TOTALLY PLC

DIRECTORS' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2005

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COMPANIES HOUSE 27/06/2006

Directors' report and financial statements for the year ended 31 December 2005

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COMPANIES HOUSE

Chairman's statement

Chairman's Statement

I am pleased to report the results for the year ended 31 December 2005. During the period under review the Company's gross turnover grew by 3 per cent. to £2.77million (2004: £2.7million) and its operating loss reduced by 10 per cent. to £0.27million (2004: £0.30million).

In order to drive future growth and profitability, during 2005 the Group undertook a considerable amount of product development across all its media and technology platforms. I am extremely pleased to report that this activity has culminated in:

- the launch of new Internet based services in the high growth sectors of dating and directories;
- the creation of a new proprietary online publishing software suite which is already supporting new joint ventures with third party media owners and a fast growing web design agency; and,
- the re-launch of the Group's primary print and online publications with a focus on reducing operating expenses whilst also improving product quality and advertising revenue.

In particular, during 2005, the Group:

- launched www.totallyjewishdating.com into the Jewish online dating market estimated to be worth in excess of \$25 million pa;
- launched www.totallyjewishdirectory.com, a new white and yellow page directory service, with aspirations for it to become the global standard for online Jewish directories around the globe;
- re-launched www.totallyjewish.com, the Group's flagship website, with a primary focus on driving subscription based services and advertising;
- re-launched www.totallyjewishtravel.com in both English and Hebrew, with a new global restaurant directory and other value added services;
- re-launched the www.thejewishadvcoate.com to support online newspaper subscriptions and classified advertising;
- re-launched both the Jewish News and The Jewish Advocate newspapers with a greater emphasis
 placed on classified advertising and a sharper editorial focus;
- launched a new 100 page glossy annual called Totally Jewish Simcha, which targets the UK's Jewish wedding and celebrations market;
- created a new proprietary online publishing software suite to support the efficient and expedient creation of new websites for third party media partners and clients direct.

Current Developments

Since the year end, the Group has launched a new joint venture with the UK's leading Greek broadcaster, London Greek Radio ("LGR"). Totally and LGR have launched a new LGR web portal promoting a raft of new online services including dating, directory, property and recruitment targeting the UK's Greek community. The launch of the new LGR portal demonstrates the Group's ability to use its new online publishing software suite and general Internet expertise to successfully target other niche communities, which your directors believe will help build new revenue streams and create long term value.

Chairman's statement

Trading Prospects

Having completed this product development activity, the Group is now well positioned to take advantage of the opportunities for increased profits and growth. This is reflected in the Group's unaudited operating performance for the first quarter of 2006 during which the Group made a modest operating profit versus a £130,000 loss for the same period in 2005.

Your Directors believe that this trading improvement should continue throughout 2006 and look forward to a positive outcome for the full year.

Directors' report

The directors present their report and the financial statements for the year to 31 December 2005.

Principal activities

The Group's principal activities have been publishing and the provision of Internet and communications services.

Its portfolio of publications and services have included The Jewish News, a free weekly newspaper distributed in London, The Jewish Advocate, a paid for weekly newspaper distributed in Boston Massachusetts and the community website TotallyJewish.Com, which supported other TotallyJewish websites operating in the high growth sectors of online dating, travel, directories and general classifieds.

The Internet and communications services part of the business has provided website design and development services as well as more general application development, consultancy and marketing services.

Whilst the Group's primary objective is to become the market leading publisher and services provider to world's Jewish communities, it has also started to focus on developing its Internet and communications business within a more mainstream environment.

Business review

The Chairman's statement on page 2 gives a review of the business and the likely future developments.

The Group incurred an operating loss for the year under review of £273,000 compared to an operating loss in 2004 of £304,000.

Results and dividends

The results for the year are set out on page 11.

No interim dividend has been paid and the Directors do not recommend a final dividend.

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Share capital

Details of the changes in the authorised and the issued share capital are set out in note 14 to the financial statements.

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Directors and their interests

The Directors who held office during the year were as follows:

	warrants to subscribe for Ordinary shares of 1p each held 31 December 2005	Ordinary shares of 1p each held 31 December 2005	warrants to subscribe for Ordinary shares of 1p each held 31 December 2004	Ordinary shares of 1p each held 31 December 2004
The Zvhil-Mezbuz Rebbe, Grand Rabbi Y.A. Korff of Boston	8,745,509	25,545,000	6,745,509	20,500,000
Steve Burns (Chief Executive)	2,721,469	9,083,999	2,221,469	9,083,999
Daniel J Assor	638,633	1,576,436	638,633	1,576,436
Daniel M Levitt (resigned 21 June 2005)	871,435	3,080,436	871,435	3,080,436
Andrew Margolis (resigned 21 June 2005)	1,371,905	2,747,102	871,905	2,747,102
Dr Michael J Sinclair (non- executive Chairman)*	5,517,825	13,859,791	3,517,825	13,859,791
Shimon Cohen (non executive) (resigned 16 November 2005)	-	-	-	-
Robin Morgan (non executive) (appointed 17 May 2005)	-	-	-	-

Directors' report

continued

*Dr MJ Sinclair's interests are held by him personally and by Sinclair Montrose Trust Limited. Sinclair Montrose Trust Limited is a company in which Dr MJ Sinclair and his immediate family have a controlling interest.

According to the register of Directors' interests, no rights to subscribe for shares in or debentures of the Company or any other group company were granted to any of the Directors or their immediate families, or exercised by them, during the financial year (except as indicated below):

	Number of options during the year E		Exercise Price	Date from which exercisable	
	At start of year	Granted	At end of year	pence	exercisable
Steve Burns	150,000 900,000 1,050,000	- - -	150,000 900,000 1,050,000	1.5 4.375	21/11/2004 18/06/2006
Daniel J Assor	1,000,000 1,250,000 700,000 2,950,000	1,000,000 1,000,000	1,000,000 1,250,000 700,000 1,000,000 3,950,000		14/08/2003 15/10/2006 18/06/2006 17/11/2008
Robin Morgan		1,000,000	1,000,000	2.375	16/05/2005

In addition to the above Daniel J Assor was awarded 1,000,000 warrants to subscribe for ordinary shares with an exercise price of 2.25p on 15 February 2006. The warrants are exercisable from 15 February 2006 to 15 February 2013.

Substantial interests

The Company has been notified, as at 17 May 2006, of the following interests in 3% or more of the ordinary shares in issue:

	Ordinary shares	%
The Zvhil-Mezbuz Rebbe, Grand Rabbi Y.A. Korff of Boston	27,014,000	29.99
Steve Burns	9,083,999	10.08
Dr Michael J Sinclair	7,442,519	8.26
Sinclair Montrose Trust Limited	6,914,322	7.68
Mr Leopold Noe	6,666,666	7.40
Daniel M Levitt	2,780,436	3.09
Andrew Margolis	2,747,102	3.05

Creditor payment policy

It is the Company's policy to abide by terms of payment agreed with suppliers. In many cases the terms of payment are as stated in the supplier's own literature. In other cases the terms of payment are determined by specific written or oral agreement. The number of supplier days represented by trade creditors at 31 December 2005 was 75 days (2004: 73 days).

Financial instruments

The group's financial instruments principally comprise bank borrowings. It is, and has been throughout the period under review, the group's policy that no trading in financial instruments shall be undertaken.

Directors' report

continued

The main risks arising from the group's financial instruments are interest rate risk and liquidity risk. The Board reviews and agrees policies for managing each of these risks and they are summarised below. These policies have remained unchanged throughout the year.

Interest rate risk

The group finances its operations through a mixture of shareholders' funds and borrowings. The group borrows principally in Sterling at floating rates of interest. At the year end, none of the group's external borrowings were at fixed rates.

Liquidity risk

The group's policy is to maintain a balanced financing structure. Any necessary short term flexibility is achieved by the use of overdraft facilities.

Political and charitable contributions

The Company made neither political contributions, nor donations to UK charities, during the year.

Auditors

In accordance with Section 385 of the Companies Act 1985, a resolution for the appointment of Royce Peeling Green Limited as auditors of the Company is to be proposed at the forthcoming Annual General Meeting.

By order of the Board

Steven Burns Director

24 May 2006

Unit 611 Highgate Studios 53-79 Highgate Road Kentish Town London NW5 1TL

Board report on Corporate Governance

for the year ended 31 December 2005

As an AIM listed company Totally Plc is not required to comply with the provisions of the Combined Code that apply to companies with a full London Stock Exchange Listing. The Board is accountable to the Company's shareholders for good corporate governance. This statement describes how the principles of corporate governance are applied to the Company and the Company's compliance with the Code provisions set out in Section 1 of the Combined Code prepared by the Committee on Corporate Governance.

The workings of the Board and its committees

During the year the Board comprised the non-executive Chairman, the Chief Executive, four other executive Directors and two other non-executive directors. The Board is responsible to shareholders for the proper management of the Group. A statement of the Directors' responsibilities in respect of the accounts is set out on page 9.

The Board has a formal schedule of matters specifically reserved to it for decision. It meets at least ten times a year, reviewing trading performance, ensuring adequate funding, setting and monitoring strategy, examining acquisition opportunities and reporting to shareholders. The non-executive Chairman has a particular responsibility to ensure that the strategies proposed by the executive Directors are fully considered and also ensures that the Directors take independent professional advice as required.

The Remuneration Committee and the Audit Committee is comprised exclusively of the non-executive Chairman and Company Secretary. During the period they were as follows:

Dr M J Sinclair P Stacey

Remuneration Committee

The Remuneration Committee is responsible for making recommendations to the Board, within agreed terms of reference, on the Company's framework of executive remuneration and its cost. The Committee determines the contract terms, remuneration and other benefits for each of the executive Directors, including performance-related bonus schemes, grant of share options, pension rights and compensation payments. The Board itself determines the remuneration of the non-executive Directors and Company Secretary.

Further details of the Company's policies on remuneration and service contracts are set out on page 8.

Audit Committee

The Audit Committee provides a forum for reporting by the Group's external auditors. The Committee is responsible for reviewing a wide range of matters, including half year and annual results before their submission to the Board, and for monitoring the internal controls that are in force to safeguard shareholders' investment and the Company's assets. The Committee advises the Board on the appointment of external auditors and on their remuneration for both audit and non-audit work, and discusses the nature, scope and results of the audit with the external auditors. The Committee keeps under review the cost effectiveness and the independence and objectivity of the external auditors.

Internal control and risk management

The Board is responsible for establishing and maintaining the Group's financial and non-financial controls. Internal control systems are designed to meet the particular needs of the Group and the risks to which it is exposed, and by their nature can provide reasonable but not absolute assurance against material misstatement or loss.

The Board has overall responsibility for the Group and there is a formal schedule of matters specifically reserved for decision by the Board. Each executive Director has responsibility for specific aspects of the group's affairs. The executive Directors constitute the management committee which meets regularly to discuss day-to-day operational matters.

Board report on Corporate Governance

continued

The key procedures which the Directors have established with a view to providing effective internal control are set out below.

Corporate accounting and procedures

Responsibility levels are communicated throughout the Group, setting out the ethos of the Group, delegation of authority and authorisation levels, segregation of duties and other control procedures together with accounting policies and procedures.

Quality and integrity of personnel

The competence and integrity of personnel are ensured through high recruitment standards and subsequent training. High quality of personnel is seen as an essential part of the control environment.

Identification of business risks

The Board is responsible for identifying the major business risks faced by the Group and for determining the appropriate course of action to manage those risks.

Budgetary process

Each year the Board approves the annual budget and key risk areas identified. Performance is monitored and relevant action taken throughout the year through the monthly reporting to the Board of variances from budget, updated forecasts for the year and information on the key risk areas.

Investment appraisal

Capital expenditure is regulated by the budgetary process and authorisation levels.

Going concern

The Directors have prepared the financial statements on a going concern basis, as explained in Note 1.

Directors' remuneration

The Board is responsible for an overall remuneration package for executive Directors and other senior executives capable of achieving the Group's objectives and approved by the remuneration committee. The remuneration package is designed to attract, retain and motivate executive Directors of the right calibre.

Fees

The fees for non-executive Directors are determined by the Board within the limits stipulated in the Articles of Association. The non-executive Directors are not involved in any discussions or decisions about their own remuneration.

Details of amounts received by the Directors during the year ended 31 December 2005 are set out in note 4 to the financial statements.

Contracts of service

The current executive Directors, S Burns, and DJ Assor, each have a service contract with the Company which can be terminated with a notice period of one year by either party. The Company considers that this is appropriate for the executive Directors.

Share options

Details regarding share options are set out in note 14 to the financial statements.

Statement of Directors' Responsibilities

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Company and the Group and of the profit or loss for that period. In preparing those financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company and the Group will continue in business.

The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Group and to prevent and detect fraud and other irregularities.

Independent auditors' report to the members of Totally Plc

We have audited the Group and parent company financial statements on pages 11 to 28.

This report is made solely to the Company's members, as a body, in accordance with section 235 of the Companies Act 1985. 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 an auditor's report 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.

Respective responsibilities of directors and auditors

The Directors are responsible for preparing the Directors' report and, as described on page 9, the financial statements in accordance with applicable United Kingdom law and accounting standards. Our responsibilities, as independent auditors, are established in the United Kingdom by statute, and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you if, in our opinion, the Directors' report is not consistent with the financial statements, if the Company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Directors' remuneration and transactions with the Group is not disclosed.

We read the other information accompanying the financial statements and consider whether it is consistent with those statements. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements.

Basis of audit opinion

We conducted our audit in accordance with International Auditing Standards (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the Directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Group's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements give a true and fair view of the state of affairs of the Company and the Group as at 31 December 2005 and of the loss of the Group for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

Emphasis of Matter

Going concern

In forming our opinion, we have considered the adequacy of the disclosures made in note 1 to the financial statements concerning the uncertainty as to the adequacy of the future funding of the Company and Group. In view of the significance of this uncertainty we consider that it should be drawn to your attention but our opinion is not qualified in this respect.

Royce Peeling Green Ltd

Chartered Accountants Registered Auditor Manchester

24 May 2006

Consolidated profit and loss account for the year ended 31 December 2005

	Note	Total 2005 £000	Total 2004 £000
Gross Turnover Less: share of joint ventures		2,771 31	2,698 -
Group Turnover	2	2,740	2,698
Cost of Sales		(654)	(733)
Gross profit		2,086	1,965
Administrative expenses		(2,359)	(2,269)
Operating Loss Share of operating loss of joint ventures	3	(273) (13)	(304)
Interest payable	7	(40)	(28)
Loss on ordinary activities before taxation	6	(326) 31	(332) 68
Loss after tax for the year	15	(295)	(264)
Loss per share – basic	14	(0.34)p_	(0.34)p
Loss per share – diluted	14	(0.34)p	(0.34)p

The profit and loss account has been prepared on the basis that all operations are continuing operations.

Consolidated statement of total recognised gains and losses for the year ended 31 December 2005

	Year to	Year to
	31 December	31 December
	2005	2004
	£000	£000
Loss for the financial year	(295)	(264)
Currency translation differences on foreign currency net investments	<u> </u>	<u> </u>
Total gains and losses recognised since last annual report	(293)	(263)

Consolidated balance sheet

at 31 December 2005

		200	-	200	4
	Note	£000	£000	£000	£000
Fixed assets	0	044		044	
Intangible assets Tangible assets	8 9	941 297		941 184	
rangible assets	3	231	1,238	107	1,125
Investments in Joint Ventures			1,250		1,120
Share of gross assets	10	18		-	
Share of gross liabilities	10	(29)	_	-	
			(11)		-
Total fixed assets		_	1,227		1,125
			, .		
Current assets				_	
Stock	4.4	4		3	
Debtors Cash at bank and in hand	11	408 43		391 48	
Cash at bank and in hand		40			
		455		442	
Creditors: amounts falling due within one year	12	(1,282)	.	(1,142)	
Net current liabilities		_	(827)		(700)
Total assets less current liabilities		_	400		425
Net assets		æ	400	=	425
Capital and reserves					
Called up share capital	14, 15		898		788
Share premium account	15		3,106		2,947
Revaluation reserve	15		(0.000)		1
Profit and loss account	15	_	(3,606)		(3,311)
Shareholders' funds – equity interests	15	#E	400	new new	425

These financial statements were approved by the Board of Directors on 24 May 2006 and were signed on its behalf by:

Steven Bums Director

Company balance sheet at 31 December 2005

		206)5	200	14
	Note	£000	£000	£000	£000
Fixed assets Investments	10	929		929	
Tangible assets	9	8		15	
	•		937		944
Current assets					
Debtors	11	41		56	
Cash at bank and in hand		-	_		
		41		56	
Creditors: amounts falling due within one year	12	(883)		(759)	
Net current liabilities		-	(842)		(703)
Net assets		=	95		241
Capital and reserve					
Called up share capital	14, 15		898		788
Share premium account	15		3,106		2,947
Profit and loss account	15	-	(3,909)	-	(3,494)
Shareholders' funds – equity interests	15	x	95	zaria	241

These financial statements were approved by the Board of Directors on 24 May 2006 and were signed on its behalf by:

Steven Burns

Director

Consolidated cash flow statement for the year ended 31 December 2005

	Note	2005 £000	2004 £000
Net cash outflow from operating activities	17	(238)	(215)
Returns on investments and servicing of finance Bank interest paid		(40)	(28)
-		(278)	(243)
Taxation R&D tax credit Foreign tax on subsidiary profit		33 (2)	70 (2)
Capital expenditure Payments to acquire tangible fixed assets		(184)	(164)
Acquisitions Purchase of investments in subsidiary undertakings Cash acquired with subsidiary		-	(31) 27
Cash outflow before financing		(431)	(343)
Financing Issue of ordinary share capital for cash		269	***************************************
(Decrease) in cash in the period	18	(162)	(343)

for the year ended 31 December 2005

1. Accounting policies

The financial statements have been prepared under the historical cost convention and in accordance with accounting standards applicable in the United Kingdom. Accounting policies have been consistently applied.

The directors have departed from FRS 10 * Goodwill and intangible assets" by the non-amortisation of Goodwill in the financial statements in order to give a true and fair view of the Group's financial position and performance. The directors believe that the purchased goodwill relating to the acquisition of The Jewish Advocate Publishing Corporation largely relates to the brand name of the The Jewish Advocate newspaper, which they regard as a trophy asset likely to retain it's value for a useful economic life greater than 20 years. To comply with FRS 10 the Group would have to amortise the purchased goodwill over a useful economic life of 20 years, leading to an amortisation charge in the year to 31 December 2005 of £43,000 (2004: £43,000) increasing the Group's loss for the year to £338,000 (2004: £307,000). This the directors believe would not illustrate a true and fair view of the Group's financial performance and position for the year.

Basis of preparation

The financial statements are prepared on a going concern basis which the Directors believe to be appropriate for the following reasons. The Group currently meets its day to day working capital requirements through two overdraft facilities which are repayable on demand.

The Group has confirmed the availability of a facility of £650,000 with Bank Hapoalim which was renewed on 29 April 2006 until 28 April 2007. As security for the facility, the bank has obtained the unlimited Joint and Several Guarantees of Dr. Michael J. Sinclair (non-executive Chairman), Mr Leo Noe and Grand Rabbi Y.A. Korff of Boston (non-executive Director).

In addition, a working capital facility of £150,000 has been agreed with Natwest which is secured on the Group's debtor book. This facility is due for renewal on 31 October 2006.

The Directors have prepared projected cash flow information for the period ending twelve months from the date of their approval of these financial statements.

On the basis of cash flow forecasts and discussions with the group's bankers, the Directors consider that the group will be able to operate within the facilities currently agreed.

Inherently, there can be no certainty in relation to these matters, but the directors believe that the going concern basis of preparation continues to be appropriate.

Basis of consolidation

The Group accounts comprise a consolidation of the accounts of the parent company and its subsidiaries and joint ventures all of which are prepared up to the same date as the parent company. Uniform accounting policies are adopted by all companies in the Group.

As permitted by Section 230 of the Companies Act 1985 a separate profit and loss account is not presented in respect of the Company. The Company's loss for the year to 31 December 2005 was £415,000 (2004: £392,000.)

Turnover

Turnover represents the amounts (excluding valued added tax) derived from advertising, marketing and technical services.

Revenue is recognised in the profit and loss account on the accruals basis.

continued

Fixed assets and depreciation

Depreciation has been provided to write off the cost less estimated residual value of tangible fixed assets by equal instalments over the estimated useful economic lives as follows:

Computer equipment - 2 and 5 years Fixtures and fittings - 2 and 3 years Short leasehold property - lease term

The Group capitalises website development costs, where application and infrastructure development costs, design costs and content costs, have created an asset, which the directors anticipate, will give rise to future economic benefits for the group. The policy is applied in accordance with UITF Abstract 29.

Goodwill

Goodwill, arising from the purchase of subsidiary undertakings and joint ventures, represents the excess of the fair value of the purchase consideration over the fair value of the net assets acquired.

All goodwill arising is capitalised as an intangible asset. The Group does not amortise goodwill over it's useful economic life, but performs an annual impairment review in accordance with FRS 10. Details of the impairment procedure are described below.

Fixed asset impairment

Goodwill and other intangible assets are reviewed for impairment: (1) at the end of the first financial year following acquisition; and together with tangible fixed assets, (2) in other periods if events or changes in circumstances indicate that the carrying values may not be recoverable. Such events may include continuing operating losses, technological obsolescence or significant adverse changes in the business or the market in which the fixed asset is used.

The impairment review is performed by comparing the carrying value of the asset, or group of assets, with their recoverable amount. The recoverable amount is the assets' value in use which is determined by estimating discounted future cash flows. Discount rates used are based on the current cost of borrowing. Any charge arising is included within the depreciation charge for the year.

Taxation

The charge for taxation is based on the result for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes.

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes which have arisen but not reversed by the balance sheet date, except as otherwise required by FRS 19.

Development expenditure

The Group does not capitalise development expenditure. All development expenditure is written off to the profit and loss account as it is incurred.

Foreign currency

Transactions in foreign currency are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date. The results of overseas operations are translated at the average rates of exchange during the period, and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations, where significant, are reported in a statement of total recognised gains and losses. All other exchange differences are included in the profit and loss account.

continued

Leases

The Company has a short lease on its premises. This is accounted for as an 'operating lease' and the rental charges are charged to the profit and loss account on a straight line basis over the life of the lease. Other operating leases are treated in the same manner.

Joint Ventures

In accordance with FRS 9 joint ventures are included under the gross equity method. As a result the Group's balance sheet recognises the Group's share of the gross assets and gross liabilities of the joint ventures. The Group's share of the joint ventures turnover and operating profit are included at the relevant point in the Group profit and loss account.

2. Segmental analysis

The table below sets out information for the group's business segments. In the directors' opinion disclosure of profit before tax and net assets by business segment would be seriously prejudicial to the group. All turnover disclosed below relates to customers external to the group.

	Print and digital media		Technical and	d marketing consulting		Total
	2005 £000	2004 £000	2005 £000	2004 £000	2005 £000	2004 £000
Turnover	2,029	2,102	711	596	2,740	2,698

The table below sets out a geographical analysis of the group's operations in terms of country of origin and destination. In the directors' opinion disclosure of profit before tax and net assets by geographical segment would be seriously prejudicial to the group. All turnover disclosed below relates to customers external to the group.

	UK operati	ons	US operations			Total
	2005 £000	2004 £000	2005 £000	2004 £000	2005 £000	2004 £000
Turnover	1,894	2,014	846	684	2,740	2,698

3. Loss on operating activities before taxation

	7 ear to 31 December 2005 £000	31 December 2004 £000
Loss on ordinary activities before and after taxation is stated After charging:		
Auditors' remuneration for audit services Auditors' remuneration for non-audit services	20 3	20
Operating lease charges Depreciation and other amounts written off fixed assets	56	56
- tangible (note 9)	71	33

Auditors' remuneration includes £6,000 (2004: £10,000) for the company.

Continued

4. Remuneration of Directors

	Year to 31 December 2005 £000	
Directors' emoluments	262	323
	262	323

Not included in directors emoluments above is a service contract with The Jewish Advocate Publishing Corporation which entitles The Zvhil-Mezbuz Rebbe, Grand Rabbi Y.A. Korff of Boston to consultancy fees of 250,000 US dollars (2004:42,500 US dollars).

The aggregate of emoluments and amounts receivable under long term incentive schemes of the highest paid Director was £90,000 (2004: £75,000).

	Number of directors	
	2005	2004
Retirement benefits are accruing to the following number of Directors under:		
Money purchase schemes	-	-
The number of directors who exercised share options was	•	-
The number of directors in respect of whose services were received or		
receivable under long term incentive schemes was	-	-

5. Staff numbers and costs

The average number of persons employed by the Company (including Directors) during the year, analysed by category, was as follows:

	Number of employees	
	Year to 31 December 2005	Year to 31 December 2004
	_	
Management	4	4
Technical and production	10	10
Editorial	23	23
Sales and marketing	12	12
Administrative	2	2
	51	51
The aggregate payroll costs of these persons were as follows:		
,	Year to	Year to
	31 December	31 December
	2005	2004
	£000	€000
Magaz and coloring	1,498	1,506
Wages and salaries	•	
Social security costs	161	165
	1,659	1,671

continued

6.	Taxation
-----------	----------

Taxauon	Year to 31 December 2005 £000	Year to 31 December 2004 £000
UK corporation tax	*	-
Foreign tax on subsidiary profits	2	2
Research and development tax credit	(33)	(70)
Total current tax credit	(31)	(68)

The current tax credit for the year is explained below:

	Year to 31 December 2005 £000	Year to 31 December 2004 £000
Current tax reconciliation Loss on ordinary activities before tax	(326)	(332)
LUSS OII Ordinary activities belove tax	(320)	(332)
Current tax at 30% (2004: 30 %)	(98)	(100)
Effects of:		
Depreciation	21	10
Tax losses not recognised as deferred tax assets	77	90
Research and development tax credit	(33)	(70)
Foreign tax adjustment	2	2
Total current tax credits (see above)	(31)	(68)

Tax losses of £3,495,000 (2004: £3,418,000) are available to relieve future profits of the Group. A deferred tax asset of £1,048,000 (2004: £1,025,000) has not been recognised in respect of these losses on the grounds that it is unlikely that all tax losses will be recovered in the foreseeable future.

7. Interest payable and similar charges

	Year to 31 December 2005 £000	Year to 31 December 2004 £000
On bank loans and overdrafts	40	28

continued

8. Intangible fixed assets

Group

	Goodwill £000
Cost and net book value At 1 January 2005 Additions	941
At end of year	941

On 29 January 2004 the Group acquired 100% of the issued share capital of The Jewish Advocate Publishing Corporation for a share consideration of £929,000. The amount of goodwill arising as a result of the acquisition was £941,000. This has been capitalised on the group balance sheet and is not to be amortised. As a result the Group performs an annual impairment review as described in note 1 "Accounting policies - Fixed Asset Impairment".

The directors believe that the purchased goodwill relating to the acquisition of The Jewish Advocate Publishing Corporation largely relates to the brand name of The Jewish Advocate newspaper, which they regard as a trophy asset likely to retain it's value for a useful economic life greater than 20 years.

9. Tangible fixed assets

Group

	Short leasehold property £000	Computer equipment £000	Fixtures and fittings £000	Total £000
Cost		200		
At beginning of year	54	260 470	73	387
Additions Disposals	-	178	6	184
At end of year	54	438	79	571
Depreciation				
At beginning of year	39	103	61	203
Charge for year Disposals	10	50 	11	71
At end of year	49	153	72	274
Net book value			_	
At 31 December 2005	5	285	7	297
At 31 December 2004	15	157	12	184

Continued

9. Tangible fixed assets continued

Company				
	Short leasehold property £000	Computer Equipment £000	Fixtures and fittings £000	Total £000
Cost				
At beginning of year Additions	54 	7 5	11 	72 5
At end of year	54	12	11	77
Depreciation				
At beginning of year	39	7	11	57
Charge for period	10	2		12
At end of year	49	9	11	69
Net book value				
At 31 December 2005	5	3	•	8
At 31 December 2004	15	-		15
At 31 December 2004	GI			10

10. investments

Group

Investments in share capital of joint ventures	Total £000
Cost-share of net assets At beginning of year Loss for the year Exchange gain taken to reserves	(13) 2
At end of year	(11)
The Group's share of the results and net assets of its joint ventures is as follows:	

The Group's share of the results and net assets of its joint ventures is as follows:-

rear ended 31 December 2005	10tai £000
Turnover Operating loss Loss before tax Tax	31 (13) (13)
Loss after tax	(13)
Year ended 31 December 2005	Total

Year ended 31 December 2005	Total £000
Fixed assets Current assets Corporation tax	7 11
Other liabilities due within 1 year	(29)
Net liabilities	(11)

Continued

10. Investments continued

The joint ventures companies, all of which have been accounted for on the gross equity basis at 31 December 2005 are as follows:-

Joint ventures held through a subsidiary company	Country of incorporation	Proportion of equity capital Held	Nature of business
Totally Jewish Travel Inc.	USA	50%	Online media
Company			
Investments in share capital of wholly owned subsidiaries			Total £000
Cost At beginning of year Additions			929
At end of year			929

The subsidiary companies, all of which have been consolidated at 31 December 2005 are as follows:-

Subsidiary undertakings held directly	Country of incorporation	Proportion of equity capital Held	Nature of business
Totally Jewish.com Limited	England	100%	Online media
The Jewish News Limited	England	100%	Print media
Totally Communications Limited	England	100%	Technical and marketing services
London Jewish News Limited	England	100%	Dormant
The Jewish Advocate Publishing Corporation	USA	100%	Print media
Subsidiary undertakings held through a subsidiary company			
The Jewish Advocate Inc.	USA	100%	Print media

continued

1	1	De	btors	

_		•	
Group	Group	Company	Company
31 December	31 December	31 December	31 December
2005	2004	2005	2004
£000	£000	£000	£000
305	247	-	-
-	-	-	-
27	26	26	26
-	5	-	5
76	113	15	25
408	391	41	56
	2005 £000 305 - 27 - 76	31 December 2005 2004 2000 2000 2000 2000 2000 2000	31 December 31 December 31 December 2005 2004 2005 £000 £000 £000 305 247 - - - - 27 26 26 - 5 - 76 113 15

12. Creditors: amounts falling due within one year

	Group	Group	Company	Company
	31 December	31 December	31 December	31 December
	2005	2004	2005	2004
	£000	£000	£000	£000
Bank loans and overdrafts Trade creditors	754	596	654	629
	312	295	44	41
Amounts owed to group undertakings Other taxes and social security Accruals and deferred income	74 142	77 174	142 33 10	81 - 8
	1,282	1,142	883	759

continued

13. Financial instruments

Sterling

An outline of the group's policies and objectives relating to financial instruments is set out in the directors' report on page 5.

Interest rate profile of financial liabilities

Floating rate	Floating rate
financial	financial
liabilities at	liabilities at 31
31 December	December
2005	2004
£000	£000
754	596

The Group's financial liabilities during the year ended 31 December 2005 were represented by two overdraft facilities, repayable in less than one year.

One overdraft is secured by a debenture over the Group's trade debtors aged under 90 days, with a limit of £150,000 charging interest at 2.75% above bank base rate per annum. As security for the second facility, the bank has obtained the unlimited Joint and Several Guarantees of Dr. Michael J. Sinclair (non-executive Chairman), Mr Leo Noe and Grand Rabbi Y.A. Korff of Boston (non-executive Director). The second facility has a limit of £650,000 charging interest at 2% above bank base rate per annum. At 31 December 2005 there was no difference between the book and fair value of the group's financial liabilities.

There were no fixed rate liabilities during the year.

All monetary assets and liabilities at the balance sheet date are held in Sterling, the Group's functional currency apart from £43,000 in US dollars which is the working capital balance of the US subsidiary.

14. Share capital

	31 December 2005 £000	31 December 2004 £000
Authorised 125,000,000 ordinary shares of 1p each (2004: 125,000,000)	1,250	1,250
Allotted, called up and fully paid 89,864,709 ordinary shares of 1p each (2004: 78,839,709)	898	788

Allotted share capital

On 9 March 2005 the Company issued 11,000,000 new ordinary shares at 2.5p per share. The consideration received by the Company was £275,000 net of £6,000 issue costs.

On 23 February 2005 the Company issued 25,000 shares to an employee under the Enterprise Management Incentive (EMI) Share Option Scheme at the exercise price of 1.5p per share. The consideration received by the Company was £375.

Loss per share

The calculation of the basic loss per share is based on the loss of £295,000 (2004: £264,000) and on 87,841,901 (2004: 77,133,270) ordinary shares being the weighted average number of shares in issue during the period. The diluted loss per share is the same as the basic loss per share, in accordance with FRS 14 which prescribes that potential ordinary shares should only be used as dilutive when, and only when, their conversion to ordinary shares would decrease net profit or increase net loss per share from continuing operations.

continued

14. Share capital continued

Share options

During the year 2,600,000 share options to subscribe for new shares were granted to the Directors and employees of the Company, 25,000 share options were exercised and 1,150,000 share options were surrendered by employees leaving. At 31 December 2005 the number of share options granted to the Directors and eligible employees of the Company amounted to 12,630,000. These are exercisable at a price between 1.50p and 4.88p each, with varying vesting periods of between one week and three years from the date of the grant.

Warrants

On 21 May 2002, in conjunction with a share placing, subscribers to the placing shares were issued 4,583,329 warrants (one warrant for every four shares subscribed). The warrants are exercisable at 5 pence per ordinary share. The warrants are exercisable in the 45 day periods following either publication of the Company's half year results or adoption of the Company's annual accounts. The last exercise period is the earliest of either the 45 day period following the adoption of the Company's accounts for the year ended 31 December 2008 or, subject to certain exceptions, on a winding up of the Company where there is a surplus payable to the ordinary share holders.

On 18 June 2004 10,000,000 warrants were issued at an exercise price of 5 pence per ordinary share and 4,394,350 warrants were issued at an exercise price of 4.375 pence per ordinary share. The warrants are exercisable from the date of issue up to 18 June 2011.

On 4 November 2005 7,000,000 warrants were issued at an exercise price of 2 pence per ordinary share. The warrants are exercisable from the date of issue up to 4 November 2012.

15. Reserves

Group Year to 31 December 2005	Share capital £000	Share premium account £000	Revaluation Reserve £000	Profit and loss account £000	Equity share- holders' funds £000
At beginning of year	788	2,947	1	(3,311)	425
Loss for the year	_	-	-	(295)	(295)
Share capital issued Currency translation differences on foreign	110	159	-	-	269
сителсу net investments		Lan.	11	_	1
ations.	898	3,106	2	(3,606)	400
Company Year to 31 December 2005	Share capital £000	Share premium account £000	Revaluation Reserve £000	Profit and loss account £000	Equity share- holders' funds £000
At beginning of year	788	2,947	-	(3,494)	241
Loss for the year	_	· -	_	(415)	(415)
Share capital issued	110	159			<u>269</u>
*****	898	3,106	_	(3,909)	95

The loss for the year dealt with in the accounts of the Company amounted to £415,000 (2004: £392,000).

continued

16. Reconciliation of movements in shareholders' funds

	Group 2005 £000	Group 2004 £000	Company 2005 £000	Company 2004 £000
Loss for the financial year	(295)	(264)	(415)	(392)
Other recognised gains and losses relating to the year (net)	2	1	-	-
New share capital subscribed (net of issue costs)	268	898	269	898
Net (decrease)/increase in shareholders' funds	(25)	635	(146)	506
Opening shareholders' funds/(deficit)	425	(210)	241	(265)
Closing shareholders' funds	400	425	95	241

17. Reconciliation of operating loss to net cash outflow from operating activities

	Year to 31 December 2005 £000	Year to 31 December 2004 £000
Operating loss Depreciation (Increase) in stock (Increase)/decrease in debtors (Decrease) in creditors	(273) 71 (1) (17) (18)	(304) 33 (3) 67 (8)
	(238)	(215)
Reconciliation of net cash flow to movements in net debt	Year to 31 December 2005	Year to 31 December 2004

18.

	2005 £000	2004 £000
Decrease in cash in the year	(162)	(343)
Changes in net funds resulting from cash flows Net debt at beginning of the year	(162) (548)	(343) (205)
Net debt at end of the year	(710)	(548)

continued

19. Analysis of changes in net debt

	At		At
	31 December	Cash	31 December
	2004	Flows	2005
	£000	£000	£000
Cash at bank and in hand	48	(5)	43
Overdrafts	(596)	(157)	(753)
	(548)	(162)	(710)

20. Commitments

At 31 December 2005 the Group had no capital commitments.

21. Obligations under operating leases

At 31 December 2005 the Group had the following annual commitments under non-cancellable operating leases:

	Land and	Totai	Total
	buildings	Year to 31	Year to
	Year to	December	31 December
	31 December	2005	2004
	2005		
	£000	£000	£000
Commitments which expire:			
Between 1 and 2 years	48	48	59
Between 2 and 5 years	50	50	50
_	98	98	109

22. Related party transactions

The following related party transactions have been carried out at arms length and are required to be disclosed in accordance with FRS8:

As set out in note 1, Dr Michael Sinclair, Mr Leo Noe and Grand Rabbi Y.A. Korff of Boston have provided Guarantees in respect of the Group's current overdraft facility.

in 2005, sales of £1,500 (2004: £4,000), on an arm's length basis were made to Six13 Restaurant, owned by Dr M Sinclair who is a board member of this company.

Included in trade debtors is amounts due from Totally Jewish Travel Inc., a company in which the group has a joint venture interest, of £43,000 (2004: £nil). Sales of £56,000 relating to the recharge of services (2004: £nil) have been made in the year to Totally Jewish Travel Inc.

23. Contingent liabilities

The company is party to a group banking arrangement which includes a debenture, unlimited corporate guarantee and letters of offset between Totally PLC, Totally Communications Limited, The Jewish News Limited and TotallyJewish.com Limited. Totally PLC has a contingent liability in respect of these borrowings which at 31 December 2005 amounted to £106,541.

TOTALLY PLC

(Incorporated in England and Wales under registered number 3870101)

NOTICE OF ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Annual General Meeting of Totally plc will be held at the offices of Totally Plc, Unit 611 Highgate Studios, 53-79 Highgate Road, Kentish Town, London NW5 1TL on 3rd July at 4.30 p.m. for the transaction of the following business:

As Ordinary Business to consider and, if thought fit, pass the following resolutions which will be proposed as Ordinary Resolutions:

- 1. To receive and adopt the report of the directors of the Company and the audited accounts for the Company for the year ended 31st December 2005;
- 2. To re-appoint Grand Rabbi Korff as a Director of the Company, who retires in accordance with Article 14 of the Company's Articles of Association;
- 3. To re-appoint Dan Assor as a Director of the Company, who retires in accordance with Article 14 of the Company's Articles of Association;
- 4. To re-appoint Royce Peeling Green Limited as auditors of the Company and to authorise the Directors to fix their remuneration.

As Special Business to consider and, if thought fit, pass the following resolutions of which Resolution 5 will be proposed as an Ordinary Resolution and Resolution 6 will be proposed as a Special Resolution:

- 5. That for the purposes of section 80 of the Companies Act 1985 (the "Act") (and so that expressions used in this resolution shall bear the same meanings as in the said section 80) the Directors be and are hereby generally and unconditionally authorised to exercise all powers of the Company to allot relevant securities of the Company during the period expiring at the end of the next annual general meeting of the Company to be held after the date of the passing of this resolution or, if earlier, fifteen months from the date of the passing of this resolution provided that such power be limited to:
 - (a) the allotment of up to 27,977,679 Ordinary Shares pursuant to or in connection with warrant instruments entered into on or prior to the date of this resolution;
 - (b) the allotment of up to 11,185,000 Ordinary Shares pursuant to or in connection with share options granted on or prior to the date of this resolution; and
 - (c) the allotment of relevant securities (other than pursuant to paragraphs (a) and (b) above) up to an aggregate nominal amount of £750,000 to such person or persons and on such terms as they think fit; and

the Company be and is hereby authorised to make prior to the expiry of such period referred to in this resolution 5 any offer or agreement which would or might require relevant securities to be allotted after the expiry of the said period and the Directors may allot relevant securities in pursuance of any such offer or agreement notwithstanding the expiry of the authority given by this resolution, provided that this resolution shall not affect the right of the Directors to allot relevant securities in pursuance of any offer or agreement entered into prior to the date hereof; and

6. That subject to the passing of Resolution 5 set out above the Directors be and are empowered in accordance with Section 95 of the Act to allot equity securities (as defined in Section 94 of the Act) for cash pursuant to the authority conferred on them to allot relevant securities (as defined in section 80 of the Act) by that resolution, as if Section 89 (1) of the Act did not apply to such allotment provided that the power conferred by this resolution shall be limited to:

- (a) the allotment of up to 27,977,679 Ordinary Shares pursuant or in connection with warrant instruments entered into on or prior to the date of this resolution;
- (b) the allotment of up to 11,185,000 Ordinary Shares pursuant or in connection with share options granted on or prior to the date of this resolution; and
- (c) the allotment of relevant securities (other than pursuant to paragraphs (a) and
 (b) above) up to an aggregate nominal amount of £750,000 to such person or persons and on such terms as they think fit;

and this power, unless renewed, shall expire at the end of the next annual general meeting of the Company to be held after the date of the passing of this resolution or, if earlier, fifteen months from the date of the passing of this resolution but shall extend to the making, before such expiry, of an offer or agreement which would or might require equity securities to be allotted after such expiry and the Directors may allot equity securities in pursuance of such offer or agreement as if the authority conferred hereby had not expired.

By order of the Board
Paul Stacey
Company Secretary

Registered office: Unit 611, Highgate Studios 53-79 Highgate Road London NW5 1TL

Dated: 25th May 2006

Notes

- (1) A member entitled to attend and vote at the above meeting is entitled to appoint a proxy or proxies to attend and vote, on a poll, instead of him. A proxy need not be a member of the Company.
- (2) A Form of Proxy is enclosed for your use if desired. The instrument appointing a proxy must reach the Company's Registrars, Capita Registrars, The Registry 34 Beckenham Road, Kent BR3 4TH not less than 48 hours before the time of holding of the meeting.
- Pursuant to Regulation 41 of The Uncertificated Securities Regulations 2001, the Company specifies that only those Shareholders of the Company on the register 48 hours before the time set of the Meeting shall be entitled to attend or vote at the Annual General Meeting in respect of the number of shares registered in their name at the time. Changes to the register of members after that time will be disregarded in determining the rights of any person to attend or vote at the meeting.
- A copy of the register of Directors' interests in shares in the Company and copies of the Directors' service contracts of more than one year's duration will be available for inspection at the registered office of the Company during office hours only on any weekday (excluding Saturdays, Sundays and public holidays) from the date of this Notice until the date of the Annual General Meeting and at the place of the Annual General Meeting for at least 15 minutes prior to and during the Annual General Meeting.

Form of Proxy

Totally Plc ("the Company") Company Number: 3870101

For use at the Annual General Meeting of the Company convened for 3rd July 2006 at 4.30 p.m.

being a member of Totally Pic, hereby appoint the Chairman of the meeting, or*

(BLOCK LETTERS PLEASE)

	held at Unit 611, Highgate Studios, 53-79 Highgate the following resolutions, to be submitted to the rebusiness which may properly come before the meeting. Please indicate with an 'X' in the appropriate space instructed, the proxy will vote as he thinks fit or abst	neeting ar ag and any how you	nd at any adjourn adjournment then	nment thereof, a reof.
Ordina	ary Resolutions	For	Against	Vote Withheld**
1.	To receive and adopt the report of the directors of the Company and the audited accounts for the Company for the year ended 31 st December 2005.			
2.	To re-appoint Grand Rabbi Korff as a Director of the Company, who retires in accordance with Article 14 of the Company's Articles of Association.			
3.	To re-appoint Dan Assor as a Director of the Company, who retires in accordance with Article 14 of the Company's Articles of Association.			
4.	To re-appoint Royce Peeling Green Limited as auditors of the Company and to authorise the Directors to fix their remuneration.			
Specia	l Resolution	<u>, , , , , , , , , , , , , , , , , , , </u>		
5.	To authorise the Directors of Totally Plc to make allotments of shares in accordance with section 80 of the Companies Act 1985.			
6.	To authorise the disapplication of the statutory rights of pre-emption in relation to the allotment of ordinary shares, subject to certain limitations.			
	Signature			
			2006	
	31			

- * You may, if you wish, in the space provided insert the name(s) of the person(s) of your choice to attend and vote at the meeting on your behalf.
- ** Please note that if the "Vote Withheld" box is marked with a "X", the Shareholder will not be counted in the calculation of votes "For" and "Against" and the Shareholder will not be taken to have given his/her/their discretion to the Proxy, on how to vote.

Notes:

- A member entitled to attend and vote at the meeting is also entitled to appoint a proxy to attend and vote on a poll instead of him. A proxy
 may demand, or join in demanding, a poll. A proxy need not be a member of the Company. A Form of Proxy is enclosed for your use if
 desired.
- Completion and return of the form of proxy will not preclude ordinary shareholders from attending or voting at the meeting, if they so wish.
- 3. To be effective, this proxy form must be lodged with the Company's Registrars, Capita Registrars, The Registry, 34 Beckenham Road, , Beckenham, Kent, BR3 4TU not later than 48 hours before the time of the Meeting, or any adjournment thereof, together, if appropriate, with the power of attorney or other authority (if any) under which it is signed or a notarially certified copy of such power or, where the proxy form has been signed by an officer on behalf of a corporation, a notarially certified copy of the authority under which it is signed.
- 4. In the case of a joint holding, a proxy need only be signed by one joint holder. If more than one such joint holder lodges a proxy only that of the holder first on the register of members will be counted. Any alterations made in this proxy should be initialled.
- In the case of a corporation this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised.
- 6. As provided by Regulation 41 of the Uncertificated Securities Regulations 2001, only those members registered in the register of members of the Company 48 hours before the time set for the Meeting shall be entitled to attend and vote at the Meeting in respect of the number of shares registered in their name at that time. Changes to entries on the relevant register of members after that time shall be disregarded in determining the rights of any person to attend or vote at the Meeting.