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**ASSET MEDIA CONSULTING LTD**

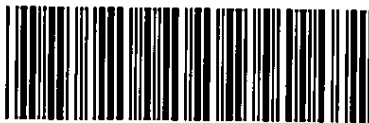
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**UNAUDITED**

**ABBREVIATED ACCOUNTS**

**FOR THE PERIOD ENDED 31 OCTOBER 2008**

MONDAY



\*P7UTFCHR\*

PC3

17/08/2009

482

COMPANIES HOUSE

**ASSET MEDIA CONSULTING LTD**

**ABBREVIATED BALANCE SHEET  
AS AT 31 OCTOBER 2008**

	Note	31 October 2008	30 April 2007
		£	£
<b>FIXED ASSETS</b>			
Tangible fixed assets	2	404	795
<b>CURRENT ASSETS</b>			
Debtors		12,937	12,575
Cash at bank		1,701	86,102
		<u>14,638</u>	<u>98,677</u>
<b>CREDITORS:</b> amounts falling due within one year		<u>(5,914)</u>	<u>(36,587)</u>
<b>NET CURRENT ASSETS</b>		<u>8,724</u>	<u>62,090</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>9,128</u>	<u>62,885</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3	-	-
Profit and loss account		9,128	62,885
<b>SHAREHOLDERS' FUNDS</b>		<u>9,128</u>	<u>62,885</u>

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 249A(1) of the Companies Act 1985 and members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 249B(2) of the Act. The director acknowledges her responsibility for ensuring that the company keeps accounting records which comply with section 221 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 October 2008 and of its loss for the period then ended in accordance with the requirements of section 226 of the Act and which otherwise comply with the requirements of the Companies Act 1985 relating to the financial statements so far as applicable to the company.

The abbreviated accounts, which have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 applicable to small companies, were approved and authorised for issue by the board and were signed on its behalf on *30th March 2009*.

*R Melsom*  
R Melsom  
Director

The notes on pages 2 to 3 form part of these financial statements.

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## ASSET MEDIA CONSULTING LTD

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### NOTES TO THE ABBREVIATED ACCOUNTS FOR THE PERIOD ENDED 31 OCTOBER 2008

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#### 1. ACCOUNTING POLICIES

##### 1.1 Basis of preparation of financial statements

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 2007).

##### 1.2 Turnover

Turnover comprises revenue recognised by the company in respect of services supplied, exclusive of Value Added Tax and trade discounts.

Revenue is recognised during the period in which it relates.

##### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Office equipment - 33% straight line

#### 2. TANGIBLE FIXED ASSETS

	£
<b>Cost</b>	
At 1 May 2007 and 31 October 2008	<u>1,186</u>
<b>Depreciation</b>	
At 1 May 2007	391
Charge for the period	<u>391</u>
At 31 October 2008	<u>782</u>
<b>Net book value</b>	
At 31 October 2008	<u>404</u>
At 30 April 2007	<u>795</u>

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**ASSET MEDIA CONSULTING LTD**

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE PERIOD ENDED 31 OCTOBER 2008**

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**3. SHARE CAPITAL**

	<b>31 October 2008 £</b>	<b>30 April 2007 £</b>
<b>Authorised</b>		
1,000,000 Ordinary shares of 10p each	<b>100,000</b>	<b>100,000</b>
<b>Allotted, called up and fully paid</b>		
1 Ordinary share of 10p	-	-