

REGISTERED NUMBER: 04604217 (England and Wales)

**Group Strategic Report, Report of the Directors and
Consolidated Financial Statements
for the Year Ended 31st December 2013
for
THE INSERT HOUSE LIMITED**

TUESDAY



A18

A3HJ9A9L

30/09/2014

COMPANIES HOUSE

#80

**Contents of the Consolidated Financial Statements
for the year ended 31st December 2013**

	Page
Company Information	1
Group Strategic Report	2
Report of the Directors	3
Report of the Independent Auditors	5
Consolidated Profit and Loss Account	7
Consolidated Balance Sheet	8
Company Balance Sheet	9
Consolidated Cash Flow Statement	10
Notes to the Consolidated Cash Flow Statement	11
Notes to the Consolidated Financial Statements	13

THE INSERT HOUSE LIMITED

13

THE INSERT HOUSE LIMITED

**Company Information
for the year ended 31st December 2013**

DIRECTORS:

J Lewcock
M Woolley
M Lewcock
G Whyte
P Jones
J Moss
E Parkus

SECRETARY:

M Lewcock

REGISTERED OFFICE:

30 Tower View
Kings Hill
West Malling
Kent
ME19 4UY

REGISTERED NUMBER:

04604217 (England and Wales)

AUDITORS:

Simpson Wreford & Partners
Chartered Accountants & Statutory Auditors
Suffolk House
George Street
Croydon
Surrey
CR0 0YN

**Group Strategic Report
for the year ended 31st December 2013**

The directors present their strategic report of the company and the group for the year ended 31st December 2013.

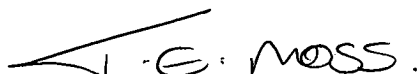
REVIEW OF BUSINESS

The directors are pleased to report that the 2013 trading showed continued improvement on 2012, with gross profit up from £3.5m to £4m, and after excluding an impairment charge of £0.6m, net profit before tax up from £0.9m to £1.2m.

At 31st December 2013, the group's net assets stood at £3.3m, up from £3.2m at the end of 2012. The group has continued to meet all of its trading obligations.

The group's activities in the year continued to be derived from the sale of advertising inserts and other advertising services. In addition the group acquired 75% of the voting shares in Bluecrest Health Screening Limited, a company specialising in the provision of health screening services. Whilst the results for the newly acquired business were disappointing, requiring a full impairment of the goodwill of £0.6m acquired, the directors are hopeful of improved results in future trading years. The directors would like to acknowledge the valued contribution made again by our excellent staff.

ON BEHALF OF THE BOARD:

A handwritten signature in black ink, appearing to read 'J E Moss'.

J Moss - Director

30th June 2014

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Report of the Directors
for the year ended 31st December 2013**

The directors present their report with the financial statements of the company and the group for the year ended 31st December 2013.

PRINCIPAL ACTIVITY

The principal activity of the group in the year under review was that of the sale of advertising inserts and associated products and services, and the provision of health screening services.

The group companies are as follows:-

The Insert House Limited - sale of advertising inserts and associated products and services
Bluecrest Health Screening Limited - provision of health screening services

Bluecrest Health Screening Limited was acquired on the 1st July 2013.

DIVIDENDS

An interim dividend of 14.47p per share on the Ordinary 1p shares was paid during the year. The directors recommend that no final dividend be paid on these shares.

No interim dividend was paid on the Ordinary A 1p shares. The directors recommend that no final dividend be paid on these shares.

The total distribution of dividends for the year ended 31st December 2013 will be £207,328.

DIRECTORS

The directors shown below have held office during the whole of the period from 1st January 2013 to the date of this report.

J Lewcock
M Woolley
M Lewcock
G Whyte
P Jones

Other changes in directors holding office are as follows:

J Moss - appointed 16th November 2013
E Parkus - appointed 16th November 2013

POLITICAL DONATIONS AND EXPENDITURE

During the year, the group made a charitable contribution of £55,156 towards one of Virgin Unite's initiatives, the Branson Centre of Entrepreneurship, South Africa.

FINANCIAL RISK MANAGEMENT

The company has a policy of retaining sufficient reserves to fund working capital and planned sustainable growth. With no external funding, the company has limited its exposure to financial risks to just credit risk and liquidity risk.

Credit risk

The company has policies and procedures that require appropriate credit checks to be undertaken on potential customers before sales are made. In addition, appropriate credit insurance covers all major clients. The level of exposure to individual customers is subject to regular review by the directors.

Liquidity risk

The company maintains significant cash balances to ensure that it has sufficient available liquid funds for operations and for continued planned expansion. The company is liable to its bankers in respect of overdrafts and loans operated by them and ensure that sufficient working capital is available to cover scheduled payments required under the terms of the funding.

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Report of the Directors
for the year ended 31st December 2013**

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors 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 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 that they give a true and fair view of the state of affairs of the company and the group and of the profit or loss of the group for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- 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 and the group's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group and 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the group's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the group's auditors are aware of that information.

AUDITORS

The auditors, Simpson Wreford & Partners, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:

A handwritten signature in black ink, appearing to read 'J. E. Moss'.

J Moss - Director

30th June 2014

Report of the Independent Auditors to the Members of The Insert House Limited

We have audited the financial statements of The Insert House Limited for the year ended 31st December 2013 on pages seven to twenty four. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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 a Report of the Auditors 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

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the group's and the parent company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Group Strategic Report and the Report of the Directors to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and of the parent company's affairs as at 31st December 2013 and of the group's profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

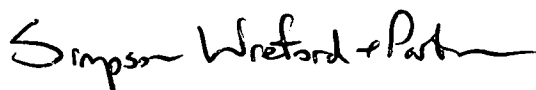
In our opinion the information given in the Group Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Report of the Independent Auditors to the Members of
The Insert House Limited**

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Alasdair Weaks (Senior Statutory Auditor)
for and on behalf of Simpson Wreford & Partners
Chartered Accountants & Statutory Auditors
Suffolk House
George Street
Croydon
Surrey
CR0 0YN

30th June 2014

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Consolidated Profit and Loss Account
for the year ended 31st December 2013**

	Notes	31.12.13 £	£	31.12.12 £	£
TURNOVER			26,976,076		26,795,338
Continuing operations		24,217,380		26,795,338	
Acquisitions		2,758,696		-	
		<u>26,976,076</u>		<u>26,795,338</u>	
Cost of sales	2		<u>22,933,190</u>		<u>23,286,260</u>
GROSS PROFIT	2		4,042,886		3,509,078
Net operating expenses	2		<u>3,463,804</u>		<u>2,580,350</u>
OPERATING PROFIT	4		579,082		928,728
Continuing operations		1,412,075		928,728	
Acquisitions		(832,993)		-	
		<u>579,082</u>		<u>928,728</u>	
Interest receivable and similar income			<u>6,272</u>		<u>5,937</u>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION			585,354		934,665
Tax on profit on ordinary activities	6		<u>305,088</u>		<u>250,703</u>
PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION			280,266		683,962
Minority interest - equity			<u>(45,941)</u>		<u>-</u>
RETAINED PROFIT FOR THE GROUP CARRIED FORWARD			<u>326,207</u>		<u>683,962</u>
TOTAL RECOGNISED GAINS AND LOSSES					

The group has no recognised gains or losses other than the profits for the current year or previous year.

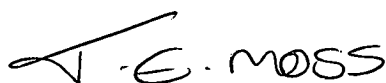
The notes form part of these financial statements

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Consolidated Balance Sheet
31st December 2013**

	Notes	31.12.13 £	31.12.12 £
FIXED ASSETS			
Intangible assets	9	-	-
Tangible assets	10	3,308,268	57,587
Investments	11	-	-
		<u>3,308,268</u>	<u>57,587</u>
CURRENT ASSETS			
Debtors	12	8,919,335	6,680,844
Cash at bank		200,989	3,113,665
		<u>9,120,324</u>	<u>9,794,509</u>
CREDITORS			
Amounts falling due within one year	13	8,068,553	6,684,833
NET CURRENT ASSETS		<u>1,051,771</u>	<u>3,109,676</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		4,360,039	3,167,263
CREDITORS			
Amounts falling due after more than one year	14	(1,334,928)	-
PROVISIONS FOR LIABILITIES	18	(10,142)	(10,142)
MINORITY INTERESTS	19	262,249	-
NET ASSETS		<u><u>3,277,218</u></u>	<u><u>3,157,121</u></u>
CAPITAL AND RESERVES			
Called up share capital	20	15,545	14,327
Profit and loss account	21	3,261,673	3,142,794
SHAREHOLDERS' FUNDS	24	<u><u>3,277,218</u></u>	<u><u>3,157,121</u></u>

The financial statements were approved by the Board of Directors on 30th June 2014 and were signed on its behalf by:



J Moss - Director

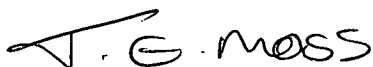
The notes form part of these financial statements

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Company Balance Sheet
31st December 2013**

	Notes	31.12.13 £	£	31.12.12 £	£
FIXED ASSETS					
Intangible assets	9		-		-
Tangible assets	10		3,211,062		57,587
Investments	11		68		-
			<u>3,211,130</u>		<u>57,587</u>
CURRENT ASSETS					
Debtors	12	8,516,905		6,680,844	
Cash at bank		200,989		3,113,665	
		<u>8,717,894</u>		<u>9,794,509</u>	
CREDITORS					
Amounts falling due within one year	13	6,519,922		6,684,833	
NET CURRENT ASSETS			<u>2,197,972</u>		<u>3,109,676</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			5,409,102		3,167,263
CREDITORS					
Amounts falling due after more than one year	14		(1,334,928)		-
PROVISIONS FOR LIABILITIES	18		(10,142)		(10,142)
NET ASSETS			<u><u>4,064,032</u></u>		<u><u>3,157,121</u></u>
CAPITAL AND RESERVES					
Called up share capital	20		15,545		14,327
Profit and loss account	21		4,048,487		3,142,794
SHAREHOLDERS' FUNDS	24		<u><u>4,064,032</u></u>		<u><u>3,157,121</u></u>

The financial statements were approved by the Board of Directors on 30th June 2014 and were signed on its behalf by:



J Moss - Director

The notes form part of these financial statements

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Consolidated Cash Flow Statement
for the year ended 31st December 2013**

	Notes	31.12.13 £	31.12.12 £
Net cash (outflow)/inflow from operating activities	1	(961,689)	1,950,255
Returns on investments and servicing of finance	2	6,272	5,937
Taxation		(374,126)	(20,754)
Capital expenditure	2	(3,175,474)	(27,405)
Acquisitions and disposals	2	7,867	-
Equity dividends paid		(207,328)	(91,800)
		<u>(4,704,478)</u>	<u>1,816,233</u>
Financing	2	1,528,971	9,840
(Decrease)/increase in cash in the period		<u>(3,175,507)</u>	<u>1,826,073</u>
<hr/>			
Reconciliation of net cash flow to movement in net funds	3		
(Decrease)/increase in cash in the period		(3,175,507)	1,826,073
Cash inflow from increase in debt		<u>(1,512,988)</u>	<u>-</u>
Change in net funds resulting from cash flows		<u>(4,688,495)</u>	<u>1,826,073</u>
Movement in net funds in the period		<u>(4,688,495)</u>	<u>1,826,073</u>
Net funds at 1st January		<u>3,113,665</u>	<u>1,287,592</u>
Net (debt)/funds at 31st December		<u>(1,574,830)</u>	<u>3,113,665</u>

The notes form part of these financial statements

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Cash Flow Statement
for the year ended 31st December 2013**

1. RECONCILIATION OF OPERATING PROFIT TO NET CASH (OUTFLOW)/INFLOW FROM OPERATING ACTIVITIES

	31.12.13	31.12.12
	£	£
Operating profit	579,082	928,728
Depreciation charges	60,924	29,078
Profit on disposal of fixed assets	(229)	(201)
Impairment of goodwill	648,992	-
Increase in debtors	(1,832,608)	(65,737)
(Decrease)/increase in creditors	(417,850)	1,058,387
Net cash (outflow)/inflow from operating activities	(961,689)	1,950,255

2. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN THE CASH FLOW STATEMENT

	31.12.13	31.12.12
	£	£
Returns on investments and servicing of finance		
Interest received	6,272	5,937
Net cash inflow for returns on investments and servicing of finance	6,272	5,937
 Capital expenditure		
Purchase of tangible fixed assets	(3,191,544)	(27,606)
Sale of tangible fixed assets	16,070	201
Net cash outflow for capital expenditure	(3,175,474)	(27,405)
 Acquisitions and disposals		
Cash acquired on purchase of subsidiary	7,867	-
Net cash inflow for acquisitions and disposals	7,867	-
 Financing		
New loans in year	1,512,988	-
Amount introduced by directors	14,765	9,840
Share issue	1,218	-
Net cash inflow from financing	1,528,971	9,840

The notes form part of these financial statements

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Cash Flow Statement
for the year ended 31st December 2013**

3. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.1.13 £	Cash flow £	At 31.12.13 £
Net cash:			
Cash at bank	3,113,665	(2,912,676)	200,989
Bank overdraft	-	(262,831)	(262,831)
	<u>3,113,665</u>	<u>(3,175,507)</u>	<u>(61,842)</u>
 Debt:			
Debts falling due within one year	-	(178,060)	(178,060)
Debts falling due after one year	-	(1,334,928)	(1,334,928)
	<u>-</u>	<u>(1,512,988)</u>	<u>(1,512,988)</u>
 Total	<u>3,113,665</u>	<u>(4,688,495)</u>	<u>(1,574,830)</u>

The notes form part of these financial statements

**Notes to the Consolidated Financial Statements
for the year ended 31st December 2013**

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention.

Basis of preparation

The group continues to provide advertising services, as well as health screening services in the current year. Activity is in line with forecast, trading profitably in the current year. The directors monitor cash flow on a regular basis and believe that the business has sufficient resources for the foreseeable future. As a result, the going concern basis of accounting has been adopted.

The consolidated profit and loss account and balance sheet include the financial statements of the company and subsidiary undertaking made up to 31 December 2013. The results of the subsidiary acquired are included in the profit and loss account from the date control passes. Intra-group sales and profits are eliminated fully on consolidation.

Turnover

Turnover represents net invoiced sales of advertising inserts and associated products and services that have been inserted in publications, and invoiced sales of health screening services which have been provided during the year.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of five years.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Freehold property	- 2% on cost
Plant and machinery	- 33% on cost
Fixtures and fittings	- 25% on cost
Computer equipment	- 33% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to the profit and loss account in the period to which they relate.

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

2. ANALYSIS OF OPERATIONS

	Continuing £	31.12.13 Acquisitions £	Total £
Cost of sales	<u>20,536,710</u>	<u>2,396,480</u>	<u>22,933,190</u>
Gross profit	<u>3,680,670</u>	<u>362,216</u>	<u>4,042,886</u>
Net operating expenses:			
Administrative expenses	2,294,264	1,195,209	3,489,473
Other operating income	(25,669)	-	(25,669)
	<u>2,268,595</u>	<u>1,195,209</u>	<u>3,463,804</u>
	Continuing £	31.12.12 Acquisitions £	Total £
Cost of sales	<u>23,286,260</u>	<u>-</u>	<u>23,286,260</u>
Gross profit	<u>3,509,078</u>	<u>-</u>	<u>3,509,078</u>
Net operating expenses:			
Administrative expenses	2,577,687	-	2,577,687
Other operating income	2,663	-	2,663
	<u>2,580,350</u>	<u>-</u>	<u>2,580,350</u>

3. STAFF COSTS

	31.12.13 £	31.12.12 £
Wages and salaries	1,877,650	1,408,203
Social security costs	192,508	220,439
Other pension costs	155,244	393,293
	<u>2,225,402</u>	<u>2,021,935</u>

The average monthly number of employees during the year was as follows:

	31.12.13	31.12.12
Selling	26	25
Administration	28	13
Health screening professionals	10	-
	<u>64</u>	<u>38</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

4. OPERATING PROFIT

The operating profit is stated after charging/(crediting):

	31.12.13	31.12.12
	£	£
Other operating leases	97,861	70,589
Depreciation - owned assets	60,925	29,078
Profit on disposal of fixed assets	(229)	(201)
Auditors' remuneration	8,915	22,250
Foreign exchange differences	(25,669)	2,663
	<u>598,991</u>	<u>655,078</u>
Directors' remuneration	50,000	149,975
Directors' pension contributions to money purchase schemes	<u>50,000</u>	<u>149,975</u>

Information regarding the highest paid director is as follows:

	31.12.13	31.12.12
	£	£
Emoluments etc	170,000	335,000
Pension contributions to money purchase schemes	<u>50,000</u>	<u>50,000</u>

5. EXCEPTIONAL ITEMS

Included in administrative expenses is an impairment charge of £648,992, in respect of the goodwill acquired with the share acquisition of Bluecrest Health Screening Limited.

6. TAXATION

Analysis of the tax charge

The tax charge on the profit on ordinary activities for the year was as follows:

	31.12.13	31.12.12
	£	£
Current tax:		
UK corporation tax	305,088	248,339
Deferred tax	-	2,364
	<u>305,088</u>	<u>250,703</u>
Tax on profit on ordinary activities	<u>305,088</u>	<u>250,703</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

6. TAXATION - continued

Factors affecting the tax charge

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below:

	31.12.13	31.12.12
	£	£
Profit on ordinary activities before tax	<u>585,354</u>	<u>934,665</u>
Profit on ordinary activities multiplied by the standard rate of corporation tax in the UK of 23.250% (2012 - 25.500%)	136,095	238,340
Effects of:		
Expenses not deductible for tax purposes	167,734	11,721
Capital allowances in excess of depreciation	-	(1,722)
Depreciation in excess of capital allowances	1,259	-
	<u>305,088</u>	<u>248,339</u>
Current tax charge	<u>305,088</u>	<u>248,339</u>

Factors that may affect future tax charges

During the year, the UK main rate of Corporation Tax was reduced from 24% to 23% effective from 1 April 2013.

The Government have announced that the CT main rate will be reduced to 21% for the Financial Year beginning 1 April 2014. This measure announces that from 1 April 2015, the CT main rate for non-ring fenced profits will be further reduced and unified with the small profits rate (SPR). The new unified CT main rate will be set at 20%

Deferred tax liabilities have not been discounted.

7. PROFIT OF PARENT COMPANY

As permitted by Section 408 of the Companies Act 2006, the profit and loss account of the parent company is not presented as part of these financial statements. The parent company's profit for the financial year was £1,113,021 (2012 - £683,962).

8. DIVIDENDS

	31.12.13	31.12.12
	£	£
Ordinary shares of 1p each		
Interim	<u>207,328</u>	<u>91,800</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

9. INTANGIBLE FIXED ASSETS

Group	Goodwill £
COST	
Additions	648,992
Impairments	(648,992)
	<hr/>
At 31st December 2013	-
	<hr/>
NET BOOK VALUE	
At 31st December 2013	-
	<hr/> <hr/>

Goodwill arising during the year relates to the acquisition of a 75% shareholding in Bluecrest Health Screening Limited. Further details are given in note 25 of how this goodwill arose.

The directors consider that goodwill was fully impaired at the year end.

10. TANGIBLE FIXED ASSETS

Group	Freehold property £	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
COST					
At 1st January 2013	-	-	71,398	119,648	191,046
Additions	3,158,037	-	4,923	28,584	3,191,544
Disposals	-	(15,841)	-	-	(15,841)
Acquisitions	-	75,407	8,721	86,654	170,782
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
At 31st December 2013	3,158,037	59,566	85,042	234,886	3,537,531
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
DEPRECIATION					
At 1st January 2013	-	-	41,282	92,177	133,459
Charge for year	-	8,608	15,673	36,644	60,925
Acquisitions	-	9,419	1,579	23,881	34,879
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
At 31st December 2013	-	18,027	58,534	152,702	229,263
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
NET BOOK VALUE					
At 31st December 2013	3,158,037	41,539	26,508	82,184	3,308,268
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
At 31st December 2012	-	-	30,116	27,471	57,587
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

Acquisitions above reflect the opening position of assets acquired by the group on acquisition of Bluecrest Health Screening Limited.

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

10. TANGIBLE FIXED ASSETS - continued

Company

	Freehold property £	Fixtures and fittings £	Computer equipment £	Totals £
COST				
At 1st January 2013	-	71,398	119,648	191,046
Additions	3,158,037	4,922	26,841	3,189,800
	<hr/>	<hr/>	<hr/>	<hr/>
At 31st December 2013	3,158,037	76,320	146,489	3,380,846
	<hr/>	<hr/>	<hr/>	<hr/>
DEPRECIATION				
At 1st January 2013	-	41,282	92,177	133,459
Charge for year	-	14,360	21,965	36,325
	<hr/>	<hr/>	<hr/>	<hr/>
At 31st December 2013	-	55,642	114,142	169,784
	<hr/>	<hr/>	<hr/>	<hr/>
NET BOOK VALUE				
At 31st December 2013	3,158,037	20,678	32,347	3,211,062
	<hr/>	<hr/>	<hr/>	<hr/>
At 31st December 2012	-	30,116	27,471	57,587
	<hr/>	<hr/>	<hr/>	<hr/>

11. FIXED ASSET INVESTMENTS

Company

	Shares in group undertakings £
COST	
Additions	68
	<hr/>
At 31st December 2013	68
	<hr/>
NET BOOK VALUE	
At 31st December 2013	68
	<hr/>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

11. FIXED ASSET INVESTMENTS - continued

The group or the company's investments at the balance sheet date in the share capital of companies include the following:

Subsidiary

Bluecrest Health Screening Limited

Nature of business: Health Screening Services

	%	
Class of shares:	holding	
Ordinary	75.00	
		31.12.13
		£
Aggregate capital and reserves		(1,049,085)
Loss for the year		<u>(183,763)</u>

On 1 July 2013 the company acquired a 75% stake in Bluecrest Health Screening Limited for £68.

The above results are for the six month period ended 31 December 2013.

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	31.12.13	31.12.12	31.12.13	31.12.12
	£	£	£	£
Trade debtors	6,034,559	6,174,810	6,034,559	6,174,810
Other debtors	2,167,659	434,203	1,965,404	434,203
VAT	405,464	-	405,464	-
Called up share capital not paid	22	-	-	-
Prepayments and accrued income	311,631	71,831	111,478	71,831
	<u>8,919,335</u>	<u>6,680,844</u>	<u>8,516,905</u>	<u>6,680,844</u>

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	31.12.13	31.12.12	31.12.13	31.12.12
	£	£	£	£
Bank loans and overdrafts (see note 15)	440,891	-	445,901	-
Trade creditors	6,103,274	5,441,119	4,808,770	5,441,119
Tax	180,087	249,125	180,087	249,125
Social security and other taxes	122,341	129,475	122,341	129,475
VAT	-	196,941	-	196,941
Other creditors	203,633	96,655	203,633	96,655
Directors' loan accounts	33,572	8,807	23,572	8,807
Accruals and deferred income	984,755	562,711	735,618	562,711
	<u>8,068,553</u>	<u>6,684,833</u>	<u>6,519,922</u>	<u>6,684,833</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

14. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	Group		Company	
	31.12.13	31.12.12	31.12.13	31.12.12
	£	£	£	£
Bank loans (see note 15)	<u>1,334,928</u>	<u>-</u>	<u>1,334,928</u>	<u>-</u>

15. LOANS

An analysis of the maturity of loans is given below:

	Group		Company	
	31.12.13	31.12.12	31.12.13	31.12.12
	£	£	£	£
Amounts falling due within one year or on demand:				
Bank overdrafts	262,831	-	267,841	-
Bank loans	<u>178,060</u>	<u>-</u>	<u>178,060</u>	<u>-</u>
	<u>440,891</u>	<u>-</u>	<u>445,901</u>	<u>-</u>
Amounts falling due between one and two years:				
Bank loans - 1-2 years	<u>178,060</u>	<u>-</u>	<u>178,060</u>	<u>-</u>
Amounts falling due between two and five years:				
Bank loans - 2-5 years	<u>1,156,868</u>	<u>-</u>	<u>1,156,868</u>	<u>-</u>

16. OPERATING LEASE COMMITMENTS

The following operating lease payments are committed to be paid within one year:

Company

	Land and buildings	
	31.12.13	31.12.12
	£	£
Expiring:		
Between one and five years	<u>88,500</u>	<u>88,500</u>

17. SECURED DEBTS

The following secured debts are included within creditors:

	Company	
	31.12.13	31.12.12
	£	£
Bank overdraft	267,841	-
Bank loans	<u>1,512,988</u>	<u>-</u>
	<u>1,780,829</u>	<u>-</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

18. PROVISIONS FOR LIABILITIES

	Group		Company	
	31.12.13	31.12.12	31.12.13	31.12.12
	£	£	£	£
Deferred tax	<u>10,142</u>	<u>10,142</u>	<u>10,142</u>	<u>10,142</u>
Group				
				Deferred tax
				£
Balance at 1st January 2013				<u>10,142</u>
Balance at 31st December 2013				<u>10,142</u>
Company				
				Deferred tax
				£
Balance at 1st January 2013				<u>10,142</u>
Charge to the profit and loss				<u> </u>
Balance at 31st December 2013				<u>10,142</u>

19. MINORITY INTERESTS

The minority interest of £262,249 represents a minority shareholder's share of the net liabilities in a subsidiary company that was acquired in the year.

20. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	31.12.13	31.12.12
			£	£
1,432,713	Ordinary	1p	14,327	14,327
121,781	Ordinary A	1p	<u>1,218</u>	<u>-</u>
			<u>15,545</u>	<u>14,327</u>

121,781 Ordinary A shares of 1p each were allotted and fully paid for cash at par during the year.

21. RESERVES

Group	
	Profit and loss account
	£
At 1st January 2013	3,142,794
Profit for the year	326,207
Dividends	<u>(207,328)</u>
At 31st December 2013	<u>3,261,673</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

21. RESERVES - continued

Company

	Profit and loss account £
At 1st January 2013	3,142,794
Profit for the year	1,113,021
Dividends	(207,328)
	<hr/>
At 31st December 2013	<u>4,048,487</u>

22. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31st December 2013 and 31st December 2012:

	31.12.13 £	31.12.12 £
J Lewcock		
Balance outstanding at start of year	(8,807)	1,032
Amounts advanced	(14,765)	(9,839)
Amounts repaid	-	-
Balance outstanding at end of year	<u>(23,572)</u>	<u>(8,807)</u>

23. RELATED PARTY DISCLOSURES

Catalist DM Limited

A company under common control

During the year the group recharged expenses of £415,711 (2012 - £250,930), made sales of £456,321 (2012 - £361,631) and made purchases of £3,316,098 (2012 - £3,209,197) in respect of Catalist DM Limited.

At the balance sheet date a debit balance of £335,002 remained outstanding from Catalist DM Limited and is included in note 12 of the accounts within other debtors. Trading balances of £253,877 (2012 - £132,483) and £1,522,395 (2012 - £689,912) due from and to Catalist DM Limited are included in trade debtors and trade creditors respectively.

The Digital House (UK) Limited

A company under common control

During the year the group recharged expenses of £164,176 (2012 - £56,796) and made sales of £24,571 (2012 - £210,000) and made purchases of £2,324 (2012 - £Nil) in respect of The Digital House (UK) Limited.

At the balance sheet date a balance of £64,319 (2012: £31,975) remained outstanding from The Digital House (UK) Limited and is included within other debtors in note 12 to the accounts. Trading balances of £31,165 (2012 - £244,320) and £9,170 (2012 - £Nil) due from and to The Digital House (UK) Limited are included in trade debtors and trade creditors respectively.

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

23. RELATED PARTY DISCLOSURES - continued

The Broadcast House Limited

A company under common control

During the year the group recharged expenses of £292,513 (2012 - £129,518) and made sales of £218,031 (2012- £242,400) and made purchases of £2,986 (2012 - £Nil) in respect of The Broadcast House Limited.

At the balance sheet date a balance of £1,090,192 (2012- £202,340) remained outstanding from The Broadcast House Limited and is included within other debtors in note 12 to the accounts. Trading balances of £343,237 (2012 - £102,000) and £24,638 (2012 - £Nil) due from and to The Broadcast House Limited are included in trade debtors and trade creditors respectively.

The Press House

A company under common control

During the year the group recharged expenses of £320,817 (2012 - £279,501) and made sales of £322,997 (2012 - £154,000) and purchases of £209,225 (2012 - £Nil) in respect of The Press House Limited.

At the balance sheet date a balance of £9,761(2012- £742) remained outstanding to Press House Limited and is included within other creditors in note 13 to the accounts. Trading balances of £448,582 (2012 - £285,600) and £365,659 is due from and to The Press House Limited are included in trade debtors. and trade creditors respectively.

The Mobile House

A company under common control

During the year the group made sales of £33,500 (2012 - £Nil) and purchases of £6,325 (2012 - £Nil) in respect of The Mobile House Limited.

At the balance sheet date a balance of £76,893 (2012 - £Nil) remained outstanding from The Mobile House Limited and is included within other debtors in note 11 to the accounts.

M Lewcock

A director of the parent company

During the year the group was charged for accountancy services amounting to £36,000 (2012 - £66,000) by M Lewcock.

24. RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

Group

	31.12.13	31.12.12
	£	£
Profit for the financial year	326,207	683,962
Dividends	(207,328)	(91,800)
	<hr/>	<hr/>
	118,879	592,162
Ordinary shares issued	1,218	-
	<hr/>	<hr/>
Net addition to shareholders' funds	120,097	592,162
Opening shareholders' funds	3,157,121	2,564,959
	<hr/>	<hr/>
Closing shareholders' funds	<u>3,277,218</u>	<u>3,157,121</u>

THE INSERT HOUSE LIMITED (REGISTERED NUMBER: 04604217)

**Notes to the Consolidated Financial Statements - continued
for the year ended 31st December 2013**

24. RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS - continued

Company

	31.12.13	31.12.12
	£	£
Profit for the financial year	1,113,021	683,962
Dividends	(207,328)	(91,800)
	<hr/>	<hr/>
Ordinary shares issued	905,693	592,162
	1,218	-
	<hr/>	<hr/>
Net addition to shareholders' funds	906,911	592,162
Opening shareholders' funds	3,157,121	2,564,959
	<hr/>	<hr/>
Closing shareholders' funds	<u>4,064,032</u>	<u>3,157,121</u>

25. ACQUISITIONS

The group purchased a 75% shareholding in Bluecrest Health Screening Limited on 1 July 2013 for a nominal amount of £68.

No fair value adjustments were required to the assets and liabilities acquired on that date which were:

	Book Value £
Tangible fixed assets	135,903
Debtors	405,882
Cash at Bank	7,867
Creditors	(1,414,884)
	<hr/>
Total Liabilities	(865,232)
Minority Interest (25%)	216,308
Net Liabilities acquired	(648,924)
Cash consideration	68
	<hr/>
Goodwill	<u>648,924</u>