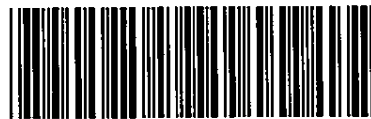


Company Registration No. 5499846 (England and Wales)

LEADPOINT (UK) LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2011

TUESDAY



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COMPANIES HOUSE

LEADPOINT (UK) LIMITED

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LEADPOINT (UK) LIMITED

INDEPENDENT AUDITORS' REPORT TO LEADPOINT (UK) LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of Leadpoint (UK) Limited for the year ended 31 December 2011 prepared under section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

Jonathan Isaacs (Senior Statutory Auditor)
for and on behalf of Jeffreys Henry LLP

21 February 2013

Chartered Accountants
Statutory Auditor

Finsgate, 5-7 Cranwood Street
London
EC1V 9EE

LEADPOINT (UK) LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2011

	Notes	2011 £	£	2010 £	£
Fixed assets					
Tangible assets	2		4,459		10,779
Current assets					
Debtors		229,355		152,395	
Cash at bank and in hand		342,235		498,889	
		571,590		651,284	
Creditors: amounts falling due within one year		(632,699)		(922,707)	
Net current liabilities			(61,109)		(271,423)
Total assets less current liabilities			(56,650)		(260,644)
Capital and reserves					
Called up share capital	3		2		2
Profit and loss account			(56,652)		(260,646)
Shareholders' funds			(56,650)		(260,644)

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

Approved by the Board for issue on 21 February 2013


F. Pettersen
Director

Company Registration No. 5499846

LEADPOINT (UK) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2011

1 Accounting policies

1.1 Accounting convention

The financial statements are 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 the going concern basis due to the financial support of the ultimate parent company, Terra Matrix Media LLC and the opinion of the directors that the contingent liability referred to in note 10 will not crystallise

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1.3 Turnover

Turnover represents amounts receivable for lead exchange services net of VAT

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Fixtures, fittings & equipment	33% straight line
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1.5 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account

LEADPOINT (UK) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2011

2 Fixed assets

	Tangible assets £
Cost	
At 1 January 2011	21,544
Additions	1,291
	<u>22,835</u>
At 31 December 2011	<u>22,835</u>
Depreciation	
At 1 January 2011	10,765
Charge for the year	7,611
	<u>18,376</u>
At 31 December 2011	<u>18,376</u>
Net book value	
At 31 December 2011	<u>4,459</u>
At 31 December 2010	<u>10,779</u>

3 Share capital

	2011 £	2010 £
Allotted, called up and fully paid		
2 Ordinary shares of £1 each	<u>2</u>	<u>2</u>

4 Ultimate parent company

The ultimate controlling party until 30 September 2011 was Leadpoint Inc a company incorporated in USA. From 1 October 2011 the immediate parent company has been Simply Media Network Limited, a company incorporated in England and the ultimate parent company Terra Matrx Media LLC, incorporated in USA.