

Sunderland AFC.COM Limited
Annual report
for the year ended 31 July 2010

Registered Number 4022600

FRIDAY



AJLQAQZ3

A21

21/01/2011

380

COMPANIES HOUSE

Sunderland AFC.COM Limited
Annual report
for the year ended 31 July 2010
Contents

Director's report for the year ended 31 July 2010	1
Profit and loss account for the year ended 31 July 2010	2
Statement of accounting policies	3
Notes to the financial statements for the year ended 31 July 2010	4

Sunderland AFC.COM Limited

Director's report for the year ended 31 July 2010

The directors present their report and the financial statements of the Company for the year ended 31 July 2010

Principal activities

The principal activity of the Company is the provision of new media services

Results for the year

The Company did not trade during the year, did not incur any liabilities and accordingly no profit and loss account has been presented

Directors and their interests

The directors of the Company who held office during the year were as follows

L A Callaghan

N J Quinn

M Byrne

S Walton

All directors were directors of Sunderland Limited, which is the parent company of Sunderland AFC COM Limited's immediate parent undertaking SAFC COM PLC The directors were in office throughout the period

Statement of directors' responsibilities

The directors are responsible for preparing the annual report 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 Group and Company 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 they give a true and fair view of the state of affairs of the company and group and of the profit or loss of the Group 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 UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business

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 the Group and to 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 the Group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

By order of the Board


S Walton
Director

17 January 2011

Sunderland AFC.COM Limited

Profit and loss account for the year ended 31 July 2010

During the year the Company did not trade and received no income and incurred no expenditure
Consequently the Company made neither a profit nor a loss

Balance sheet as at 31 July 2010

	Note	2010 £	2009 £
Current assets			
Cash at bank and in hand		1	1
Capital and reserves			
Called up equity share capital	1	1	1

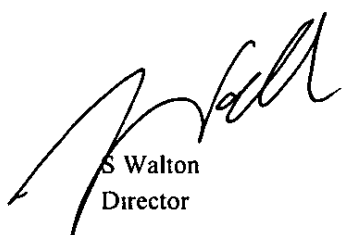
For the year ended 31 July 2010 the Company was entitled to the exemption under section 480 of the Companies Act 2006

Members have not required the Company to obtain an audit in accordance with section 476 of the Companies Act 2006

The directors acknowledge their responsibility 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

The financial statements on pages 2 to 4 were approved by the Board of Directors on 17 January 2011 and were signed on its behalf by



S Walton
Director

Sunderland AFC.COM Limited

Statement of accounting policies

Accounting convention and accounting standards

The accounts have been prepared under the historical cost convention, and in accordance with the Companies Act 2006 and applicable accounting standards in the United Kingdom

The Company is exempt from the requirement of Financial Reporting Standard No 1 “Cash Flow Statements” to prepare a cash flow statement as it is a wholly owned subsidiary of Sunderland Limited and its cash flows are included within the consolidated cash flow statement of that company

The company has taken advantage of the exemption contained in Financial Reporting Standard No 8 “Related party transactions” and has therefore not disclosed transactions which are eliminated on consolidation into the Sunderland Limited group

Sunderland AFC.COM Limited

Notes to the financial statements for the year ended 31 July 2010

1 Called up share capital

	2010	2009
	£	£
Authorised		
1,000 Ordinary shares of £1 each	1,000	1,000
Allotted, issued and fully paid		
1 Ordinary share of £1 each	1	1

1 ordinary share of £1 each was issued by the Company on incorporation on 27 June 2000

2 Ultimate parent undertaking and controlling party

The entire issued share capital of the Company is held by Sunderland Limited, a company registered in England. Copies of the Group Accounts can be obtained from Sunderland Limited, Stadium of Light, Sunderland, SR5 1SU. The directors consider the ultimate controlling party of the Company and Group to be Mr E Short.