# FORMERLY AKA (EU) LIMITED ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

WEDNESDAY

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## ICER BRANDS EUROPE LIMITED FORMERLY AKA (EU) LIMITED ABBREVIATED BALANCE SHEET

#### AS AT 31 DECEMBER 2010

		2010		2009	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		2,530		2,487
Current assets					
Stocks		399,603		521,711	
Debtors		737,259		645,127	
Cash at bank and in hand		46,650		84,885	
		1,183,512		1,251,723	
Creditors amounts falling due within	1				
one year		(781,632)		(955,041)	
Net current assets			401,880		296,682
Total assets less current liabilities			404,410		299,169
			<del></del>		
Capital and reserves					
Called up share capital	3		1,392,554		1,392,554
Profit and loss account			(988,144)		(1,093,385)
Shareholders' funds			404,410		299,169

For the financial year ended 31 December 2010 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the 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 accounts, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 5 of the Companies Act 2006

Hip Board for issue on

RH

Norman Jemai

Director

Lawrence Jamal

Director

Company Registration No 05571546

## ICER BRANDS EUROPE LIMITED FORMERLY AKA (EU) LIMITED NOTES TO THE ABBREVIATED ACCOUNTS

#### FOR THE YEAR ENDED 31 DECEMBER 2010

#### 1 Accounting policies

#### 11 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 a going concern basis, that is dependent on the continued financial support of its directors and other creditors

#### 12 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

#### 1.3 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

Plant and machinery

25% on a reducing balance basis

Tangihla

#### 14 Stock

Stock is valued at the lower of cost and net realisable value

#### 15 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.

#### 2 Fixed assets

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	£
Cost	
At 1 January 2010	4,080
Additions	886
At 31 December 2010	4,966
Depreciation	
At 1 January 2010	1,593
Charge for the year	843
At 31 December 2010	2,436
Net book value	
At 31 December 2010	2,530 ====================================
At 31 December 2009	2,487

# ICER BRANDS EUROPE LIMITED FORMERLY AKA (EU) LIMITED NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

#### FOR THE YEAR ENDED 31 DECEMBER 2010

3	Share capital	2010 £	2009 £
	Allotted, called up and fully paid		
	1,392,554 Ordinary shares of £1 each	1,392,554 —————	1,392,554

#### 4 Ultimate parent company

The ultimate parent company is ICER International Holdings LLC, a company incorporated in the USA