

INSKIN MEDIA LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2010

THURSDAY



A63
29/09/2011
COMPANIES HOUSE

INSKIN MEDIA LIMITED
REGISTERED NUMBER: 06080497

ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2010

	Note	£	2010 £	£	2009 £
FIXED ASSETS					
Intangible assets	2		216,431		221,857
Tangible assets	3		22,990		31,145
			<u>239,421</u>		<u>253,002</u>
CURRENT ASSETS					
Debts factored with recourse					
Gross debts (after provision for charges)		651,664		178,997	
Other debtors		510,930		433,439	
Cash at bank and in hand		60,095		47,774	
		<u>1,222,689</u>		<u>660,210</u>	
CREDITORS amounts falling due within one year	4	(1,479,287)		(699,427)	
NET CURRENT LIABILITIES			(256,598)		(39,217)
TOTAL ASSETS LESS CURRENT LIABILITIES			(17,177)		213,785
CREDITORS , amounts falling due after more than one year			(600,000)		(600,000)
NET LIABILITIES			<u>(617,177)</u>		<u>(386,215)</u>
CAPITAL AND RESERVES					
Called up share capital	5		22,723		21,154
Share premium account			1,409,912		1,209,860
Profit and loss account			(2,049,812)		(1,617,229)
SHAREHOLDERS' DEFICIT			<u>(617,177)</u>		<u>(386,215)</u>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

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 31 December 2010 and of its loss for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

INSKIN MEDIA LIMITED

**ABBREVIATED BALANCE SHEET (continued)
AS AT 31 DECEMBER 2010**

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by


H Drayton
Director

Date

The notes on pages 3 to 6 form part of these financial statements

INSKIN MEDIA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Going concern

The company continues to reduce the operating loss on activities, with a profit making position being achieved from July 2011 onwards. The Directors continuously monitor the activities and the forward order book indicates that the company will deliver its best financial results in the final quarter of 2011.

It is noted that the Balance Sheet shows a net liability position as at 31 December 2010. However this balance includes a £600,000 convertible loan creditor to a major investor which is repayable only when certain events occur. It is the Directors' view that these events are unlikely to occur given the upward trend in trading success and therefore believe that the underlying Balance Sheet without this loan gives a more accurate picture of the state of the Company's affairs as at 31 December 2010.

In addition the Directors note that the debt factor facility on the agency trade balances as at 31 December 2010 provides a significant source of short term funding if required. This facility is provided on a rolling basis and as such is available for as long as the Directors' deem necessary.

The Directors therefore conclude that it is appropriate to prepare the financial statements on a going concern basis.

1.3 Cash flow

The financial statements do not include a Cash Flow Statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.4 Turnover

Turnover comprises revenue in relation to impressions delivered on advertising campaigns served during the year, exclusive of VAT and trade discounts.

1.5 Intangible fixed assets and amortisation

Intangible fixed assets relate to the capitalisation of development costs which are highly probable to bring future economic benefit to the company. Amortisation is over 4 years on a straight line basis.

1.6 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 of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & fittings	-	25% straight line
Office equipment	-	25% straight line
Computer equipment	-	25% straight line

INSKIN MEDIA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1 ACCOUNTING POLICIES (continued)

1.7 Operating leases

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

1.8 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

1.9 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the Profit and Loss Account

1.10 Research and development

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Profit and Loss Account

INSKIN MEDIA LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

2. INTANGIBLE FIXED ASSETS

	£
Cost	
At 1 January 2010	279,958
Additions	86,084
	<u>366,042</u>
At 31 December 2010	<u>366,042</u>
Amortisation	
At 1 January 2010	58,101
Charge for the year	91,510
	<u>149,611</u>
At 31 December 2010	<u>149,611</u>
Net book value	
At 31 December 2010	<u>216,431</u>
	<u>221,857</u>
At 31 December 2009	<u>221,857</u>

3 TANGIBLE FIXED ASSETS

	£
Cost	
At 1 January 2010	44,061
Additions	6,692
	<u>50,753</u>
At 31 December 2010	<u>50,753</u>
Depreciation	
At 1 January 2010	12,916
Charge for the year	14,847
	<u>27,763</u>
At 31 December 2010	<u>27,763</u>
Net book value	
At 31 December 2010	<u>22,990</u>
	<u>31,145</u>
At 31 December 2009	<u>31,145</u>

4. CREDITORS

Amounts falling due within one year

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**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

5. SHARE CAPITAL

	2010 £	As restated 2009 £
Allotted, called up and fully paid		
1,272,309 (2009 - 1,115,386) A ordinary shares of £0 01 each	12,723	11,154
1,000,000 B ordinary shares of £0 01 each	10,000	10,000
	<u>22,723</u>	<u>21,154</u>

During the year the company issued 156,923 A ordinary £0 01p shares with an aggregate nominal value of £1,569, for a total consideration of £201,621

During the year the company granted share options to key members of staff. The total share options granted were 60,000 B ordinary £0 01p shares with an aggregate nominal value of £600