

Registration number 5499846

**Report of the Directors and
Unaudited Financial Statements
for the Year Ended 31 December 2010
for
LeadPoint (UK) Limited**



**Contents of the Financial Statements
for the Year Ended 31 December 2010**

	Page
Company Information	1
Report of the Directors	2
Profit and loss account	3
Balance sheet	4
Notes to the financial statements	6
Trading and Profit and Loss Account	9

Company information
For the Year Ended 31 December 2010

Directors:	Marc Diana Per Pettersen
Secretary:	Per Pettersen
Registered Number	05499846 (England and Wales)
Registered Office:	3 Nellington Road Tunbridge Wells Kent TN4 8SH

**Report of the Directors
For the Year Ended 31 December 2010**

The directors present their report and the financial statements for the year ended 31 December 2010

Principal activity

The principal activity of the company in the year under review was that of a leads exchange marketplace


Directors

The directors shown below have held office during the whole of the period from 1 January 2010 to the date of this report

Marc Diana
Per Pettersen

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

On behalf of the board:



Marc Diana
Director

9/22/11

Date

LeadPoint (UK) Limited

**Profit and loss account
for the year ended 31 December 2010**

		Period ended 31/12/10	Period ended 31/12/09
	Notes	£	£
Turnover		8,593,230	5,571,254
Cost of sales		(7,288,589)	(4,680,801)
Gross profit		<u>1,304,641</u>	<u>890,453</u>
Administrative expenses		(1,292,335)	(784,800)
Operating Profit	2	<u>12,306</u>	<u>105,653</u>
Interest receivable and similar income		<u>382</u>	<u>197</u>
Profit on ordinary activities before taxation		<u>12,688</u>	<u>105,850</u>
Tax on profit on ordinary activities		(41)	-
Profit for the financial year after taxation		<u>12,647</u>	<u>105,850</u>

The notes form part of these financial statements

LeadPoint (UK) Limited

**Balance sheet
31 December 2010**

		31/12/10		31/12/09	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	3		10,779		9,808
Current assets					
Debtors	4	344,152		481,143	
Cash at bank and in hand		498,889		443,475	
Prepayments		13,367		-	
		<u>856,408</u>		<u>924,618</u>	
Creditors, amounts falling due within one year	5	<u>569,769</u>		<u>649,655</u>	
Net current assets			<u>286,639</u>		<u>274,963</u>
Total assets less current liabilities			<u>297,418</u>		<u>284,771</u>
Creditors, amounts falling due after more than one year	6		<u>558,062</u>		<u>558,062</u>
Net liabilities			<u>(260,644)</u>		<u>(273,291)</u>
Capital and reserves					
Called up share capital	7		2		2
Profit and loss account	8		<u>(260,646)</u>		<u>(273,293)</u>
Shareholders' funds			<u>(260,644)</u>		<u>(273,291)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2010 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 financial statements

LeadPoint (UK) Limited

Balance sheet (continued)

**Directors' statements required by Section 249B(4)
for the year ended 31 December 2010**

The financial statements have been prepared in accordance with special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the Board of Directors on 9/22/11 and signed on its behalf by



Marc Diana
Director

The notes form part of these financial statements

LeadPoint (UK) Limited

**Notes to the financial statements
for the year ended 31 December 2010**

1. Accounting policies

Basis of preparing the financial statements

The accounts have been prepared on the going concern basis as the directors consider this appropriate in the light of the company's plans to generate profits and contain costs, and also bearing in mind the level of inter-company loans which contribute to the year end balance sheet deficit

Turnover

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

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)

Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Fixtures, fittings
and equipment - 33% straight line

Deferred tax

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

Pension costs and other post-retirement benefits

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

	Period ended 31/12/10 £	Period ended 31/12/09 £
2. Operating profit		
The operating profit is stated after charging		
Depreciation – owned assets	797	2,960
Pension Costs	–	–
Director's remuneration and other benefits etc	–	–

LeadPoint (UK) Limited

**Notes to the financial statements
for the year ended 31 December 2010**

4. Tangible fixed assets

**Plants and
Machinery
Etc**

	£
Cost	
At 1 January 2010	19,776
Additions	1,768
At 31 December 2010	<u>21,544</u>
Depreciation	
At 1 January 2010	9,968
Charge for the year	797
At 31 December 2010	<u>10,765</u>
Net book values	
At 31 December 2010	<u>10,779</u>
At 31 December 2009	<u>9,808</u>

4. Debtors

	31/12/10 £	31/12/09 £
Amounts falling due within one year		
Trade debtors	127,851	57,876
Other debtors	851	-
Deposit	10,326	1,326
Prepayments and accrued income	13,367	-
	<u>152,395</u>	<u>59,202</u>
Amounts falling due after more than one year	205,124	421,941
Aggregate amounts	<u>357,519</u>	<u>481,143</u>

LeadPoint (UK) Limited**Notes to the financial statements
for the year ended 31 December 2010**

5. Creditors: amounts falling due within one year	31/12/10	31/12/09
	£	£
Trade creditors	465,446	445,123
VAT	-	63,070
Other creditors	3,544	3,241
Customer Deposits	65,818	99,052
Accruals and deferred income	34,961	39,169
	<u>569,669</u>	<u>649,655</u>
6. Creditors: amounts falling due After more than one year	31/12/10	31/12/09
	£	£
Other creditors	<u>558,062</u>	<u>558,062</u>
7. Share capital	31/12/10	31/12/09
	£	£
Allotted, called up and fully paid		
2 Ordinary shares of £1 each	<u>2</u>	<u>2</u>
8 Reserves		Profit and loss account
	£	£
At 1 January 2010		(273,293)
Profit for the year		12,647
At 31 December 2010		<u>(260,646)</u>

9. Related Party Disclosures

As of 31 December 2010, the company owed its parent company, LeadPoint, Inc a new amount of £352,938

10 Ultimate Controlling Party

Control of the company rests with the owners of its parent company, LeadPoint Inc, which is incorporated in the USA That company is controlled by it's 36 1% shareholder, RedPoint Ventures II, together with Mr Marc Diana and Mr Per Pettersen

LeadPoint (UK) Limited

**Trading and Profit and Loss Account
for the year Ended 31 December 2010**

	31 12 10		31 12 09	
	£	£	£	£
Sales		8,593,230		5,571,254
Cost of Sales				
Purchases	7,200,043		4,617,601	
Credit card processing fees	88,546		63,200	
		<u>7,288,589</u>		<u>4,680,801</u>
Gross Profit		1,304,641		890,453
Other income				
Interest received		<u>382</u>		<u>197</u>
		1,305,023		890,650
Expenditure				
Motor Expenses	-		2,338	
Staff training	-		150	
Private medical insurance	-		714	
Sundry expenses	-		4,666	
Staff Welfare	-		114	
Credit Card	-		87	
Insurance	1,403		1,363	
Rent	99,000		75,600	
Wages	628,346		473,088	
Social Security	70,407		47,678	
Printing, post, and stationary	5,044		2,078	
Telephone	21,127		14,333	
Advertising	8,205		13,096	
Traveling & Entertainment	18,695		18,619	
Subscriptions	1,342		1,150	
Repairs and renewals	330		635	
Human Resources	13,657		6,279	
Computer costs	528		3,906	
Canteen	9,061		1,867	
Accountancy	3,360		4,741	
Uncollected VAT	(21,841)		60,353	
Legal fees	16,276		4,737	
Donations	150		360	
Entertainment	683		12,295	
		<u>875,773</u>		<u>750,247</u>
Carried Forward		429,250		140,403

This page does not form part of the statutory financial statements

**Trading and Profit and Loss Account
for the year Ended 31 December 2010**

	31 12 10	31 12 09
	£	£
Brought Forward	429,250	140,403
Expenditure		
Bad debts	9,000	30,000
Bank charges	2,690	1,593
Utilities	148	-
MIS Outside Services	8,667	-
Technology	534	-
Voice	2,102	-
Product	366	-
Technology & Product Services	392,258	-
Taxes	41	-
Depreciation	797	2,960
	<u>416,603</u>	<u>34,553</u>
Net Profit	<u><u>12,647</u></u>	<u><u>105,850</u></u>

This page does not form part of the statutory financial statements