Directors' Report and Financial Statements

For the year ended 31 March 2008

Company number 5786074

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# Directors' report and financial statements for the year ended 31 March 2008

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#### **Directors**

Andrew Davenport Mark Hollingsworth Peter Phippen Neil Ross Russell

## Secretary and registered office

Mark Hollingsworth, Pinewood Studios, Pinewood Road, Iver Heath, Bucks, SL0 0NH

## Company number

5786074

#### Auditors

KPMG LLP, 8 Salisbury Square, London EC4Y 8BB

## Report of the Directors for the year ended 31 March 2008

The Directors present their annual report together with the audited financial statements for the year ended 31 March 2008.

## Principal activities and business review

The Company's principal activity to date has been the exploitation of television programmes and other media content for children, produced by Ragdoll.

The past year has seen the Company launch BAFTA winning "In the Night Garden" with significant commercial success in the UK, whilst "Teletubbies" celebrated its global 10<sup>th</sup> anniversary. The forthcoming year will see the Company build on an impressive start as "In the Night Garden" is launched around the world.

The Company has no external borrowings. Specific financial risks are limited but include exposure to foreign exchange where sales are recorded in currencies other than Sterling. As is the case with all children's intellectual property rights holders, the Company remains vulnerable to the risks associated with the changing children's television landscape.

An annual impairment review of investments in programme rights is undertaken. The Company distributes the majority of its intellectual property portfolio through BBC Worldwide. Protection and enforcement of intellectual property rights is an ongoing priority.

Subsequent to the year end the global economic environment is increasingly challenging. The Directors consider that the Company has, in combination with its shareholders, appropriate planning processes in place to address this future uncertainty and the Directors continue to monitor the trading outlook carefully and take appropriate mitigating action.

Key performance indicators used by the Company include core financial measures such as turnover and operating profit margins achieved (see below) and indicators relating to working capital management. Analysis of sales by territory and media format is also reviewed.

#### Results and dividends

The profit for the year after taxation was £82,778 (2007: £93,180).

During the year turnover increased to £6m from £4.1m (46%). However, initial marketing and other launch costs were incurred as a new brand was introduced in the period, thereby reducing operating profit to £17,818 from £102,873 in the prior period.

The comparative period is the period from incorporation on 19 April 2006 to 31 March 2007.

No interim dividend was paid during the year. The Directors do not propose the payment of a final dividend.

## Report of the Directors for the year ended 31 March 2008 (Continued)

#### **Directors**

The Directors of the Company at the date of this report were as follows:

Andrew Davenport

(appointed 5 September 2008)

Mark Hollingsworth

Peter Phippen

(appointed 5 September 2008)

Neil Ross Russell

(appointed 5 September 2008)

The following Directors also held office during the year:

Andrew Kerr

(resigned 25 March 2008)

Richard Parsons

(resigned 16 October 2007)

Gill Pritchard

(resigned 1 August 2008)

Christopher Weller

(resigned 1 July 2008)

#### Creditor payment policy

It is the Company policy to adhere to the payment terms agreed with the supplier. Payments are contingent on the supplier providing goods and services to the required standard.

#### Statement as to disclosure of information to Auditors

The Directors who held office at the date of approval of this Directors' report confirm that, so far as they are each aware, there is no relevant audit information of which the Company's Auditors are unaware and each Director has taken all the steps that they ought to have taken as a Director to make themselves aware of any relevant audit information and to establish that the Company's Auditors are aware of that information.

#### Auditors

A resolution is to be put to the forthcoming Annual General Meeting to reappoint KPMG LLP as auditors of the Company.

By order of the Board

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Mark Hollingsworth

Company Secretary

30 + January 2009

**Pinewood Studios** Pinewood Road

Iver Heath

Bucks

SL0 0NH

## Statement of Directors' responsibilities for the year ended 31 March 2008

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accounting Practice).

The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that its financial statements comply with the Companies Act 1985. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

## Report of the Independent Auditors to the members of Ragdoll Worldwide Limited

We have audited the financial statements of Ragdoll Worldwide Limited for the year ended 31 March 2008 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's 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 and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### Respective responsibilities of Directors and Auditors

The Directors' responsibilities for preparing the financial statements in accordance with applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities on page 3.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

#### Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the Director in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

## Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with UK Generally Accepted Accounting Practice, of the state of the company's affairs as at 31 March 2008 and of its profit for the year then ended;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Director's Report is consistent with the financial statements.

KRMG LLP

**KPMG LLP** 

Chartered Accountants Registered Auditor 8 Salisbury Square London EC4Y 8BB **3。 January 2009** 

Ragdoll Worldwide Limited

Profit and loss account for the year ended 31 March 2008

	Notes	2008 £	2007 £
Turnover	2	5,993,313	4,093,641
Cost of sales		(3,240,207)	(2,003,653)
Gross profit		2,753,106	2,089,988
Distribution expenses Administrative expenses		(2,107,601) (627,687)	(1,549,484) (437,631)
Operating profit		17,818	102,873
Interest receivable and similar income	5	89,151	25,557
		<del></del>	-
Profit on ordinary activities before taxation	3	106,969	128,430
Tax on profit on ordinary activities	6	(24,191)	(35,250)
Profit for the year	14	82,778	93,180

All results for the year derive from continuing operations.

The Company has no recognised gains and losses other than those above and therefore no separate statement of total recognised gains and losses has been presented.

The comparative period is the period from incorporation on 19 April 2006 to 31 March 2007.

The notes on pages 7 to 16 form part of these financial statements.

## Balance sheet at 31 March 2008

	Notes	2008	2008	2007 £	2007 £
Fixed assets					26
Investments	7		26		26
Intangible assets	8		209,233		77,911
Investment in programmes	9		20,337,776		21,375,776
			20,547,035		21,453,713
Current assets				1 700 100	
Debtors: amounts due within one year Cash at bank and in hand	10	559,993 3,116,025		1,728,198 988,294	
Cash at bank and in hand		3,110,023		700,271	
		3,676,018		2,716,492	
Creditors: amounts falling due within one year	11	(12,363,160)		(12,381,840)	
Net current liabilities			(8,687,142)		(9,665,348)
Total assets less current liabilities			11,859,893		11,788,365
Provisions for liabilities and charges	12		(90,000)		(101,250)
Net assets			11,769,893		11,687,115
Capital and reserves					
Called up share capital		13	51		51
Share premium account		14	11,593,884		11,593,884
Profit and loss account		14	175,958		93,180
Equity shareholders' funds		15	11,769,893		11,687,115
			-		

These financial statements were approved by the Board of Directors on 304 January 2009 and were signed on its behalf by:

Neil Ross Russell

Director

Mark Hollingsworth

Director

The notes on pages 7 to 16 form part of these financial statements.

## Notes forming part of the financial statements for the year ended 31 March 2008

#### 1 Accounting policies

The financial statements have been prepared in accordance with applicable accounting standards in the United Kingdom. A summary of the Company's principal accounting policies, which have been applied consistently throughout the current year and prior period, is set out below.

Basis of preparation

The financial statements are presented under the historical cost accounting convention.

The comparative period is the period from incorporation on 19 April 2006 to 31 March 2007.

The Company has taken advantage of the provisions of FRS1 (revised) not to publish a cash flow statement as its parent company Ragdoll Worldwide Holdings Limited has prepared consolidated financial statements which are publicly available and include a consolidated cash flow statement.

At 31 March 2008 the Company had net current liabilities. The accounts are prepared on a going-concern basis as Ragdoll Worldwide Holdings Limited has agreed to provide financial support to the Company in order that it can continue to trade and meet its liabilities as they fall due, for as long as they remain a member of the group.

#### **Turnover**

Turnover represents income from television programme sales, income and licence fees from associated books, DVDs and character merchandising. Turnover excludes value added tax and trade discounts and is recognised at the fair value of consideration receivable.

Turnover is recognised as follows:

- Income from television sales is recognised at the later of the start of the licence period or delivery of materials.
- Royalty income is recognised when receivable and earned. Recoupable, non-refundable advances received for licence of intellectual property are initially deferred and recognised as turnover over the licence period, on a recoupment basis unless another systematic and rational basis is more appropriate.

#### Investment in programmes

Investment in programmes is stated at cost less accumulated amortisation and after writing off the costs that are considered irrecoverable.

Amortisation is charged to the profit and loss account to match the average revenue profile of the property, over the estimated average marketable life of the product, estimated to be between two and ten years. Programmes that are fully written off are deducted from the cost and accumulated amortisation. An annual impairment review of investment in programmes and prepayments is undertaken.

#### Intangible assets

Intangible assets comprise capitalised trademark costs which are amortised over their useful economic life, not exceeding 10 years.

## Notes forming part of the financial statements for the year ended 31 March 2008

## 1 Accounting policies (Continued)

#### Operating leases

Rentals under operating leases are charged to the profit and loss account on a straight-line basis over the

## Dividends on shares presented within shareholders' funds

Dividends unpaid at the balance sheet date are only recognised as a liability at that date to the extent that they are appropriately authorised and are no longer at the discretion of the Company. Unpaid dividends that do not meet these criteria are disclosed in the notes to the financial statements.

#### Foreign currencies

Transactions in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction or, if hedged forward, at the rate of exchange under the related forward currency contract. Monetary assets and liabilities denominated in foreign currencies are translated using the contracted rate or the rate of exchange ruling at the balance sheet date and the gains or losses on translation are included in the profit and loss account.

The assets and liabilities and profit and loss accounts of overseas branches are translated at the closing exchange rates. Profit and loss accounts of such undertakings are consolidated at the average rates of exchange during the period. Gains and losses arising on these translations are taken to reserves.

#### **Taxation**

The charge for taxation is based on the profit for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes. Except where otherwise required by accounting standards full provision without discounting is made for all timing differences that have arisen but not reversed at the balance sheet date. Deferred tax assets are recognised to the extent that, on the basis of all available evidence, it is more likely than not that they will be recovered.

#### 2 Segmental information

All turnover and profit before taxation relates to one class of business, being the licensing of intellectual property rights and originates in the United Kingdom.

Analysis of turnover by destination:

•	2008 £	2007 £
UK	2,311,299	574,608
Rest of Europe	2,416,069	2,293,000
Rest of World	1,265,945	1,226,033
	5,993,313	4,093,641

## Notes forming part of the financial statements for the year ended 31 March 2008

3 Profit on ordinary activities before taxation	2008 £	2007 £
Profit on ordinary activities is stated after characterisation of investment in programmes Amortisation of intangible assets	rging: 1,038,000 24,200	1,038,000 8,657
		<del></del>
Fees receivable by the Company's Auditors we Fees for the audit of the Company	ere as follows:	10,000

Fees paid to the Company's auditors, KPMG LLP, and its associates for services other than the statutory audit of the Company are not disclosed in these financial statements. This is on the basis that such non-audit fees are disclosed in the consolidated accounts of the Company's parent undertaking, Ragdoll Worldwide Holdings Limited.

## 4 Staff costs and employees information (including Directors)

#### (i) Persons employed and staff costs

No persons were employed by the Company during the year.

#### (ii) Inter-company management charge

The Company paid the following management charges to companies within the group of its joint shareholder, Ragdoll Limited in respect of staff costs:

	2008	2007
Management charges:	t	t
Relating to Directors of the Company	156,000	150,000
Relating to other staff	268,829	161,364
		<del> </del>
	424,829	311,364
	-	

#### (iii) Directors' remuneration

No Director received emoluments or other remuneration from the Company during the year (2007: £nil).

# Notes forming part of the financial statements for the year ended 31 March 2008

5	Interest receivable and similar income	2008 £	2007 £
	On bank deposits	89,151	25,557
6	Taxation  (i) Analysis of charge in the year:	2008 £	2007 £
	UK corporation tax Current tax on income for the year/period Group relief payable	31,069 2,000 (6,593)	46,500 - (10,169)
	Double taxation relief  Foreign tax	26,476	36,331
	Current tax on income for the year/period	<b>8,96</b> 5	10,169
	Total current tax Deferred tax credit for the year/period	35,441 (11,250)	46,500 (11,250)
	Total tax charge for the year/period	24,191	35,250
	(ii) Factors affecting the current tax charge for the current year  The current tax charge for the year is higher than the standard rate of con The differences are explained below.	poration tax in th	e UK (30%).
	Current tax reconciliation	£	£
	Profit on ordinary activities before tax	106,969	128,430
	Current tax at 30%	32,091	38,529
	Effect of: Marginal relief Other timing differences	(7,900) 11,250	(3,279) 11,250
	Total current tax charge for the year	35,441	46,500

## (iii) Factors affecting the future tax charge

The future total tax charge is expected to follow the statutory rate of corporation tax in the UK. The UK statutory tax rate reduced to 28% with effect from 1 April 2008.

The Company has no unprovided deferred tax liabilities nor unrecognised deferred tax assets. Details of deferred tax liabilities are provided in note 12.

# Notes forming part of the financial statements for the year ended 31 March 2008

7	Investments – Shares in subsidiary undertaking	2008 £	2007 £
	Cost and net book value At beginning of year/period Additions	26	- 26
	At end of year/period	26 ———	26

The Company's subsidiary undertaking comprises a 100% ordinary shareholding in Ragdoll USA Inc, a company incorporated in the USA, trading as a marketing representative.

8	Intangible fixed assets	2008 £	2007 £
	Cost		
	At beginning of year/period	86,568	-
	Additions	155,522	86,568
	At end of year/period	242,090	86,568
	At cha of year/period		
	Accumulated amortisation		
	At beginning of year/period	8,657	-
	Charge for the year/period	24,200	8,657
	At end of year/period	32,857	8,657
	Net book value		
	At end of year/period	209,233	77,911

Intangible fixed assets comprise trademark costs.

# Ragdoll Worldwide Limited Notes forming part of the financial statements for the year ended 31 March 2008

Investment in programmes	2008 £	2007 £
Cost At beginning of year/period Additions	22,413,776	- 22,413,776
At end of year/period	22,413,776	22,413,776
Accumulated amortisation At beginning of year/period Charge for the year/period	1,038,000 1,038,000	1,038,000
At end of year/period	2,076,000	1,038,000
Net book value At end of year/period	20,337,776	21,375,776
Debtors: amounts falling due within one year	2008 £	2007 £
Trade debtors Other debtors Amounts due from parent company Amounts due from subsidiary undertaking Prepayments and accrued income	23,425 11,852 - 524,716 - 559,993	276,915 11,852 1,710 115,662 1,322,059 ————————————————————————————————————
Creditors: amounts falling due within one year	2008 £	2007 £
Trade creditors Amounts owed to subsidiary undertakings Amounts owed to fellow subsidiary undertakings Other creditors - Amounts owed to shareholders Corporation tax Other taxes and social security costs Accruals and deferred income	87,024 67,117 11,707,368 23,807 103,263 374,581	36,351 11,707,368 188,632 36,331 235,220 177,938
	12,363,160	12,381,840
	At beginning of year/period Additions  At end of year/period  Accumulated amortisation At beginning of year/period Charge for the year/period  At end of year/period  At end of year/period  At end of year/period  Debtors: amounts falling due within one year  Trade debtors Other debtors Amounts due from parent company Amounts due from subsidiary undertaking Prepayments and accrued income  Creditors: amounts falling due within one year  Trade creditors Amounts owed to subsidiary undertakings Amounts owed to fellow subsidiary undertakings Other creditors - Amounts owed to shareholders Corporation tax Other taxes and social security costs	At beginning of year/period 22,413,776 Additions

# Notes forming part of the financial statements for the year ended 31 March 2008

12	Provisions for liabilities	Deferred taxation 2008	Deferred taxation 2007
	At beginning of year/period Transferred from group company Released for the year/period	101,250 - (11,250)	112,500 (11,250)
	At end of year/period	90,000	101,250
		2008 £	2007 £
	Other timing differences	90,000	101,250
	At end of year/period	90,000	101,250
	Other timing differences relate to amounts carried forward as investment in has been obtained.	programmes w	here tax relief
13	Called up share capital	2008 £	2007 £
	Authorised 100 ordinary shares of £1 each	100	100
	Allotted, called up and fully paid 51 ordinary shares of £1each	51	51

Ragdoll Worldwide Limited

Notes forming part of the financial statements for the year ended 31 March 2008

14	Share premium & reserves	Share premium account 2008 £	Profit and loss account 2008 £	Share premium account 2007 £	Profit and loss account 2007 £
	At beginning of year/period Profit for the year/period Premium in respect of shares issued	11,593,884 - -	93,180 82,778	- - 11,593,884	82,778 -
	At end of year/period	11,593,884	175,958	11,593,884	82,778
15	Reconciliation of movements in equity s	hareholders' fund	's	2008 £	2007 £
	At beginning of year/period Profit for the period Issue of share capital			11,687,115 82,778	93,180 11,593,935
	At end of year/period			11,769,893	11,687,115

## Notes forming part of the financial statements for the year ended 31 March 2008

## 16 Acquisitions (in the prior period to 31 March 2007)

On 5 September 2006 the Company acquired intellectual property rights and related business activities of its then parent company, Ragdoll Limited, at book value in exchange for the issue of 50 shares. The transaction was effective from 1 April 2006. Details of the book and fair value of the net assets acquired are as follows:

	2007 Fair value £	2007 Book value £
Investment in programmes Investment in subsidiary undertaking Deferred taxation	11,706,408 37,465 (112,500)	11,706,408 26 (112,500)
Net assets acquired	11,631,373	11,593,934
Satisfied by the issue of 50 £1 shares	<del></del>	11,593,934

Also on 5 September 2006, with effect from 1 April 2006, the Company acquired certain intellectual property rights and related trading assets and liabilities of its fellow subsidiary undertaking, RD Rights Limited, at book value in exchange for an inter-company loan. Details of the book and fair value of the net assets acquired are as follows:

	2007 Fair value £	2007 Book value £
Investment in programmes Cash	10,707,368 1,000,000	10,707,368 1,000,000
Net assets acquired	11,707,368	11,707,368
Satisfied by the issue of an inter-company loan		11,707,368

## Notes forming part of the financial statements for the year ended 31 March 2008

#### 17 Commitments

At the end of the financial year the Company had no contracted, unprovided financial commitments.

#### 18 Related parties

As the Company is a wholly owned subsidiary of Ragdoll Worldwide Holdings Limited, the Company has taken advantage of the exemption contained in FRS 8 and has therefore not disclosed transactions or balances with entities which form the part of the group headed by that company.

Ultimately, the Company is jointly controlled by the British Broadcasting Corporation ('BBC') and Ragdoll Limited, as set out in note 19. The Company undertook the following related party transactions with various companies which form part of these groups:

#### Net royalties received from BBC Worldwide Limited

Included in turnover	£5,193,697	(2007: £3,311,129)
Included in cost of sales	£(1,959,242)	(2007: £ (747,863))

## Management charge paid to Ragdoll Productions Limited

In respect of staff costs	£424,829	(2007:	£311,364)
Other overheads	£144,195	(2007:	£110,483)

At the year end, the following amounts were owed by/(to) the Company's shareholders:

#### **BBC** Worldwide Limited

Trade debtors	£ 6,643	(2007: £ 135,001)
Accrued royalty income receivable	£524,716	(2007: £1,184,319)
Deferred income	£(262,326)	(2007: £Nil)

The Directors confirm that there are no other transactions with related parties that require disclosure in these financial statements.

#### 19 Ultimate parent undertaking

The Company's immediate parent undertaking is Ragdoll Worldwide Holdings Limited, a company jointly owned by BBC Worldwide Limited and Ragdoll Limited. Ragdoll Worldwide Holdings Limited is the parent undertaking of the largest and smallest group of which the Company is a member and for which consolidated accounts are drawn up.

Ultimately, the Directors consider that Ragdoll Worldwide Holdings Limited group is jointly controlled by the British Broadcasting Corporation (the ultimate parent undertaking of BBC Worldwide Limited) and Ragdoll Limited, both of which are incorporated in the United Kingdom.

The latest financial statements of the British Broadcasting Corporation and BBC Worldwide Limited may be obtained by writing to The Secretary, BBC, Media Centre, Media Village, 201 Wood Lane, London, W12 7TQ. The latest financial statements of Ragdoll Limited are available from the Registrar of Companies, Companies Registration Office, Crown Way, Maindy, Cardiff, CR4 3UZ.