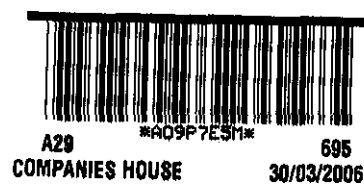


# **The Insert House**

**Accounts for the year ended 31st December 2005**

Prepared by M.LEWCOCK



# The Insert House Ltd

(Registered number 4604217)

## DIRECTOR'S REPORT for the year ended 31<sup>ST</sup> December 2005

The director presents his report and accounts for the year ended 31<sup>st</sup> December 2005. This report and the attached accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

### Managing Director's Statement.

#### Again I am pleased with the continued excellent progress made during 2005.

I can report that sales were up from £1.265 million in 2004 to £1.718 million in 2005 and profits for the year before taxation and dividends improved from £105,011 to £132,133. On the 1<sup>st</sup> January 2005 **the Insert Print House Ltd.** a company that has the same shareholders as **The Insert House Ltd.** took over our print activity. The performances of the two companies were; -

	The Insert House £	The Insert Print House £	Total £
Sales	1,718,725	1,647,445	3,366,170
Profit before tax and dividends	132,133	97,712	229,845

As a result of a strict and disciplined approach to credit control, both companies have maintained a strong cash flow. In addition to the cash resources generated by trading the director and company secretary have negotiated a loan of up to £90,000 available at any time should the need arise. At the 31<sup>st</sup> December 2005 no part of this facility was outstanding.

I am looking to another strong performance during 2006 and we have both the staff and financial resources to produce and fund the growth. The Gross Profit for the first two months of the current year was £97,468 compared to £67,823 for the previous year.

The quite excellent results of the company could not have been achieved without the dedication and hard work of the staff.

### Activities

The principle activity of the company is the sales of advertising inserts and associated products and services.

### Director and his Interests

The sole Director was appointed on 1<sup>st</sup> December 2002 and at 31<sup>st</sup> December 2005 held 70 ordinary shares.

By order of the board

Company Secretary  
Martyn Lewcock



12/3/2006

# The Insert House Ltd

(Registered number 4604217)

## Notes to the Unaudited accounts for the year to 31<sup>st</sup> December 2005

### 1 ACCOUNTING POLICIES

#### Basis of Accounting

The accounts are prepared under the historical cost convention modified by the revaluation of freehold land and buildings and in accordance with:

- (i) the Financial Reporting Standard for Smaller Entities and
- (ii) the special provisions of Part VII of the Companies Act 1985 relating to small companies.

#### Depreciation

Depreciation is provided on all tangible fixed assets in use, at rates calculated to write off the cost or valuation, less estimated residual value, of each asset over its expected useful life as follows:

Computer equipment-- over 3 years.

Office Equipment ---- over 4 years

#### Stocks

The company held no stocks at the Balance Sheet date.

### 2 TURNOVER

Turnover represents the net amount invoiced to clients, excluding value added tax and sales of fixed assets

	2005	2004
	£	£
Sales in the United Kingdom	1,717,803	1,263,458
Sales to main-land Europe	11,922	2,051

### 3 OPERATING PROFIT

This is stated after charging;

	£	£
Staff salaries	177,311	137,772
National Insurance Contributions	22,574	13,147
Director's remuneration	4,770	4,610
Director's pension contribution	3,600	3,600
Depreciation	6,815	5,050

The average number of staff employed throughout the year was 8

### 4 TANGIBLE FIXED ASSETS

	Computer Equipment	Office Equipment
	£	£
Costs Brought forward	15,453	1,388
Additions at cost	3,949	0
Total	19,402	1,388
Depreciation carried forward	12,010	954
Net Book Value 31 <sup>st</sup> December 2005	7,392	434
Net Book Value 31 <sup>st</sup> December 2004	9,910	781

### 5 CREDITORS payable within one year

	2005	2004
	£	£
Trade Creditors	377,515	268,762
Paye and NI, Corporation tax and VAT	90,408	30,097

### 6 SHARE CAPITAL

Authorised and Issued

100 Ordinary Shares of one pound each fully paid.

### 7 RELATED PARTIES

C. S. J. Lewcock the only director holds 70 shares and controls the company

# The Insert House Ltd.

## UNAUDITED BALANCE SHEET as at 31st December

		2005	2004
<b>CAPITAL AND RESERVES</b>			
Share Capital	Notes	£	£
Authorised and Issued Share Capital			
100 share of one pound fully paid		100	100
Profit and Loss Account		52,035	10,212
<b>SHAREHOLDERS FUND</b>		<u>52,135</u>	<u>10,312</u>
Represented by :-			
<b>FIXED ASSETS</b>			
Tangible assets		7,826	10,691
<b>Less Loans</b>			
The Insert Print House		197,219	0
Directors		0	35,946
Other		<u>0</u>	<u>5,000</u>
<b>Fixed Assets less loans</b>		<u>197,219</u>	<u>40,946</u>
		<u>-139,393</u>	<u>-30,255</u>
<b>CURRENT ASSETS</b>			
Debtors and prepayments		335,652	231,483
Bank Deposit Accounts		340,445	78,477
Cash at Bank		<u>33,354</u>	<u>29,466</u>
		709,451	339,426
<b>CREDITORS falling due within one year</b>	5	<u>467,923</u>	<u>298,859</u>
<b>NET CURRENT ASSETS</b>		<u>241,528</u>	<u>40,567</u>
<b>NET ASSETS</b>		<u>52,135</u>	<u>10,312</u>


The director is responsible for ensuring that the company keeps accounting records which comply with section 221 of the Act and for preparing accounts which give a true and fair view of the state of of the affairs of the company as at the end of each financial period and of its profit or loss for that period in accordance with the requirements of section 226 of the Act and which otherwise comply with its requirements, so far as applicable to the company.

The accounts are prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The Directors have taken advantage of the Companies Act 1985 in not having these accounts audited under Section 249A (1) (total exemption)

No members have deposited notice under section 249B requiring an audit of these accounts

Approved by the board on 12th March 2006  
and signed on their behalf:

  
James Lewcock  
Director

Date

12/3/2006

# The Insert House Ltd.

## UNAUDITED PROFIT AND LOSS ACCOUNT

for the year ended 31st December

		2005		2004	
	Notes	£	£	£	£
<b>TURNOVER</b>	2		1,718,725		1,265,509
Direct Costs			<u>1,245,560</u>		<u>919,695</u>
Profit after direct costs and before charging the following			<u>473,165</u>		<u>345,814</u>
Directors salaries		4,770		4,610	
Staff salaries		177,311		137,772	
NHI		22,574		13,147	
Finance charges		415		610	
Reserve for bad and doubtful debts		7,460		496	
Loss on sale of assets		0		67	
Depreciation	1/4	<u>6,815</u>		<u>5,050</u>	
			219,345		161,752
<b>GROSS PROFIT FOR THE PERIOD</b>			<u>253,820</u>		<u>184,062</u>
Less Administration Costs			<u>121,687</u>		<u>79,051</u>
<b>PROFIT/LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>			132,133		105,011
Tax payable			<u>27,310</u>		<u>17,388</u>
<b>Profit for the year after Taxation</b>			104,823		87,623
Dividends paid and payable for the year.			<u>63,000</u>		<u>59,400</u>
<b>PROFIT AFTER DIVIDENDS AND TAXATION</b>			41,823		28,223
<b>Balance on the Profit and loss account brought forward</b>			10,212		18,011
<b>PROFIT FOR THE YEAR CARRIED TO THE BALANCE SHEET</b>			<u>52,035</u>		<u>10,212</u>