

REGISTERED NUMBER: 05037989 (England and Wales)

Abbreviated Unaudited Accounts for the Year Ended 31 March 2012

for

Addictive Interactive Limited

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Addictive Interactive Limited
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for the Year Ended 31 March 2012

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Addictive Interactive Limited
Company Information
for the Year Ended 31 March 2012

DIRECTORS

D Hurrell
R Nichols
Ms K Burns
Mrs S J Thomson
S Thomson

SECRETARY.

Ashcroft Anthony Ltd

REGISTERED OFFICE.

Heydon Lodge
Flint Cross
Newmarket Road
Royston
Hertfordshire
SG8 7PN

REGISTERED NUMBER:

05037989 (England and Wales)

ACCOUNTANTS:

Ashcroft Anthony Limited
Chartered Accountants
Heydon Lodge
Flint Cross
Newmarket Road
Royston
Hertfordshire
SG8 7PN

Addictive Interactive Limited

Abbreviated Balance Sheet 31 March 2012

		2012	2011
	Notes	£	£
FIXED ASSETS			
Intangible assets	2	334,261	223,244
Tangible assets	3	485	1,186
Investments	4	20	20
		<u>334,766</u>	<u>224,450</u>
CURRENT ASSETS			
Debtors		111,404	8,705
Cash at bank		132,909	-
		<u>244,313</u>	<u>8,705</u>
CREDITORS			
Amounts falling due within one year		110,508	100,244
NET CURRENT ASSETS/(LIABILITIES)		<u>133,805</u>	<u>(91,539)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>468,571</u>	<u>132,911</u>
CAPITAL AND RESERVES			
Called up share capital	5	1,018	1,010
Share premium		642,479	299,996
Other reserves		10	-
Profit and loss account		(174,936)	(168,095)
SHAREHOLDERS' FUNDS		<u>468,571</u>	<u>132,911</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The notes form part of these abbreviated accounts

Addictive Interactive Limited

Abbreviated Balance Sheet - continued
31 March 2012

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on **29.10.12** and were signed on its behalf by


D Hurrell - Director

The notes form part of these abbreviated accounts

Addictive Interactive Limited

Notes to the Abbreviated Accounts for the Year Ended 31 March 2012

1 ACCOUNTING POLICIES

Accounting convention

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

The financial statements have been prepared on a going concern basis on the grounds that the directors and shareholders will continue to provide sufficient finance to enable the company to continue to trade for the foreseeable future

Turnover

Turnover represents net invoiced sales of goods and services, excluding value added tax

Intangible Fixed Assets

Development costs incurred for the production of licensed software are capitalised once it has been established that it is technically feasible for the base technology to be used as part of a saleable product

The directors carried out an impairment review to re-appraise the development project and consider the resulting intangible fixed asset to have an estimated useful life of five years commencing 1 April 2011

As a result of this change in estimation technique, no amortisation has been charged in the year

Tangible fixed assets

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

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

Monetary 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

Hire purchase and 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

Investments

Investments are valued at cost less provision for impairment

Addictive Interactive Limited

**Notes to the Abbreviated Accounts - continued
for the Year Ended 31 March 2012**

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2011	416,052
Additions	194,583
	<hr/>
At 31 March 2012	610,635
	<hr/>
AMORTISATION	
At 1 April 2011	192,808
Charge for year	83,566
	<hr/>
At 31 March 2012	276,374
	<hr/>
NET BOOK VALUE	
At 31 March 2012	334,261
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At 31 March 2011	223,244
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3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2011 and 31 March 2012	7,532
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DEPRECIATION	
At 1 April 2011	6,346
Charge for year	701
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At 31 March 2012	7,047
	<hr/>
NET BOOK VALUE	
At 31 March 2012	485
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At 31 March 2011	1,186
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Addictive Interactive Limited

Notes to the Abbreviated Accounts - continued for the Year Ended 31 March 2012

4 FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
At 1 April 2011 and 31 March 2012	<u>20</u>
NET BOOK VALUE	
At 31 March 2012	<u>20</u>
At 31 March 2011	<u>20</u>

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

Associated Company

Addictive Merchandise Limited

Nature of business Promotional services

	%
Class of shares	holding
Ordinary D	100 00

5 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value	2012 £	2011 £
NIL (2011 - 10,000)	Ordinary A	001	-	10
NIL	Ordinary B	0 001	-	1,000
1,017,500	Ordinary	0 001	<u>1,018</u>	-
			<u>1,018</u>	<u>1,010</u>

On 13 June 2011, the company applied to reduce its share capital by cancelling all of the Ordinary A shares. Also at this time, they applied to re-designate the Ordinary B shares to Ordinary shares adjusting their rights to full voting and the right to dividends and capital on winding up. These applications were accepted by Companies House.

On 29 July 2011, 17,500 Ordinary shares of £0 001 each were issued for the total consideration of £350,000.