

Registered number  
04328588

Sports Gaming Limited  
Unaudited Abbreviated Accounts  
31 December 2011

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COMPANIES HOUSE

**Sports Gaming Limited**  
**Registered number**  
**Abbreviated Balance Sheet**  
**as at 31 December 2011**

04328588

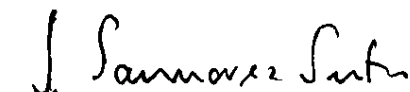
|   | Notes | 2011<br>£      | 2010<br>£      |
|---|-------|----------------|----------------|
| <b>Fixed assets</b>                                   |       |                |                |
| Intangible assets                                     | 2     | -              | 8,719          |
| Tangible assets                                       | 3     | 2,621          | 4,969          |
|   |       | <u>2,621</u>   | <u>13,688</u>  |
| <b>Current assets</b>                                 |       |                |                |
| Debtors   |       | 205,897        | 89,179         |
| Cash at bank and in hand                              |       | <u>77,190</u>  | <u>180,218</u> |
|   |       | 283,087        | 269,397        |
| <b>Creditors: amounts falling due within one year</b> |       | (166,478)      | (186,060)      |
| <b>Net current assets</b>                             |       | <u>116,609</u> | <u>83,337</u>  |
| <b>Total assets less current liabilities</b>          |       | <u>119,230</u> | <u>97,025</u>  |
| <b>Provisions for liabilities</b>                     |       | (155)          | (206)          |
| <b>Net assets</b>                                     |       | <u>119,075</u> | <u>96,819</u>  |
| <b>Capital and reserves</b>                           |       |                |                |
| Called up share capital                               | 4     | 10,000         | 10,000         |
| Profit and loss account                               |       | 109,075        | 86,819         |
| <b>Shareholder's funds</b>                            |       | <u>119,075</u> | <u>96,819</u>  |

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006

The member has not required the company to obtain an audit in accordance with section 476 of the Act

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



J W Saumarez Smith

Director

Approved by the board on 26 September 2012

**Sports Gaming Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2011**

**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

***Turnover***

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers. Turnover on contracts entered into during the year, where the contract period straddles the accounting year end, is accounted for as the right to income arises. Where the company has not received a right to consideration any such amounts are carried forward in other creditors at the balance sheet date.

***Depreciation***

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

|                  |                       |
|------------------|-----------------------|
| Website          | 33 3% straight line   |
| Office equipment | 3 years straight line |

***Website development costs***

Design and content development costs are capitalised only to the extent that they lead to the creation of an enduring asset delivering the benefits at least as great as the amount capitalised. If there is insufficient evidence on which to base reasonable estimates of the economic benefits that will be generated in the period until the design and content are next updated, the costs of developing the design and content are charged to the profit and loss account.

***Amortisation***

Amortisation has been provided on intangible fixed assets so as to write them off over their estimated useful economic lives:

|                    |                        |
|--------------------|------------------------|
| Database           | 2 years straight line  |
| Publication rights | 10 years straight line |

***Deferred taxation***

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

***Foreign currencies***

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

***Pensions***

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

**Sports Gaming Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2011**

|                                  |               |
|----------------------------------|---------------|
| <b>2 Intangible fixed assets</b> | <b>£</b>      |
| <b>Cost</b>                      |               |
| At 1 January 2011                | 24,799        |
| At 31 December 2011              | <u>24,799</u> |
| <b>Amortisation</b>              |               |
| At 1 January 2011                | 16,080        |
| Impairment adjustment            | 8,719         |
| At 31 December 2011              | <u>24,799</u> |
| <b>Net book value</b>            |               |
| At 31 December 2011              | <u>-</u>      |
| At 31 December 2010              | <u>8,719</u>  |

Intangible Fixed Assets are being written off in equal annual instalments over its estimated economic life as per details included in the accountancy policy note

The Director has assessed the market value of the intangible assets as being £nil at the balance sheet date. The database held has been written off in full in the previous year however the Pointspread playbook rights were brought forward at a book value of £8,719. A decision was taken not to publish Pointspread playbook in June 2011 as it was not making a profit. The company still holds the rights to use the name and the past data but it is essentially without value and therefore the Director believes that the asset is impaired and its value should be written down to £nil. The impairment has been written off in the profit and loss account this year.

**Sports Gaming Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2011**

**3 Tangible fixed assets**

£

**Cost**

|                     |               |
|---------------------|---------------|
| At 1 January 2011   | 26,830        |
| Additions           | 1,450         |
| Disposals           | (3,178)       |
| At 31 December 2011 | <u>25,102</u> |

**Depreciation**

|                     |               |
|---------------------|---------------|
| At 1 January 2011   | 21,861        |
| Charge for the year | 2,619         |
| On disposals        | (1,999)       |
| At 31 December 2011 | <u>22,481</u> |

**Net book value**

|                     |              |
|---------------------|--------------|
| At 31 December 2011 | <u>2,621</u> |
| At 31 December 2010 | <u>4,969</u> |

**4 Share capital**

**Nominal  
value**

**2011  
Number**

**2011  
£**

**2010  
£**

Allotted, called up and fully paid  
Ordinary shares

£1 each

10,000

10,000

10,000