

7193226

**Report of the Director and  
Financial Statements  
for the period 17 March 2010 to 31 January 2011  
for  
Ceres Natural Media Limited**

FRIDAY



\*L2UCJZCN\*

LD5	18/11/2011	87
	COMPANIES HOUSE	
A29	31/10/2011	19
	COMPANIES HOUSE	

**Ceres Natural Media Limited**

**Contents of the Financial Statements  
for the period 17 March 2010 to 31 January 2011**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Report of the Director</b>	<b>2</b>
<b>Report of the Independent Auditors</b>	<b>3</b>
<b>Income Statement</b>	<b>4</b>
<b>Statement of Comprehensive Income</b>	<b>5</b>
<b>Statement of Financial Position</b>	<b>6</b>
<b>Statement of Changes in Equity</b>	<b>7</b>
<b>Statement of Cash Flows</b>	<b>8</b>
<b>Notes to the Statement of Cash Flows</b>	<b>9</b>
<b>Notes to the Financial Statements</b>	<b>10</b>
<b>Income Statement Summaries</b>	<b>12</b>

**Ceres Natural Media Limited**  
**Company Information**  
**for the period 17 March 2010 to 31 January 2011**

<b>DIRECTOR:</b>	A Dowdeswell
<b>SECRETARY:</b>	K J Newman
<b>REGISTERED OFFICE:</b>	81 Rivington Street London EC2A 3AY
<b>REGISTERED NUMBER:</b>	07193226 (England and Wales)
<b>AUDITORS:</b>	Bennett Brooks & Co Limited Chartered Accountants & Statutory Auditors St George's Court Winnington Avenue Northwich Cheshire CW8 4EE

**Ceres Natural Media Limited**  
**Report of the Director**  
**for the period 17 March 2010 to 31 January 2011**

The director presents his report with the financial statements of the company for the period 17 March 2010 to 31 January 2011

**INCORPORATION**

The company was incorporated on 17 March 2010

**PRINCIPAL ACTIVITY**

The principal activity of the company in the period under review was that of non trading

**DIRECTOR**

A Dowdeswell was appointed as a director on 17 March 2010 and held office during the whole of the period from then to the date of this report

The director, being eligible, offers himself for election at the forthcoming first Annual General Meeting

**STATEMENT OF DIRECTOR'S RESPONSIBILITIES**

The director is responsible for preparing the Report of the Director and the financial statements in accordance with applicable law and regulations

Company law requires the director to prepare financial statements for each financial year. Under that law the director has elected to prepare the financial statements in accordance with International Financial Reporting Standards as adopted by the European Union. Under company law the director must not approve the financial statements unless he is satisfied that they 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 these financial statements, the director is required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting 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 adequate accounting records that are sufficient to show and explain the company's transactions and 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 2006. 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

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the director is aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information

**AUDITORS**

The auditors, Bennett Brooks & Co Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

**ON BEHALF OF THE BOARD.**  
  
A Dowdeswell - Director

Date 9 July 2011

**Report of the Independent Auditors to the Shareholders of  
Ceres Natural Media Limited**

We have audited the financial statements of Ceres Natural Media Limited for the period ended 31st January 2011 on pages four to eleven. The financial reporting framework that has been applied in their preparation is applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union.

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of director and auditors**

As explained more fully in the Statement of Director's Responsibilities set out on page two, the director is responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the director, and the overall presentation of the financial statements.

**Opinion on financial statements**

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31st January 2011 and of its profit for the period then ended,
- have been properly prepared in accordance with IFRSs as adopted by the European Union, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Report of the Director for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of director's remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the director was not entitled to take advantage of the small companies' exemption in preparing the Report of the Director.



Neil White (Senior Statutory Auditor)  
for and on behalf of Bennett Brooks & Co Limited  
Chartered Accountants  
& Statutory Auditors  
St George's Court  
Winnington Avenue  
Northwich  
Cheshire  
CW8 4EE

Date

9 July 2011

**Ceres Natural Media Limited**  
**Income Statement**  
**for the period 17 March 2010 to 31 January 2011**

	Notes	£
<b>CONTINUING OPERATIONS</b>		
Revenue		-
		<hr/>
<b>PROFIT BEFORE INCOME TAX</b>		-
Income tax	3	-
		<hr/>
<b>PROFIT FOR THE PERIOD</b>		-
		<hr/> <hr/>

The notes form part of these financial statements

**Ceres Natural Media Limited**  
**Statement of Comprehensive Income**  
**for the period 17 March 2010 to 31 January 2011**

	£
<b>PROFIT FOR THE PERIOD</b>	-
<b>OTHER COMPREHENSIVE INCOME</b>	-
	<u>          </u>
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD</b>	<u>          </u>

The notes form part of these financial statements

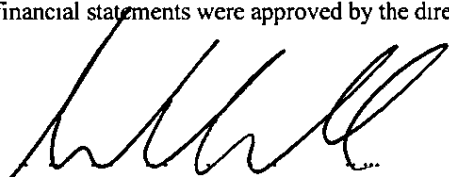
**Ceres Natural Media Limited****Statement of Financial Position  
31 January 2011**

	Notes	£
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Trade and other receivables	4	100
<b>TOTAL ASSETS</b>		<u>100</u>
<b>EQUITY</b>		
<b>SHAREHOLDERS' EQUITY</b>		
Called up share capital	5	100
<b>TOTAL EQUITY</b>		<u>100</u>
<b>LIABILITIES</b>		
<b>TOTAL LIABILITIES</b>		<u>-</u>
<b>TOTAL EQUITY AND LIABILITIES</b>		<u>100</u>

The financial statements were approved by the director on

9 July 2011

and were signed by



A Dowdeswell - Director

The notes form part of these financial statements

**Ceres Natural Media Limited**

**Statement of Changes in Equity  
for the period 17 March 2010 to 31 January 2011**

	<b>Called up share capital £</b>	<b>Profit and loss account £</b>	<b>Total equity £</b>
<b>Changes in equity</b>			
Issue of share capital	100	-	100
<b>Balance at 31 January 2011</b>	100	-	100

The notes form part of these financial statements

**Ceres Natural Media Limited**  
**Statement of Cash Flows**  
**for the period 17 March 2010 to 31 January 2011**

		£
<b>Cash flows from operating activities</b>		
Cash generated from operations	1	-
		_____
		_____
<b>Increase in cash and cash equivalents</b>		-
<b>Cash and cash equivalents at beginning of period</b>		-
		_____
<b>Cash and cash equivalents at end of period</b>		-
		=====

The notes form part of these financial statements

**Ceres Natural Media Limited**

**Notes to the Statement of Cash Flows  
for the period 17 March 2010 to 31 January 2011**

**1 RECONCILIATION OF PROFIT BEFORE INCOME TAX TO CASH GENERATED FROM OPERATIONS**

	£
Profit before income tax	-
	<hr/>
Cash generated from operations	-
	<hr/> <hr/>

The notes form part of these financial statements

**Ceres Natural Media Limited**  
**Notes to the Financial Statements**  
**for the period 17 March 2010 to 31 January 2011**

**1 ACCOUNTING POLICIES**

**Basis of preparation**

These financial statements have been prepared in accordance with International Financial Reporting Standards as adopted by the European Union (IFRS), IFRIC Interpretations and the Companies Act 2006 applicable to companies reporting under IFRS. The principal accounting policies adopted are set out below.

a) Standards, amendments and interpretations effective in 2010 but not relevant

The following new standards, amendments and interpretations to published standards are mandatory for accounting periods beginning on or after 1 January 2010 but they are not relevant to the company's operations

- " IFRIC 17 'Distribution of Non Cash Assets to Owners'
- " IFRIC 18 'Transfers of Assets from Customers'
- " Revised IFRS 3 'Business Combinations'
- " Amendment to IAS 27 'Consolidated and Separate Financial Statements'
- " Revised IFRS 1 'First Time Adoption of IFRS'
- " Amendment to IFRS 1 and IAS 27 'Cost of an Investment in a Subsidiary, Jointly Controlled Equity or Associate'
- " Amendment to IAS 39 'Financial Instruments - Recognition and Measurement Eligible Hedged Items'
- " Amendment to IFRIC 9 and IAS 39 'Embedded Derivatives'
- " Amendment to IFRS 1 'Additional exemptions for first time adopters'
- " Amendment to IFRS 2 'Group cash settled share based payment transactions'
- " Improvements to IFRS's (issued April 2009)

b) Standards, amendments and interpretations to existing standards that are not yet effective and have not been adopted by the company and are not relevant to the company's operations

- " IFRIC 19 'Extinguishing Financial Liabilities with Equity Instruments'
- " Amendment to IFRIC 14 'Prepayments of a minimum funding requirement'
- " Amendments to IFRS 1 'Limited exemption from comparative IFRS 7 disclosures for first-time adopters'
- " Amendments to IAS 32 'Financial instruments, Presentation Clarification of rights issue'

c) Standards, amendments and interpretations to existing standards that are not yet effective and have been adopted by the European Union and are relevant to the company's operation. No material impact is anticipated to disclosures by the implementation of this Standard

- " Revised IAS 24 'Related Party Disclosures'

d) Standards, amendments and interpretations to existing standards that not yet effective and have not been adopted by the European Union and are not relevant to the company's operations

- " IFRS 9 'Financial Instruments'
- " Amendment to IFRS 7 'Financial Instruments Disclosures'
- " Improvements to IFRS's (issued May 2010)
- " Deferred tax Recovery of Underlying Assets (Amendments to IAS 12)
- " Severe Hyperinflation and removal of fixed dates for first-time adopters (Amendments to IFRS 1)

**Taxation**

Current taxes are based on the results shown in the financial statements and are calculated according to local tax rules, using tax rates enacted or substantially enacted by the balance sheet date

**2 EMPLOYEES AND DIRECTORS**

There were no staff costs for the period ended 31 January 2011

**Ceres Natural Media Limited**

**Notes to the Financial Statements - continued  
for the period 17 March 2010 to 31 January 2011**

**2 EMPLOYEES AND DIRECTORS - continued**

Director's remuneration	£ -
-------------------------	--------

**3 INCOME TAX**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the period

**4 TRADE AND OTHER RECEIVABLES**

Current	£
Amounts owed by group undertakings	100

**5 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid Number	Class	Nominal value	£
100	Ordinary	1	100

**6 RESERVES**

	Retained earnings £
Profit for the period	-
At 31 January 2011	-

**7 RELATED PARTY DISCLOSURES**

Within debtors the following amount is due from a related party

- £100 due from Ceres Media plc , the intermediate holding company

**8 ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is Ceres Media International plc , by virtue of its holding of 100% of the issued share capital of Ceres Media plc , an intermediate holding company