Company Registration Number: 05379251 (England and Wales)

Abbreviated (Unaudited) Accounts

Period of accounts

Start date: 01st January 2012

End date: 31st December 2012

SUBMITTED

Company Information for the Period Ended 31st December 2012

Paul Bateman

Jonathan Pockson

Company secretary: Jonathan Pockson

Registered office: 30 Clare Hill

Esher
Surrey
KT10 9NB
GB-ENG

Company Registration Number: 05379251 (England and Wales)

Abbreviated Balance sheet As at 31st December 2012

	Notes	2012 £	2011 €
Fixed assets			
Intangible assets:	2	26,060	88,556
Total fixed assets:		26,060	88,556
Current assets			
Debtors:		298,950	241,950
Cash at bank and in hand:		274,479	350,133
Total current assets:		573,429	592,083
Creditors			
Creditors: amounts falling due within one year		4,028	85,828
Net current assets (liabilities):		569,401	506,255
Total assets less current liabilities:		595,461	594,811
Total net assets (liabilities):		595,461	594,811

The notes form part of these financial statements

Abbreviated Balance sheet As at 31st December 2012 continued

	Notes	2012 £	2011 £
Capital and reserves			
Called up share capital:	3	3,333,907	3,333,907
Revaluation reserve:		8,010,074	8,010,074
Profit and Loss account:	(10,748,520) (10,749,170)
Total shareholders funds:		595,461	594,811

For the year ending 31 December 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

The financial statements were approved by the Board of Directors on 02 September 2013

SIGNED ON BEHALF OF THE BOARD BY:

Name: Jonathan Pockson

Status: Director

The notes form part of these financial statements

Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

1. Accounting policies

Basis of measurement and preparation of accounts

The financial statements are prepared in accordance with applicable United Kingdom law and accounting standards as applicable to small entities. Consolidation The Company and its subsidiaries comprise a small group. However, the Company has taken advantage of the exemption provided by section 398 of the Companies Act 2006 not to prepare group accounts. Accounting convention The financial statements are prepared under the historical cost convention. Going concern The Directors believe that the key market for the success of Fertell is the sale of the product and the development of a further male test. Despite the extensive media campaigns in the past, sales have not reached the targets set and have been disappointing. In the light of this information, the Directors continue to review their strategic options with regards the company and have decided to develop or dispose of certain of the Company's IP.

Turnover policy

Turnover represents amounts receivable for goods and services provided to third party customers in the normal course of business, net of trade discounts, VAT and other sales related taxes.

Tangible fixed assets depreciation policy

Tangible fixed assets are stated at cost net of depreciation and any provision for impairment. Depreciation is provided in equal annual instalments in order to write off the cost of each asset over its estimated useful life at the following rates:

Office equipment 25% per annum Plant and machinery 25% per annum Computers and software 33% per annum

Intangible fixed assets amortisation policy

Licences are included at their acquisition cost and are amortised in equal annual instalments over 8 years.

Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

2. Intangible assets

	Total
Cost	£
At 01st January 2012:	500,000
	500,000
Amortisation	£
At 01st January 2012:	411,444
Provided during the period:	62,496
At 31st December 2012:	473,940
Net book value	£
At 31st December 2012:	26,060
At 31st December 2011:	88,556

Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

3. Called up share capital

Allotted, called up and paid

Previous period			2011
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	33,339,071	0.10	3,333,907
Total share capital:			3,333,907
Current period			2012
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	33,339,071	0.10	3,333,907
Total share capital:			3,333,907

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.