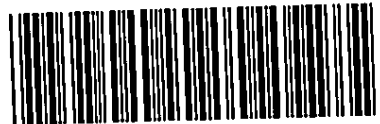


Company Registration No 05847512 (England and Wales)

**SUPERBRANDS (UK) LIMITED**  
**DIRECTOR'S REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 30 JUNE 2007**

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# **SUPERBRANDS (UK) LIMITED**

## **COMPANY INFORMATION**

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**Director** Ben Hudson (Appointed 15 June 2006)

**Secretary** Millers Associates Limited

**Company number** 05847512

**Registered office** C/O Miller Associates  
36 Spital Square  
London  
Great Britain  
E1 6DY

**Accountants** Ensors  
Anglia House  
285 Milton Road  
Cambridge  
CB4 1XQ

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# **SUPERBRANDS (UK) LIMITED**

## **CONTENTS**

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	<b>Page</b>
Director's report	1
Profit and loss account	2
Balance sheet	3
Notes to the financial statements	4 - 7
<b>The following pages do not form part of the financial statements</b>	
Chartered accountants' report to board of the directors	8
Detailed profit and loss account	9 - 10
Notes to the detailed profit and loss account	11

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# SUPERBRANDS (UK) LIMITED

## DIRECTOR'S REPORT

### FOR THE PERIOD ENDED 30 JUNE 2007

The director presents his report and financial statements for the period ended 30 June 2007

#### Principal activities

The company was incorporated on 15th June 2006 and began trading on 1st July 2006 The principal activity of the company was that of presenting expert and consumer opinion on branding

#### Director

The following director has held office since 15 June 2006

Ben Hudson

(Appointed 15 June 2006)

#### Director's interests

The director's interest in the shares of the company was as stated below

	Ordinary of £1 each	
	30 June 2007	15 June 2006
Ben Hudson	100	100

#### Director's responsibilities

The director is responsible for preparing the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice

Company law requires the director to prepare financial statements for each financial year which 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 those financial statements, the director is required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The director is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable him to ensure that the financial statements comply with the Companies Act 1985 He is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

On behalf of the board

Ben Hudson

Director

19 NOV 2007

# **SUPERBRANDS (UK) LIMITED**

## **PROFIT AND LOSS ACCOUNT**

**FOR THE PERIOD ENDED 30 JUNE 2007**

	Notes	Period ended 30 June 2007 £
Turnover		584,149
Cost of sales		(342,054)
Gross profit		242,095
Administrative expenses		(355,629)
Other operating income		6,172
Operating loss	2	(107,362)
Other interest receivable and similar income	3	385
Interest payable and similar charges		(7,934)
Loss on ordinary activities before taxation		(114,911)
Tax on loss on ordinary activities	4	-
Loss for the period	9	(114,911)

# SUPERBRANDS (UK) LIMITED

## BALANCE SHEET

AS AT 30 JUNE 2007

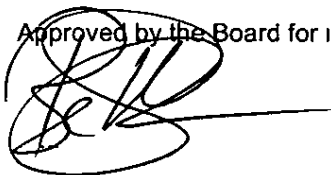
	Notes	2007 £	£
<b>Fixed assets</b>			
Tangible assets	5		5,895
<b>Current assets</b>			
Debtors	6	711,095	
Cash at bank and in hand		313,270	
		<u>1,024,365</u>	
<b>Creditors' amounts falling due within one year</b>	7	<u>(1,145,071)</u>	
<b>Net current liabilities</b>			<u>(120,706)</u>
<b>Total assets less current liabilities</b>			<u>(114,811)</u>
<b>Capital and reserves</b>			
Called up share capital	8		100
Profit and loss account	9		<u>(114,911)</u>
<b>Shareholders' funds</b>			<u>(114,811)</u>

In preparing these financial statements

- (a) The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985,
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The director acknowledges his responsibilities for
  - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
  - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its profit or loss for the financial period in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2005)

Approved by the Board for issue on **19 NOV 2007**



Director

# SUPERBRANDS (UK) LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 30 JUNE 2007

### 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 January 2005)

The accounts have been prepared on the going concern basis although the company has net current liabilities at 30th June 2007 of £114,811, having incurred a loss for the period of £114,711. This is the first year of trading for the company which, since the period end, has traded profitably and forecasts show that the company will be profitable and cash positive in the coming year.

#### 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 work done during the period, net of VAT and trade discounts.

#### 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:

Computer equipment	20% straight line
Fixtures, fittings and equipment	20% straight line

### 2 Operating loss

2007

£

Operating loss is stated after charging

Depreciation of tangible assets

1,475

Director's emoluments

1,290

### 3 Investment income

2007

£

Bank interest

385

### 4 Taxation

The company has estimated losses of £ 109,257 available for carry forward against future trading profits.

The company has made a loss during the first period of trading, therefore no charge for corporation tax was incurred.

# SUPERBRANDS (UK) LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 30 JUNE 2007

### 5 Tangible fixed assets

	Plant and machinery	Fixtures, fittings and equipment	Total
	£	£	£
<b>Cost</b>			
At 15 June 2006	-	-	-
Additions	3,799	3,571	7,370
At 30 June 2007	3,799	3,571	7,370
<b>Depreciation</b>			
At 15 June 2006	-	-	-
Charge for the period	760	715	1,475
At 30 June 2007	760	715	1,475
<b>Net book value</b>			
At 30 June 2007	3,039	2,856	5,895

### 6 Debtors

	2007 £
Trade debtors	458,991
Other debtors	38,315
Prepayments and accrued income	213,789
	711,095

Amounts falling due after more than one year and included in the debtors above are

	2007 £
Other debtors	11,250



# **SUPERBRANDS (UK) LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE PERIOD ENDED 30 JUNE 2007**

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<b>7</b>	<b>Creditors, amounts falling due within one year</b>	<b>2007</b>
		<b>£</b>
	Trade creditors	165,243
	Taxation and social security	51,556
	Other creditors	928,272
		<u>1,145,071</u>

<b>8</b>	<b>Share capital</b>	<b>2007</b>
		<b>£</b>
	<b>Authorised</b>	
	1,000 Ordinary of £1 each	1,000
		<u>1,000</u>
	<b>Allotted, called up and fully paid</b>	
	100 Ordinary of £1 each	100
		<u>100</u>

On incorporation the authorised share capital was set at one thousand ordinary shares of £1 each. On incorporation one hundred ordinary shares were issued at par.

<b>9</b>	<b>Statement of movements on profit and loss account</b>	<b>Profit and loss account</b>
		<b>£</b>
	Loss for the period	(114,911)
		<u>(114,911)</u>

# **SUPERBRANDS (UK) LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE PERIOD ENDED 30 JUNE 2007**

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### **10 Financial commitments**

At 30 June 2007 the company was committed to making the following payments under non-cancellable operating leases in the year to 30 June 2008

	2007 £
Operating leases which expire	
Between two and five years	35,100

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### **11 Transactions with directors**

The company was under the control of Mr B Hudson throughout the current year Mr B Hudson is a director and majority shareholder

During the period Mr B Hudson loaned the company £120,000 Interest will be charged on the loan at a rate of 10% per annum Accruals include an amount for accrued interest on this loan totalling £7,934 At the end of the period the company owed Mr B Hudson £116,155

### **12 Related party transactions**

During the period Anymedia Limited provided services to the company to the value of £27,000 and the company also received rental income of £6,000 from Anymedia Limited At the end of the period Anymedia owed the company £27,065 Mr B Hudson has a controlling interest in Anymedia Limited