

REGISTERED NUMBER: 06404226

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

FOR

SELFserve (UK) LIMITED

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28/09/2013

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**SELFserve (UK) LIMITED (REGISTERED NUMBER: 06404226)**

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FOR THE YEAR ENDED 31 DECEMBER 2012**

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**SELFserve (UK) LIMITED (REGISTERED NUMBER: 06404226)****ABBREVIATED BALANCE SHEET  
31 DECEMBER 2012**

	Notes	31 12 12 £	£	31 12 11 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		12,912		18,066
<b>CURRENT ASSETS</b>					
Debtors		22,463		156,470	
Cash at bank		77,646		9,791	
		<u>100,109</u>		<u>166,261</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>201,758</u>		<u>231,913</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(101,649)</u>		<u>(65,652)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(88,737)</u>		<u>(47,586)</u>
<b>CREDITORS</b>					
Amounts falling due after more than one year			<u>238,570</u>		<u>120,740</u>
<b>NET LIABILITIES</b>			<u>(327,307)</u>		<u>(168,326)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		4		4
Profit and loss account			<u>(327,311)</u>		<u>(168,330)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(327,307)</u>		<u>(168,326)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The notes form part of these abbreviated accounts

**SELFserve (UK) LIMITED (REGISTERED NUMBER: 06404226)**

**ABBREVIATED BALANCE SHEET - continued**  
**31 DECEMBER 2012**

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The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on *24 September 2013* and were signed on its behalf by:

  
A Coghlan - Director

The notes form part of these abbreviated accounts

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2012**

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**1 ACCOUNTING POLICIES**

**Going concern**

The accounts have been prepared on a going concern basis. Despite the current year operating loss, budget forecasts and sales projections lead the directors to believe that the company will continue in operation for the foreseeable future. Shopcreator Services Ltd (parent company and major creditor) is currently renegotiating the repayment terms of a loan. Subject to a favourable outcome, Shopcreator has confirmed its ability and approval of continued support to Selfserve (UK) Ltd. If circumstances change, the directors will need to reassess the situation. No adjustments have been made to restate assets and liabilities to their recoverable amounts should this basis prove not to be appropriate.

**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 April 2008).

**Turnover**

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

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life:

Plant and machinery etc                      - 33% on cost

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. The deferred tax balance has not been discounted.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**

**2 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2012	100,222
Additions	4,072
At 31 December 2012	104,294
<b>DEPRECIATION</b>	
At 1 January 2012	82,156
Charge for year	9,226
At 31 December 2012	91,382
<b>NET BOOK VALUE</b>	
At 31 December 2012	12,912
At 31 December 2011	18,066

**3 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid				
Number:	Class	Nominal value	31 12 12 £	31 12 11 £
4	Ordinary	£1	4	4

**4 ULTIMATE PARENT COMPANY**

Shopcreator Services Limited is the company's ultimate parent entity and controlling party