

**Report of the Directors and
Unaudited Financial Statements
for the Year Ended 31 July 2012
for
Ceres Natural Media Limited**

TUESDAY



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Ceres Natural Media Limited

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for the year ended 31 July 2012**

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Ceres Natural Media Limited

**Company Information
for the year ended 31 July 2012**

DIRECTORS:

A S Dowdeswell
L Barber

REGISTERED OFFICE:

1 Charterhouse Mews
London
EC1M 6BB

REGISTERED NUMBER:

07193226 (England and Wales)

ACCOUNTANTS:

Bennett Brooks & Co Ltd
Chartered Accountants
1 Charterhouse Mews
London
EC1M 6BB

Ceres Natural Media Limited

**Report of the Directors
for the year ended 31 July 2012**

The directors present their report with the financial statements of the company for the year ended 31 July 2012

PRINCIPAL ACTIVITY

There was no principal activity in the period under review as the company remained dormant.

REVIEW OF BUSINESS

There was no activity during the period

DIVIDENDS

No dividends will be distributed for the year ended 31 July 2012

DIRECTORS

The directors shown below have held office during the whole of the period from 1 August 2011 to the date of this report

A S Dowdeswell

L Barber

Other changes in directors holding office are as follows

M Howes - resigned 10 February 2012

ON BEHALF OF THE BOARD:

A handwritten signature in black ink, appearing to read 'A S Dowdeswell', is written over a horizontal line.

A S Dowdeswell - Director

26 April 2013

Ceres Natural Media Limited

**Income Statement
for the year ended 31 July 2012**

		Year Ended 31 7 12 £	Period 1 2 11 to 31 7 11 £
	Notes		
CONTINUING OPERATIONS			
Revenue		-	-
		<u>-</u>	<u>-</u>
PROFIT BEFORE INCOME TAX		-	-
Income tax	3	-	-
		<u>-</u>	<u>-</u>
PROFIT FOR THE YEAR		<u>-</u>	<u>-</u>

The notes form part of these financial statements

Ceres Natural Media Limited

**Statement of Comprehensive Income
for the year ended 31 July 2012**

	Year Ended 31 7 12 £	Period 1 2 11 to 31 7 11 £
PROFIT FOR THE YEAR	-	-
OTHER COMPREHENSIVE INCOME	- _____	- _____
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	- =====	- =====

The notes form part of these financial statements

Statement of Financial Position
31 July 2012

	Notes	2012 £	2011 £
ASSETS			
CURRENT ASSETS			
Trade and other receivables	4	100	100
TOTAL ASSETS		<u>100</u>	<u>100</u>
EQUITY			
SHAREHOLDERS' EQUITY			
Called up share capital	5	100	100
TOTAL EQUITY		<u>100</u>	<u>100</u>
LIABILITIES			
TOTAL LIABILITIES		<u>-</u>	<u>-</u>
TOTAL EQUITY AND LIABILITIES		<u>100</u>	<u>100</u>

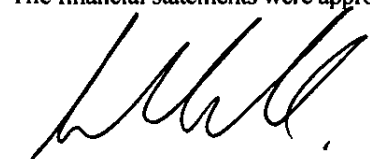
The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 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 financial statements were approved by the Board of Directors on 26 April 2013 and were signed on its behalf by



A S Dowdeswell - Director

Ceres Natural Media Limited

**Statement of Changes in Equity
for the year ended 31 July 2012**

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 February 2011	100	-	100
Changes in equity			
Balance at 31 July 2011	100	-	100
Changes in equity			
Balance at 31 July 2012	100	-	100

The notes form part of these financial statements

Ceres Natural Media Limited

**Statement of Cash Flows
for the year ended 31 July 2012**

		Year Ended 31 7 12 £	Period 1 2 11 to 31 7 11 £
Cash flows from operating activities			
Cash generated from operations	1	-	-
		<u> </u>	<u> </u>
		<u> </u>	<u> </u>
Increase in cash and cash equivalents		-	-
Cash and cash equivalents at beginning of year		-	-
		<u> </u>	<u> </u>
Cash and cash equivalents at end of year		<u> </u>	<u> </u>

The notes form part of these financial statements

Ceres Natural Media Limited

**Notes to the Statement of Cash Flows
for the year ended 31 July 2012**

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

	Year Ended 31 7 12 £	Period 1 2 11 to 31 7 11 £
Profit before income tax	-	-
Cash generated from operations	-	-

The notes form part of these financial statements

Ceres Natural Media Limited

**Notes to the Financial Statements
for the year ended 31 July 2012**

1 ACCOUNTING POLICIES

Basis of preparation

These financial statements have been prepared under the historical cost convention

Statement of compliance

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 are summarised below. They have all been applied consistently throughout the period under review

a) Standards, amendments and interpretations effective in 2011 but not relevant:

The following new standards, amendments and interpretations to published standards are mandatory for accounting periods beginning on or after 1 February 2011 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:

The following new standards, amendments and interpretation to existing standards were in issue at the date of authorisation of these financial statements, but are not yet effective, and in some cases have not been adopted by the EU

- " 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'
- " 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)

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.

The following revised IFRS has been adopted in these financial statements but none had any material impact on the Company's results or financial position

- " Revised IAS 24 'Related Party Disclosures'

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 statement of financial position date

Ceres Natural Media Limited

**Notes to the Financial Statements - continued
for the year ended 31 July 2012**

2 EMPLOYEES AND DIRECTORS

There were no staff costs for the year ended 31 July 2012 nor for the period ended 31 July 2011

	Year Ended 31 7 12 £	Period 1 2 11 to 31 7 11 £
Directors' remuneration	-	-

3 INCOME TAX

Analysis of tax expense

No liability to UK corporation tax arose on ordinary activities for the year ended 31 July 2012 nor for the period ended 31 July 2011

4 TRADE AND OTHER RECEIVABLES

	2012 £	2011 £
Current Amounts owed by group undertakings	100	100

5 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	2012 £	2011 £
100	Ordinary A		100	100

6 RESERVES

	Retained earnings £
Profit for the year	-
At 31 July 2012	-

7 RELATED PARTY DISCLOSURES

Included in trade and other receivables is the following amount is due from a related party

- £100 (as at 31 January 2011 £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

**Chartered Accountants' Report to the Board of Directors
on the Unaudited Financial Statements of
Ceres Natural Media Limited**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Ceres Natural Media Limited for the year ended 31 July 2012 which comprise the Income Statement, the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Cash Flows and the related notes from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook

This report is made solely to the Board of Directors of Ceres Natural Media Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Ceres Natural Media Limited and state those matters that we have agreed to state to the Board of Directors of Ceres Natural Media Limited, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Ceres Natural Media Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Ceres Natural Media Limited. You consider that Ceres Natural Media Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Ceres Natural Media Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Bennett Brooks & Co Ltd
Chartered Accountants
1 Charterhouse Mews
London
EC1M 6BB

26 April 2013