

Applied Impressions Limited

Report of the Directors and Financial Statements

for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

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Applied Impressions Limited

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for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

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1. Introduction

The purpose of this study is to investigate the effects of the proposed system on the performance of the system.

- The first objective is to evaluate the system's performance in terms of accuracy and speed.
- The second objective is to compare the system's performance with the existing system.
- The third objective is to identify the factors that affect the system's performance.
- The fourth objective is to propose a solution to improve the system's performance.
- The fifth objective is to evaluate the system's performance in terms of user satisfaction.
- The sixth objective is to identify the limitations of the system.
- The seventh objective is to propose a solution to overcome the limitations of the system.

Applied Impressions Limited

Company Information

for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

DIRECTOR

N D Bessent
D J West

SECRETARY

Mrs D West

REGISTERED OFFICE

7A Rainbow Industrial Estate
Raynes Park
London
SW20 0JY

REGISTERED NUMBER

6462422

Applied Impressions Limited

Report of the Directors **for the period from 3rd January 2008 (date of incorporation) to 30th June 2009**

The directors present their first report with the financial statements of the company for the period from 3rd January 2008 (date of incorporation) to 30th June 2009.

PRINCIPAL ACTIVITY

The principal activity of the company in the period under review was that of sign writing design and installation.

DATE OF INCORPORATION

The company was incorporated as Applied Impressions Limited on 3rd January 2008.

ISSUE OF SHARES

The company was incorporated with an authorised share capital of 100 ordinary shares of £1 each. On 3rd January 2008 2 ordinary shares of £1 each were issued nil paid for a consideration of £2.

Profit FOR THE PERIOD

The profit for the period from 3rd January 2008 (date of incorporation) to 30th June 2009 totalling £7,758 is set out in the profit and loss account on page 3 of these financial statements.

DIVIDENDS

Dividends totalling £17,200 were paid during the period from 3rd January 2008 to 30th June 2009. In addition a director of the company waived his entitlement to dividends totalling a further £17,200.

DIRECTORS

The directors during the period under review were:

N D Bessent (appointed 3rd January 2008)

D J West (appointed 3rd January 2008)

The directors holding office at 30th June 2009 held a 50% beneficial interest each ranking pari passu in all respects in the issued share capital of the company at 30th June 2009 and at the date of this report.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

Company law requires the directors to prepare financial statements for each financial period 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 directors are 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 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 has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

SIGNED ON BEHALF OF THE BOARD



Mrs D West

Secretary

Date: 14th September 2009

ROYAL ANTHROPOLOGICAL INSTITUTE

OF GREAT BRITAIN AND IRELAND

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Edited by

Professor Sir John H. Huxley

London

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Blackwell Scientific Publications

108, Market Street, Oxford OX1 1DQ

Applied Impressions Limited

Profit and Loss Account
for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

| | | Period 03.01.08 to 30.06.09 | |
|------------------------------------------------------------------------|-------|--------------------------------------|--|
| | Notes | £ | |
| TURNOVER | 1 | 93,613 | |
| Cost of sales | | <u>(34,329)</u> | |
| GROSS PROFIT | | 59,284 | |
| Administrative expenses | | <u>(50,552)</u> | |
| | | 8,732 | |
| Other operating income | | <u>-</u> | |
| OPERATING PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION | 2 | 8,732 | |
| Tax on profit on ordinary activities | 3 | <u>(1,154)</u> | |
| PROFIT FOR THE FINANCIAL PERIOD AFTER TAXATION | | 7,578 | |
| DIVIDENDS PAID | 4 | <u>(17,200)</u> | |
| (DEFICIT) CARRIED FORWARD | | <u><u>£(9,622)</u></u> | |

The notes form part of these financial statements

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1. *Chlorophyll a* (Chl *a*)

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Figure 1 consists of two scatter plots. The left plot shows a positive correlation between the number of children (x-axis) and the number of mothers (y-axis). The right plot shows a negative correlation between the number of children (x-axis) and the number of mothers (y-axis).

1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Lichtenthaler and Whistler (1973).

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Applied Impressions Limited

Balance Sheet
30th June 2009

| | | <u>30.06.09</u> | |
|----------------------------------------------------------------|-------|-----------------|------------------------|
| | Notes | £ | £ |
| FIXED ASSETS | | | |
| Tangible assets | 5 | | 3,275 |
| CURRENT ASSETS | | | |
| Stocks | 6 | - | |
| Debtors | 7 | 7,497 | |
| Cash at bank | | <u>1,531</u> | |
| | | 9,028 | |
| CREDITORS: Amounts falling due within one year | 8 | <u>(11,923)</u> | |
| NET CURRENT(LIABILITIES) | | | <u>(2,895)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | 380 |
| CREDITORS: Amounts falling due after more than one year | 9 | | (10,000) |
| NET LIABILITIES | | | <u><u>£(9,620)</u></u> |
| CAPITAL AND RESERVES | | | |
| Called up share capital | 10 | | 2 |
| Profit and loss account | | | <u>(9,622)</u> |
| SHAREHOLDERS' FUNDS (DEFICIT) | | | <u><u>£(9,620)</u></u> |

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 June 2002).

For the period ended 30th June 2009 the company was entitled to exemption under section 249A(1) of the Companies Act 1985. No members have required the company to obtain an audit of its accounts for the period in question in accordance with section 249B(2). The directors acknowledge their responsibility for : i) Ensuring that the company keeps accounting records which comply with section 221; and ii) Preparing accounts which give a true and fair view of the state of affairs of the company as at the end of its profit and loss for the financial period in accordance with section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company.

SIGNED ON BEHALF OF THE BOARD:



N D Bessent
Director


D J West
Director

Approved by the Board on 14th September 2009

The notes form part of these financial statements

Applied Impressions Limited

Notes to the Financial Statements

for the period from 20th August 2003 (date of incorporation) to 31st December 2004

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 June 2002).

Turnover

Turnover represents the invoiced value of goods and services supplied and is stated exclusive of VAT.

Tangible fixed assets

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

Computer equipment - 50% on cost

Stocks and work in progress

Stock is valued at the lower of cost and net realisable value. Cost for this purpose comprises the cost to the company of acquiring materials.

Deferred tax

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

2. OPERATING PROFIT

The operating profit is stated after charging:

| | | |
|---------------------------------------------|-----------------|--------------|
| | Period | |
| | 03.01.08 | |
| | to | |
| | 30.06.09 | |
| | £ | |
| Depreciation | 862 | ===== |
| Directors emoluments and other benefits etc | 3,800 | ===== |
| | == | ===== |

THE UNIVERSITY OF CHICAGO

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Applied Impressions Limited

Notes to the Financial Statements
for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

3. TAXATION

The tax charge on the profit on ordinary activities for the period was as follows:

| | Period 03.01.08 to 30.06.09 £ | |
|--------------------------------------|------------------------------------------------------|----------|
| Current tax: | | |
| UK corporation tax @ 21% | <u>1,154</u> | |
| Tax on profit on ordinary activities | <u>1,154</u> | <u>-</u> |

4 DIVIDENDS PAID

Dividends totalling £17,200 were paid during the period from 3rd January 2008 to 30th June 2009. In addition a director of the company waived his entitlement to dividends totalling a further £17,200.

5 TANGIBLE FIXED ASSETS

| | Computer equipment £ | Total £ |
|-----------------------|-------------------------------------|--------------------|
| COST | | |
| Beginning of period | - | - |
| Additions in period | 4,137 | 4,137 |
| Disposals | - | - |
| | <u>4,137</u> | <u>4,137</u> |
| End of period | 4,137 | 4,137 |
| DEPRECIATION | | |
| Beginning of period | - | - |
| Charge for period | 862 | 862 |
| Disposals | - | - |
| | <u>862</u> | <u>862</u> |
| End of period | 862 | 862 |
| NET BOOK VALUE | | |
| End of period | <u>3,275</u> | <u>3,275</u> |
| Beginning of period | <u>-</u> | <u>-</u> |

6. STOCKS

| | 30.06.09 £ | |
|-----------------------------|-----------------------|----------|
| Stocks and work in progress | <u>-</u> | <u>-</u> |

Applied Impressions Limited

Notes to the Financial Statements

for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

**7. DEBTORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR**

| | | |
|----------------------|--------------|---------|
| | 30.06.09 | |
| | £ | |
| Trade debtors | 7,495 | |
| Unpaid share capital | 2 | |
| | <u>7,497</u> | <u></u> |

**8. CREDITORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR**

| | | |
|---------------------------|---------------|---------|
| | 30.06.09 | |
| | £ | |
| Trade creditors | 9,056 | |
| VAT & other taxes payable | 2,867 | |
| Accruals | - | |
| | <u>11,923</u> | <u></u> |

**9. CREDITORS: AMOUNTS FALLING
DUE AFTER MORE THAN ONE YEAR**

| | | |
|----------------------|---------------|---------|
| | 30.06.09 | |
| | £ | |
| Loan due to director | 10,000 | |
| | <u>10,000</u> | <u></u> |

10. CALLED UP SHARE CAPITAL

| Authorised Number | Class | Nominal value | 30.06.09 £ | |
|-----------------------------------------|----------|------------------|---------------|---------|
| 100 | Ordinary | £1 | <u>100</u> | <u></u> |
| | | | | |
| Allotted, issued and nil paid Number | Class | Nominal value | 30.06.09 £ | |
| 2 | Ordinary | £1 | <u>2</u> | <u></u> |

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Applied Impressions Limited

Trading and Profit and Loss Account
for the period from 3rd January 2008 (date of incorporation) to 30th June 2009

| | Period 03.01.08 to 30.06.09 | | |
|--------------------------|--------------------------------------|----------------------|--|
| | £ | £ | |
| Sales | | 93,613 | |
| Cost of sales: | | | |
| Opening work in progress | - | | |
| Purchases | 34,329 | | |
| | <u>34,329</u> | | |
| Closing work in progress | - | | |
| | | <u>(34,329)</u> | |
| GROSS PROFIT | | 59,284 | |
| Other income: | | | |
| Other income | | - | |
| | | <u>59,284</u> | |
| Expenditure: | | | |
| Advertising & marketing | 9,324 | | |
| Insurances | 600 | | |
| Motor expenses | 3,772 | | |
| Depreciation | 862 | | |
| Salaries & wages | 16,314 | | |
| Professional fees | 890 | | |
| Rent | 3,200 | | |
| IT expenses | 2,825 | | |
| Telephone | 1,565 | | |
| Travel & entertaining | 1,244 | | |
| Leasing costs | 4,423 | | |
| Other expenses | 3,374 | | |
| Bad debt | 966 | | |
| | | <u>(49,359)</u> | |
| | | 9,925 | |
| Finance costs: | | | |
| Bank charges | | <u>(1,193)</u> | |
| NET PROFIT | | <u>£8,732</u> | |

This page does not form part of the statutory financial statements

