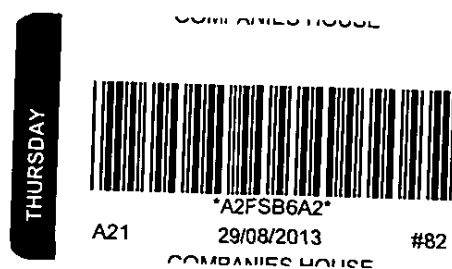


**Screaming Matriarch UCJ Limited**

**REGISTERED NUMBER: 7723515**

**Report of unaudited Financial Statements for the Year Ended 31  
August 2013 for Screaming Matriarch UCJ Limited**



**Screaming Matriarch  
82 Maud Road  
Plaistow  
London  
E13 0JU**

AR01

Annual Return

(For returns made up to a date on or after 1 October 2011)

**Part 5**

**Signature**

Signature	This must be completed by all companies	<p><input checked="" type="checkbox"/> <b>Societas Europaea</b> If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which or just of the SE the person signing has membership</p> <p><input checked="" type="checkbox"/> <b>Person authorised</b> Under either section 270 or 274 of the Companies Act 2006</p>
	I am signing this form on behalf of the company	
	<div data-bbox="351 521 383 566">X</div> <div data-bbox="478 544 702 622">C. Urie</div> <div data-bbox="1101 521 1133 566">X</div>	
This form may be signed by Director <input checked="" type="checkbox"/> , Secretary Person authorised <input checked="" type="checkbox"/> , Charity commission receiver and manager, CIO manager Judicial factor		

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## **Screaming Matriarch UCJ Limited**

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## **Screaming Matriarch UCJ Limited**

### **Company Information for the Year Ended 31 August 2013**

Director                      Miss Chanel Urie

Director                      Miss Ufuoma Urie

REGISTERED OFFICE      Screaming Matriarch  
82 Maud Road  
Plaistow  
London  
E13 0JU

## **Screaming Matriarch UCJ Limited**

### **Description of Products and Services**

Screaming Matriarch aims to bring “low brow” art and illustration to a wider audience. The artists SM will work with produce work that would be considered “niche”, focusing on imagery that is dark, subversive and quirky. Among the low brow artists and illustrators community there is noticeable difficulty in getting their imagery on products and marketing it to the right audience. Other toy or merchandising distributors such as Underground Toys and Forbidden Planet (in the UK) and Baby Tattoo and Mezco Toys (in the US) rarely accept submissions from lesser known artists and are unlikely to take on “unknowns” as this would be considered a high risk factor and they would prefer to go for the safer option of choosing more established brands to work with. Screaming Matriarch’s USP is that we are bridging this gap by scouting fresh talent (who are having difficulty getting their foot in the door) and giving them the opportunity to have their products manufactured to a high standard but on small runs/limited numbers, marketed and distributed by a company who have experience in the toy collectors/comic art industry.

Artists will retain complete creative control but SM will support them by funding the production of all items i.e. the artist may submit 4 t-shirt designs. SM take the designs, print the t-shirts and distribute them via their online shop (these designs remain exclusive to SM). A percentage of profits made from the sales are divided between the artist and SM.

#### *Defining Print Merchandising*

Print merchandising is simply any saleable item that an artist's image can adorn. These are usually screen-printed but may be digitally printed. They include: cushions, duvet sets, t-shirts, hooded sweatshirts, sweat-shirts, vests, underwear, tote bags; postcards, greeting cards, art prints, wrapping paper, stationery; stickers, embroidered patches,

#### *Short Term Objectives*

1. To continue to increase website traffic to Screaming Matriarch’s website and associated site (Little Apple Dolls) through social networking sites Facebook and Twitter
2. To continue to develop and produce a wide and varied range of quality products for the Screaming Matriarch online shop including greeting card ranges, art prints, postcards, tote bags
3. To produce 1-2 limited 14inch little apple doll editions
4. Increase annual turnover by selling products through different avenues i.e. conventions and market stalls

#### *Long Term Objectives*

1. Form alliances and partnerships with artists, internationally with a view to working on products designed by them but distributed through SM.
2. Organise exhibitions for all of the Screaming Matriarch artists to showcase their work.
3. Exhibit all work at comic conventions, nationally and internationally
4. Diversify into self-publishing/ distributing art books.

## **Screaming Matriarch UCJ Limited**

5. Liaise with artists, illustrators and animators, further developing their characters and diversify into low budget animation.

### ***S.W.O.T Analysis***

Strengths:	<ul style="list-style-type: none"><li>- Original designs,</li><li>- No staff costs</li><li>- Good Quality products</li><li>- Little Apple dolls already has strong cult following</li><li>- Can find economical ways to produce items</li><li>- Interest from promoters and conventions</li><li>- Strong Dollar</li></ul>
Weaknesses:	<ul style="list-style-type: none"><li>- Delivery (in terms of costs incurred exporting to other countries)</li><li>- Limited doll bodies means products manufactured products in small runs thereby increasing costs thus increased pricing</li><li>-Currently the launch of SM is dependent on few products</li><li>- Insufficient funds to launch mass production of doll</li><li>- Less than 5 staff which means that often enough labour needs be outsourced</li><li>- Doll dress material often procured in bulk as fabric may be in Season at only one point in time</li><li>-Not mobile</li><li>- Awareness of Screaming Matriarch mainly due website referral from Little Apple.com</li></ul>
Opportunities:	<ul style="list-style-type: none"><li>- Large diversification opportunity eg expand Tshirt range</li><li>- International growth potential through Mexico</li><li>-Expand Little Apple Dolls into independent retail stores</li><li>- Obtain doll bodies from China</li></ul>
Threats	<ul style="list-style-type: none"><li>- Increased competition</li><li>- Increased pressure from customers</li><li>- Recession affecting the international economy</li></ul>

## **Screaming Matriarch UCJ Limited**

### **Report of the for the Year Ended 31 August 2013**

The members presents their report with the financial statements of the company for the year ended 31 August 2013

### **PRINCIPAL ACTIVITY**

The principal activity of the comoany in the year under review was art and Merchandising

### **Directors**

Miss C and U Urie held office during the whole of the period August 2011 to this date of this report Mr Jack Knowles left the organisation in December 2012 and no longer owns any shares.

This report has been prepared in accordance with the special provisons of part 15 of the Companies Act 2006 relating to Small companies

For the year ended 31/08/2013 the Private limited Limited was entitled to exemption under section 477 of the companies Act 2006 (as applied by the Limited Companies (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008)

The members acknowledge their responsibility for comlying with the requirements of the Companies Act 2006 (as applied to Limited Companies) with respect to accounting records and the preparation of accounts.

### **ON BEHALF OF THE DIRECTORS**

.. C. Urie ..

Miss Chanel Urie-Director

Date: 27/8/2013

.. [Signature] ..

Miss Ufuoma Urie-Director

Date: 27/8/2013

## **Screaming Matriarch UCJ Limited**

### **Profit and Loss Account for the Year Ended 31 August 2013**

	31/08/2012	31/08/2013
Sales		11879.50
	8793.23	
Opening Stock	912 00	5620 75
Add Purchases	<u>7994.50</u>	<u>1263.36</u>
	8906 50	6884.11
Less Closing stock	<u>5620.75</u>	<u>2179 50</u>
	<u>3285 75</u>	<u>4704 61</u>
	5507 48	7174 89
Direct labour/ Other direct costs	<u>1405 24</u>	=
Gross Profit	<b>4102.24</b>	<b>7174.89</b>
<b><u>Less Expenses</u></b>		
Travel	101 00	271 35
Stationery	158 95	552.38
Cotton Bags	86.03	-
Rent	300.00	535 00
Bank Charges	18.00	248 00
Postage and Packaging	1409 80	2535 93
Promotion and Website	157 17	46 70
Credit Card Interest charges	103 00	927 90
Covention Table	400.00	871
Other Sundries	396.80	750.90
Loan Repayment	-	1270.00
Total Expenses	<u>3130.75</u>	<u>6739.16</u>
<b><u>NET PROFIT BEFORE TAX</u></b>	971 49	435 73
<b><u>Less TAX @ 24%</u></b>	<u>233.16</u>	<u>104 58</u>
<b><u>NET PROFIT AFTER TAX</u></b>	<u>738.33</u>	<u>331.15</u>

## **Screaming Matriarch UCJ Limited**

### **Balance Sheet as at 31 August 2013**

	31/08/12	31/08/13
<b>CURRENT ASSETS</b>		
Cash at Bank	373 41	36.51
Paypal Account	2510 36	453.26
Stock	<u>5620 75</u>	<u>2179.50</u>
	<b>8504.52</b>	<b>2669.27</b>
<b>CURRENT LIABILITIES</b>		
Amounts falling due with one year		
Creditors	362.41	951 24
Taxation	233.16	104.58
	<b>595.57</b>	<b>1055.82</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>7908.95</b>	<b>1613.45</b>
<b>LESS LONG TERM LOAN</b>	1600.00	-
	<b><u>6308.95</u></b>	<b><u>1613.45</u></b>
<b>CAPITAL AND RESERVES</b>		
Called up Share Capital	6308 95	1282.30
Net Profit or Loss 2013	-	331.15
<b>SHAREHOLDERS' FUNDS</b>	<b><u>6308.95</u></b>	<b><u>1613.45</u></b>

The Directors acknowledge their responsibilities for

For the year ending 31/08/2013 the company was entitled to exemption from audit under section 477 of the companies Act 2006 relating to small companies

The members have not required the company to obtain an audit in accordance with section 476 of the companies Act 2006

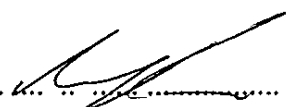
The director's acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

## **Screaming Matriarch UCJ Limited**

The financial statements were approved by the Directors on

..... and were signed by

  
.....  
Miss Chanel Urie – Director

  
.....  
Miss Ufuoma Urie – Director

## **Screaming Matriarch UCJ Limited**

### **Notes on Accounts for the Year ending 31/08/13**

1. We are a private limited company trading under the name Screaming Matriarch. Our main business activity is to provide a platform for semi-professional artists, illustrators and other creatives to develop their designs for "print" merchandising (i.e. t-shirts, cushions and other textile items) making these products available to the public via the company's online store.
2. In that time we focused our resources in researching and developing new ideas and products for the Little Apple Dolls brand.
3. A lot of expenditure was spent on promotion and other Little apple doll products such as badges and stickers. Although well received, items are of low value and not a huge income generator.
4. The loans secured in the previous financial were all paid off. However the company was able to secure another long term loan. It also produced 2 exclusive hand made dolls which retailed for a much higher price. Their success was reflected in the increase of sales, as loyal fans rushed to collect the one of a kind products.
5. Market conditions improved slightly.
6. Screaming Matriarch focused on producing series 5 which will be released in November 2013. Plans are on target to complete the manufacture of doll bodies in China. This will enable mass production and allow products to be retailed in shops and stores.

These notes form part of these financial statement

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## **Screaming Matriarch UCJ Limited**

### **Notes to the Balance sheet**

1. The company has no fixed assets
2. One long term unsecured loan provided by Jack Knowles and his Family have been repaid.
3. Stock consists of numerous items such as t-shirts, raw materials and greeting cards
4. The current creditors consists of a single credit card

These notes form part of these financial statement

## **Screaming Matriarch UCJ Limited**

### **ABOUT THE DIRECTORS**

**Director: Ufuoma Urie**

Ufuoma Urie is Screaming Matriarch's creative talent and the artist behind Little Apple Dolls

Duties include but are not limited to:

- Scouting other artists/creatives for future projects with SM
- The design of graphics for all "print merchandising" for Little Apple Dolls
- Set-up and maintenance of the Screaming Matriarch website
- Re-branding Little Apple Dolls and its associated website
- Receiving and processing orders for products
- Liaising with 2<sup>nd</sup> party contractors SM may commission over time
- Seeking out the most cost-effective options (buying materials, asking for quotes etc)
- The crafting of doll sculptures for international sale

#### **Relevant Experience & Qualifications:**

5 Years as a sole trader running Little Apple Dolls as an independent company  
GCSEs in Textiles, Design Technology and Art  
A-level Art & Design, Media Studies  
BTEC Foundations Studies in Art  
BA Hons in Fine Art New Media  
GNVQ in Design  
Certificate in Web Design

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**Director: Chanel Urie**

With experience in the Finance/Accounting/Business Management sector, Chanel Urie will be responsible for strategic and financial planning for Screaming Matriarch.

Duties include but are not limited to:

- Reviewing all concepts that come through SM and checking their viability
- Financial planning on a yearly basis
- Through analysis of activities making decisions about SM's next move
- Initial set up and ongoing liaison with Company's House
- The set-up and maintenance of SMs accounts with HM Revenue and Customs
- Securing funding/business capital

#### **Relevant Qualifications:**

BA Hons in Business Studies and Accounting  
Business consultant for Little Apple Dolls  
2 years Project Management and budget management