327</u>

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

	31.12.24	31.12.23
	£	£
Bank loans and overdrafts	-	217
Trade creditors	-	(1)
Amounts owed to group undertakings	52,171	53,731
Other creditors	<u>3,980</u>	<u>2,378</u>
	<u>56,151</u>	<u>56,325</u>

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.