

COMPANY REGISTRATION NUMBER 06329126

Dad Info Ltd
Accounts for the Period Ended 31 October 2008



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Dad Info Ltd
Accounts for the period ended 31 October 2008

DIRECTOR: Duncan Fisher

SECRETARY: Karen Jones

REGISTERED OFFICE: Standby House
9 Nevill Street
Abergavenny
NP7 5AA

REGISTERED NUMBER: 06329126

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Directors' report

The directors present their report and the accounts from the period ended 31 October 2008.

Directors and their interests

The directors who served during the year and their interests in the Company are as stated below:

£1 ordinary shares

At 31 October 2008

Duncan Fisher	40,001
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Results and dividend

The company has incurred losses in its first year of operations as a result of investing in the development of the business.

No dividend is proposed.

Directors' responsibilities

Company law requires the directors to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the company and of the profit or loss of the company for that year. In preparing these financial statements the directors are required to:

- Select suitable accounting policies and 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 directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are 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 was approved by the Board on 6 January 2009 and signed on its behalf by:



Duncan Fisher

Director

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Profit and loss account
For the period ended 31 October 2008

	Notes	£
Sales	2	238,946
Cost of sales		(126,817)
		<hr/>
Gross profit		112,128
Administrative expenses		(205,359)
		<hr/>
Operating loss		(78,606)
Interest receivable	3	15
Interest and similar expenses	7	(6,986)
Goodwill amortisation & write-off	8	(246,000)
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Loss on ordinary activities before taxation		(346,202)
Taxation	4	0
		<hr/>
Loss after taxation, being accumulated deficit for the period		(346,202)
		<hr/>

There are no recognised gains or losses other than the loss for the above period and all turnover and expenses relate to continuing operations

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Balance sheet at 31 October 2008

FIXED ASSETS		
Goodwill	8	0
OTHER ASSETS		
Stock	9	8,000
CURRENT ASSETS		
Debtors	10	10,278
Cash at bank		34,214
		<hr/>
		44,492
CREDITORS: Amounts falling due within one year	11	(18,693)
		<hr/>
NET CURRENT ASSETS		25,799
		<hr/>
TOTAL ASSETS LESS CURRENT LIABILITIES		33,799
		<hr/>
LONG TERM LIABILITIES		
Loan from Fatherhood Institute	12	70,000
		<hr/>
NET ASSETS		(36,201)
		<hr/>
CAPITAL AND RESERVES		
Called up share capital	13	310,001
Profit and loss account	14	-346,202
		<hr/>
TOTAL FUNDS		(36,201)
		<hr/>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 31 October 2008.

The members have not required the company to obtain an audit of its financial statements for the period from incorporation on 31 July 2007 to 31 October 2008 in accordance with Section 249B(2) of the Companies Act 1985.

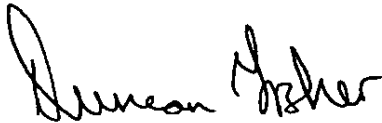
The Director acknowledges his responsibilities for

- a) Ensuring that the company keeps accounting records that comply with Section 221 of the Companies Act 1985 and
- b) Preparing financial statements that give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

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These accounts have been prepared in accordance with the special provision of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the Director on 6 January 2009 and were signed by

A handwritten signature in black ink, appearing to read 'Duncan Fisher', written in a cursive style.

Duncan Fisher

Director

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Notes to the accounts for the year ended 31 October 2008

1. Accounting policies

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005).

Turnover

Turnover represents the total value of sales made during the year.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Good is amortised at the rate of 20% on a straight line basis.

Tax

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. Provision is made for deferred taxation only to the extent that it is probable that a liability will arise.

2. Sales

Turnover represents net invoiced sales of goods, excluding value added tax.

3. Interest receivable

	£
Bank account interest	15

4. Taxation

No taxation is payable because of the losses incurred.

5. Director's emoluments

	£
Director's emoluments	7,147

6. Staff costs and emoluments

	£
<u>Emoluments</u>	
Tom Beardshaw, Publisher	37,667
Nena Lovesey, Office Manager	14,332
<u>National Insurance</u>	
Tom Beardshaw, Publisher	4,195
Nena Lovesey, Office Manager	1,266
<u>National Insurance, Director</u>	
Duncan Fisher	748

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7. Interest and similar charges

	£
Interest payable	6,388
Bank and credit card charges	598
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	6,986
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8. Fixed assets

Goodwill

	£
Cost	
At 1 November 2007	246,000
Diminution in value	196,800
Disposals	0
	<hr/>
At 31 October 2008	49,200
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Amortisation	
At 1 November 2007	0
Charge for year	49,200
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At 31 October 2008	49,200
	<hr/>

NET BOOK VALUE	
At 1 November 2007	246,000
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At 31 October 2008	0
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9. Stock

	£
Early years Dad cards	3,000
Dad Packs	4,710
Hello Dad DVDs	290
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	8,000
	<hr/>

10. Debtors

	£
Sundry debtors	8,917
Prepayments	1,361
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	10,278
	<hr/>

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11. Creditors, amounts falling due within one year

	£
Trade creditors	2,302
VAT	11,202
Other creditors	68
Accruals	5,121
	<hr/>
	18,693
	<hr/>

12. Loan

The loan bears interest at the rate of 4% above base rate and is repayable in monthly instalments of £3,000 from April 2010.

13. Called up share capital

Authorised, allotted, issued and fully paid Number	Class	Nominal value	31/10/08
310,001	Ordinary	£1	£310,001

14. Reconciliation of movements in shareholders funds

	£
Shares issues	310,001
Loss in the period	(354,202)
	<hr/>
Shareholders' funds as of 31 October 2008	(44,201)
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15. Related party transactions

Until 22 December 2008 the Fatherhood Institute held 150,000 shares in the company.

During the period ended 31 October 2008 there were the following transactions with the Fatherhood Institute:

- Payment of interest, £6,388
- Secondment of CEO of Institute as Director of Dad Info Ltd, £24,541
- Use of facilities, £1,100

At 31 October 2008 £70,000 was owed to the Fatherhood Institute.

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Detailed Profit and loss account
For the period ended 31 October 2008

Income	
Maternity card advertising	31,305
Maternity card purchase	20,000
Early years card advertising	15,333
Website advertising	18,996
Early year card purchases	77,731
Dad Pack Sales	47,646
Shop Sales	2,594
Contracts	25,000
Computers	340
Total Income	238,946

Cost of Goods Sold	
Web Site Development	23,171
Project Consultancy	19,91
Writers	23,169
Sub-Editing	3,400
Images	311
Website Hosting	4,150
Maternity Card Production	9,491
Maternity Card Distribution	2,404
Early Years Card Production	17,571
Early Years Card Distribution	188
Shop Stock Production	2,006
Dad Pack printing	20,024
Poster Production	1,024
Total COGS	112,753

Gross Profit 126,817

Expense	
CEO secondment fee	24,541
General Manager Fee	25,002
Maternity distribution	8,865
Advisor to Board	10,063
Publisher Fee	2,500
Insurance, public	525
Insurance, prof indemnity	1,072
Postage	2,273
Stationery	1,626
Telephone	2,810
Equipment	450
Software	1,500
Use of FI facilities	1,100
Sundry	684
Travel	5,892
Meetings	467
Marketing	21,623
Administration	776
Book-keeping	4,965

Dad Info Ltd**Accounts for the period ended 31 October 2008**

Accountancy	4,200
Legal Fees	6,636
Fund Raising	10,033
HR Support	1,684
Computer Support	718
Payroll Expenses	65,354
Total Expense	205,359
 Net Ordinary Income	 -93,829
Other Income	
Interest Income	15
Total Other Income	15
 Other Expense	
Amortisation of goodwill	49,200
Write-down of goodwill	196,800
FI loan interest	6,388
Bank Charges	474
Credit Card Sales Fee	124
Total Other Expense	252,986
 Net Other Income	 -252,971
 Profit for the Year	 -346,202