

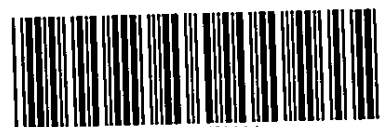
REGISTERED NUMBER: 05037989 (England and Wales)

Abbreviated Unaudited Accounts for the Year Ended 31 March 2013

for

Addictive Interactive Limited

FRIDAY



A29 *A2CFV2UA* #21
12/07/2013
COMPANIES HOUSE

DM

**Contents of the Abbreviated Accounts
for the Year Ended 31 March 2013**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4

Addictive Interactive Limited

Company Information
for the Year Ended 31 March 2013

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 (Registered number: 05037989)

**Abbreviated Balance Sheet
31 March 2013**

		2013		2012	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible assets	2		441,171		334,261
Tangible assets	3		-		485
Investments	4		20		20
			<u>441,191</u>		<u>334,766</u>
CURRENT ASSETS					
Debtors		82,644		111,404	
Cash at bank		61,422		132,909	
		<u>144,066</u>		<u>244,313</u>	
CREDITORS					
Amounts falling due within one year		361,423		110,508	
				<u>110,508</u>	
NET CURRENT (LIABILITIES)/ASSETS			<u>(217,357)</u>		<u>133,805</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u><u>223,834</u></u>		<u><u>468,571</u></u>
CAPITAL AND RESERVES					
Called up share capital	5		1,018		1,018
Share premium			642,479		642,479
Other reserves			10		10
Profit and loss account			<u>(419,673)</u>		<u>(174,936)</u>
SHAREHOLDERS' FUNDS			<u><u>223,834</u></u>		<u><u>468,571</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2013

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2013 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

DM

Addictive Interactive Limited (Registered number: 05037989)

Abbreviated Balance Sheet - continued
31 March 2013

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 *3/7/13* and were signed on its behalf by



D Hurrell - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts
for the Year Ended 31 March 2013**

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

On the 31 March 2013 the directors carried out an impairment review to re-appraise the development project and consider the resulting intangible fixed asset to have a remaining estimated useful life of three years commencing 1 April 2012. From the Directors' experience, major upgrades take place every two to three years on average

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

**Notes to the Abbreviated Accounts - continued
for the Year Ended 31 March 2013**

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2012	610,635
Additions	327,495
	<hr/>
At 31 March 2013	938,130
	<hr/>
AMORTISATION	
At 1 April 2012	276,374
Amortisation for year	220,585
	<hr/>
At 31 March 2013	496,959
	<hr/>
NET BOOK VALUE	
At 31 March 2013	441,171
	<hr/>
At 31 March 2012	334,261
	<hr/>

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2012 and 31 March 2013	7,532
	<hr/>
DEPRECIATION	
At 1 April 2012	7,047
Charge for year	485
	<hr/>
At 31 March 2013	7,532
	<hr/>
NET BOOK VALUE	
At 31 March 2013	-
	<hr/>
At 31 March 2012	485
	<hr/>

Addictive Interactive Limited (Registered number: 05037989)

**Notes to the Abbreviated Accounts - continued
for the Year Ended 31 March 2013**

4 FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
At 1 April 2012 and 31 March 2013	<u>20</u>
NET BOOK VALUE	
At 31 March 2013	<u>20</u>
At 31 March 2012	<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

	% holding
Class of shares	
Ordinary D	100 00

5 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid			2013	2012
Number	Class	Nominal value	£	£
1,017,500	Ordinary	0 001	<u>1,018</u>	<u>1,018</u>