

FETCH MEDIA LIMITED



Annual Report
For the year ended 31 December 2013

FETCH MEDIA LIMITED

DIRECTORS AND ADVISERS

Directors

D Reddington
J Connelly
C Becker
S Leach

Company number

07775453

Registered office

Tea Building Unit 3.09
56 Shoreditch High Street
London
E1 6JJ

Registered auditors

Kingston Smith LLP
141 Wardour Street
London
W1F 0UT

FETCH MEDIA LIMITED

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FETCH MEDIA LIMITED

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

The directors present their report and financial statements for the year ended 31 December 2013.

Review of the business

The results for the year and financial position of the company are shown in the annexed financial statements.

Fetch are a multi award winning mobile marketing agency, based in London and San Francisco.

Our core business is Media Planning and buying for Clients in the Mobile Space, be we also provide Creative, Strategy and Data services to our clients.

Although incorporated in 2011, Fetch was initially founded in 2009, and clients come to us because we are experts in the space. Our Chairman Andrew Walmsley is a highly respected industry figure.

Development and performance of the group based on key performance indicators

The directors believe that the company and group have adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual report and accounts.

The turnover of the group increased significantly, more than doubling from £16.5m in the 15 months to 2012 to £34.6m in 2013. Gross profit also more than doubled from £2m to £4.8m. Administrative expenses increased accordingly due to investment in key staff and moving to bigger premises.

The group retains sufficient cash reserves to continue the operations of the business, and increases in both debtors and creditors are consistent with the performance of the business in the year. A strong net assets balance is in place at year end. The business has no loan commitments to service.

Principal risks and uncertainties

The principal risks and uncertainties faced by the group include effectively managing cashflow to ensure that vendors are paid on time to avoid disruption to campaigns, this is mitigated by effective debtor management and strong relationships with vendors. At regular board meetings the directors monitor the key performance indicators of debtor and creditor days, gross and net margins, employee turnover and cashflow management.

Financial risk management

The group's operations expose it to limited financial risks that include credit risk and foreign exchange risk. Given the size of the group, the directors have not delegated the responsibility of monitoring financial risk management to a sub-committee of the board. The policies set by the board of directors are implemented by the company's finance department.

Credit risk

The group has implemented policies that require appropriate credit verification procedures on potential customers. Trade debtors are monitored on an ongoing basis and provision is made for doubtful debts where necessary.

Foreign exchange risk

The group actively manages foreign exchange rate risk.

FETCH MEDIA LIMITED

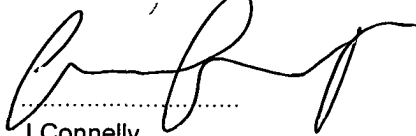
STRATEGIC REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

The position of the company at the year end

As the ownership and capability of mobile devices continues to increase more competitors will enter the market. The directors are committed to remaining at the forefront of Mobile Marketing, and continue to invest in new territories, and the best people, to ensure this increased competition does not adversely affect the continued growth of the group.

The 2013 numbers exceeded expectations with a strong outlook for 2014.

On behalf of the board



J Connelly

Director

9 April 2014

FETCH MEDIA LIMITED

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

The directors present their report and financial statements for the year ended 31 December 2013.

The principal activity of the group continued to be that of the provision of digital mobile marketing services.

Results and dividends

The consolidated profit and loss account for the year is set out on page 7.

Dividends of £100,000 (2012: £nil) were paid during the year under review.

Directors

The following directors have held office since 1 January 2013:

D Reddington
J Connelly
C Becker
S Leach

Directors' interests

The directors who served the group during the year together with their interests (including family interests) in the shares of the company at the beginning and end of the year were as follows:

	Ordinary shares of £0.01 each 31 December 2013	of £1 each 1 January 2013
D Reddington	51,000	510
J Connelly	40,000	400
C Becker	9,000	90
S Leach	12,500	125

Auditors

Kingston Smith LLP were appointed auditors to the company and in accordance with section 485 of the Companies Act 2006, a resolution proposing that they be re-appointed will be put at a General Meeting.

FETCH MEDIA LIMITED

DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the group and of the profit or loss of the group for that period. In preparing these financial statements, the directors are required to:

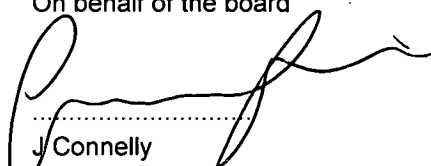
- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group will continue in business.

The directors are 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 the group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the group's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the group's auditors are aware of that information.

On behalf of the board



J Connelly
Director
9 April 2014

FETCH MEDIA LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF FETCH MEDIA LIMITED

We have audited the group and parent company financial statements (the "financial statements") of Fetch Media Limited for the year ended 31 December 2013 which comprise the Profit and Loss Account, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 an auditors' report 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 directors and auditors

As explained more fully in the Directors' Responsibilities Statement, the directors are 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 directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and parent company's affairs as at 31 December 2013 and of the group's profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

FETCH MEDIA LIMITED

INDEPENDENT AUDITORS' REPORT (CONTINUED) TO THE MEMBERS OF FETCH MEDIA LIMITED

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 by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Kingston Smith LLP

Richard Heap (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP

9 April 2014

Chartered Accountants
Statutory Auditor

141 Wardour Street
London
W1F 0UT

FETCH MEDIA LIMITED

CONSOLIDATED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2013

		Year ended 31 December 2013 £	Period ended 31 December 2012 As restated £
	Notes		
Turnover	2	34,612,606	16,513,833
Cost of sales	3	(29,806,260)	(14,163,275)
Gross profit		4,806,346	2,350,558
Administrative expenses		(3,432,742)	(1,911,112)
Other operating income		16,829	68
Operating profit	4	1,390,433	439,514
Other interest receivable and similar income		3,205	1,286
Profit on ordinary activities before taxation	4	1,393,638	440,800
Tax on profit on ordinary activities	5	(324,792)	(124,324)
Profit on ordinary activities after taxation		1,068,846	316,476

The profit and loss account has been prepared on the basis that all operations are continuing operations.

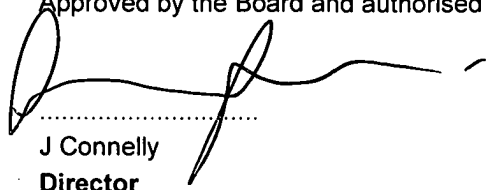
There are no recognised gains and losses other than those passing through the profit and loss account.

FETCH MEDIA LIMITED

BALANCE SHEETS AS AT 31 DECEMBER 2013

	Notes	Group 2013 £	2012 £	Company 2013 £	2012 £
Fixed assets					
Tangible assets	8	223,691	46,674	213,354	41,697
Investments	9	-	-	62	62
		<u>223,691</u>	<u>46,674</u>	<u>213,416</u>	<u>41,759</u>
Current assets					
Debtors	10	7,582,923	3,324,261	7,663,385	3,332,794
Cash at bank and in hand		2,880,652	920,352	2,759,685	908,289
		<u>10,463,575</u>	<u>4,244,613</u>	<u>10,423,070</u>	<u>4,241,083</u>
Creditors: amounts falling due within one year	11	(8,889,155)	(3,494,258)	(8,837,372)	(3,445,229)
		<u>1,574,420</u>	<u>750,355</u>	<u>1,585,698</u>	<u>795,854</u>
Net current assets					
		<u>1,798,111</u>	<u>797,029</u>	<u>1,799,114</u>	<u>837,613</u>
Total assets less current liabilities					
		<u>1,798,111</u>	<u>797,029</u>	<u>1,799,114</u>	<u>837,613</u>
Provisions for liabilities	12	(39,806)	(7,570)	(39,806)	(7,570)
		<u>1,758,305</u>	<u>789,459</u>	<u>1,759,308</u>	<u>830,043</u>
Capital and reserves					
Called up share capital	13	1,250	1,250	1,250	1,250
Share premium account	14	471,733	471,733	471,733	471,733
Profit and loss account	14	1,285,322	316,476	1,286,325	357,060
		<u>1,758,305</u>	<u>789,459</u>	<u>1,759,308</u>	<u>830,043</u>
Shareholders' funds	15	<u>1,758,305</u>	<u>789,459</u>	<u>1,759,308</u>	<u>830,043</u>

Approved by the Board and authorised for issue on 9 April 2014


J Connelly
Director

Company Registration No. 07775453

FETCH MEDIA LIMITED

CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2013

	Year ended 31 December 2013 £	Period ended 31 December 2012 £
Net cash inflow from operating activities	2,403,740	507,935
Returns on investments and servicing of finance		
Interest received	3,205	1,286
Net cash inflow for returns on investments and servicing of finance	3,205	1,286
Taxation	(116,756)	-
Capital expenditure		
Payments to acquire tangible assets	(229,889)	(61,852)
Net cash outflow for capital expenditure	(229,889)	(61,852)
Equity dividends paid	(100,000)	-
Net cash inflow before management of liquid resources and financing	1,960,300	447,369
Financing		
Issue of ordinary share capital	-	472,983
Net cash inflow from financing	-	472,983
Increase in cash in the year	1,960,300	920,352

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2013

1	Reconciliation of operating profit to net cash inflow from operating activities	2013	2012
		£	£
	Operating profit	1,390,433	439,514
	Depreciation of tangible assets	52,723	15,178
	Loss on disposal of tangible assets	149	-
	Increase in debtors	(4,258,662)	(3,324,261)
	Increase in creditors within one year	5,219,097	3,377,504
	Net cash inflow from operating activities	2,403,740	507,935

2	Analysis of net funds	1 January 2013	Cash flow	Other non-cash changes	31 December 2013
		£	£	£	£
	Net cash:				
	Cash at bank and in hand	920,352	1,960,300	-	2,880,652
	Net funds	920,352	1,960,300	-	2,880,652

3	Reconciliation of net cash flow to movement in net funds	2013	2012
		£	£
	Increase in cash in the year	1,960,300	920,352
	Movement in net funds in the year	1,960,300	920,352
	Opening net funds	920,352	-
	Closing net funds	2,880,652	920,352

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention.

1.2 Changes in accounting policies

The company has changed its policy on foreign exchange adjustments incurred through trade transactions. Its new policy is to represent them in cost of sales rather than in administrative expenses. This represents a change in accounting policy and the comparative figures have been restated accordingly.

1.3 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.4 Basis of consolidation

The consolidated profit and loss account and balance sheet include the financial statements of the company and its subsidiary undertakings made up to 31 December 2013. The results of subsidiaries sold or acquired are included in the profit and loss account up to, or from the date control passes. Intra-group sales and profits are eliminated fully on consolidation.

In consolidation of a foreign subsidiary a commercial rate of exchange at the year has been used to convert the balance sheet and an average rate has been used to convert the profit and loss account. Any differences have been taken to administrative expenses.

1.5 Turnover

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

1.6 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life.

1.7 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Land and buildings Leasehold	Over the life of the lease
Computer equipment	3 years straight line
Fixtures, fittings & equipment	3 years straight line

1.8 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.9 Investments

Fixed asset investments are stated at cost less provision for diminution in value.

1.10 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

1 Accounting policies

(continued)

1.11 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

2 Turnover

The total turnover of the group for the year has been derived from its principal activity.

Segmental analysis by geographical area

The analysis by geographical area of the group's turnover is set out as below:

	2013 £	2012 £
Geographical segment		
EMEA	20,635,689	9,999,352
US	9,160,975	4,757,980
LATAM	1,509,020	604,642
APAC	3,306,922	1,151,859
	<u>34,612,606</u>	<u>16,513,833</u>

3 Prior year adjustment

The prior year adjustment relates to the reclassification of administrative expenses of £268,231 to cost of sales as per the change in accounting policy, detailed at note 1.2.

4 Operating profit

	2013 £	2012 £
Operating profit is stated after charging:		
Depreciation of tangible assets	52,723	15,178
Loss on disposal of tangible assets	149	-
Operating lease rentals	211,190	67,716
Fees payable to the group's auditor for the audit of the group's annual accounts (company £13,500; 2012: £9,761)	<u>23,722</u>	<u>13,863</u>

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

5	Taxation	2013	2012
		£	£
	Domestic current year tax		
	U.K. corporation tax	292,556	116,754
	Total current tax	292,556	116,754
	Deferred tax		
	Deferred tax charge credit current year	32,236	7,570
		324,792	124,324
	Factors affecting the tax charge for the year		
	Profit on ordinary activities before taxation	1,393,638	440,800
	Profit on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 23.25% (2012 - 24.84%)	324,021	109,495
	Effects of:		
	Non deductible expenses	12,047	10,946
	Depreciation add back	11,455	3,550
	Capital allowances	(47,578)	(11,497)
	General provisions	1,859	-
	Foreign subsidiary's profit/loss	(9,248)	10,054
	Marginal rate relief	-	(5,794)
		(31,465)	7,259
	Current tax charge for the period	292,556	116,754
6	Profit for the financial year		
	As permitted by section 408 Companies Act 2006, the holding company's profit and loss account has not been included in these financial statements. The profit for the financial year is made up as follows:		
		2013	2012
		£	£
	Holding company's profit for the financial year	1,029,265	357,060
7	Dividends	2013	2012
		£	£
	Ordinary interim paid	100,000	-

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

8 Tangible fixed assets

Group

	Land and buildings Leasehold £	Plant and machinery £	Fixtures, fittings & equipment £	Total £
Cost				
At 1 January 2013	-	42,018	19,834	61,852
Additions	152,321	53,152	24,416	229,889
Disposals	-	-	(193)	(193)
At 31 December 2013	152,321	95,170	44,057	291,548
Depreciation				
At 1 January 2013	-	10,254	4,924	15,178
On disposals	-	-	(44)	(44)
Charge for the year	17,820	24,740	10,163	52,723
At 31 December 2013	17,820	34,994	15,043	67,857
Net book value				
At 31 December 2013	134,501	60,176	29,014	223,691
At 31 December 2012	-	31,764	14,910	46,674

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

Tangible fixed assets

Company

	Land and buildings Leasehold £	Plant and machinery £	Fixtures, fittings & equipment £	Total £
Cost				
At 1 January 2013	-	42,018	13,971	55,989
Additions	152,321	53,152	15,459	220,932
At 31 December 2013	152,321	95,170	29,430	276,921
Depreciation				
At 1 January 2013	-	10,254	4,038	14,292
Charge for the year	17,820	24,740	6,715	49,275
At 31 December 2013	17,820	34,994	10,753	63,567
Net book value				
At 31 December 2013	134,501	60,176	18,677	213,354
At 31 December 2012	-	31,764	9,933	41,697

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

9 Fixed asset investments

Company	Shares in group undertakings £
Cost	
At 1 January 2013 & at 31 December 2013	62
Net book value	
At 31 December 2013	62
At 31 December 2012	62

In the opinion of the directors, the aggregate value of the company's investment in subsidiary undertakings is not less than the amount included in the balance sheet.

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Class	Shares held %
Subsidiary undertakings			
Fetch Media Inc.	U.S.A.	Ordinary	100.00

The principal activity of these undertakings for the last relevant financial year was as follows:

	Principal activity
Fetch Media Inc.	Digital mobile marketing agency

10 Debtors

	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Trade debtors	7,030,348	3,269,066	7,030,348	3,225,018
Amounts owed by group undertakings	-	-	122,491	65,984
Other debtors	318,721	13,292	299,894	11,116
Prepayments and accrued income	233,854	41,903	210,652	30,676
	<u>7,582,923</u>	<u>3,324,261</u>	<u>7,663,385</u>	<u>3,332,794</u>

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

11 Creditors : amounts falling due within one year

	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Trade creditors	4,961,209	1,255,610	4,961,209	1,213,691
Corporation tax	292,554	116,754	292,554	116,754
Taxes and social security costs	85,225	109,534	85,225	109,534
Other creditors	41,515	86,690	36,303	86,690
Accruals and deferred income	3,508,652	1,925,670	3,462,081	1,918,560
	<u>8,889,155</u>	<u>3,494,258</u>	<u>8,837,372</u>	<u>3,445,229</u>

HSBC Bank Plc holds a Debenture dated 11 March 2013 incorporating a fixed and floating charge over all current and future assets of the company.

12 Provisions for liabilities

Group

	Deferred taxation £
Balance at 1 January 2013	7,570
Profit and loss account	32,236
	<u>39,806</u>
Balance at 31 December 2013	<u>39,806</u>

Company

Balance at 1 January 2013	7,570
Profit and loss account	32,236
	<u>39,806</u>
Balance at 31 December 2013	<u>39,806</u>

The deferred tax liability is made up as follows:

	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Accelerated capital allowances	<u>39,806</u>	<u>7,570</u>	<u>39,806</u>	<u>7,570</u>

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

13 Share capital	2013	2012
	£	£
Allotted, called up and fully paid		
100,000 Ordinary shares of 1p each	1,000	1,000
25,000 Ordinary A shares of 1p each	250	250
	<u>1,250</u>	<u>1,250</u>

14 Statement of movements on reserves **Group**

	Share premium account	Profit and loss account
	£	£
Balance at 1 January 2013	471,733	316,476
Profit for the period	-	1,068,846
Dividends paid	-	(100,000)
Balance at 31 December 2013	<u>471,733</u>	<u>1,285,322</u>

Company

	Share premium account	Profit and loss account
	£	£
Balance at 1 January 2013	471,733	357,060
Profit for the year	-	1,029,265
Dividends paid	-	(100,000)
Balance at 31 December 2013	<u>471,733</u>	<u>1,286,325</u>

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

15 Reconciliation of movements in shareholders' funds	2013	2012
	£	£
Group		
Profit for the financial year	1,068,846	316,476
Dividends	(100,000)	-
	<hr/>	<hr/>
	968,846	316,476
Proceeds from issue of shares	-	472,983
	<hr/>	<hr/>
Net addition to shareholders' funds	968,846	789,459
Opening shareholders' funds	789,459	-
	<hr/>	<hr/>
Closing shareholders' funds	<u>1,758,305</u>	<u>789,459</u>
	2013	2012
	£	£
Company		
Profit for the financial year	1,029,265	357,060
Dividends	(100,000)	-
	<hr/>	<hr/>
	929,265	357,060
Proceeds from issue of shares	-	472,983
	<hr/>	<hr/>
Net addition to shareholders' funds	929,265	830,043
Opening shareholders' funds	830,043	-
	<hr/>	<hr/>
Closing shareholders' funds	<u>1,759,308</u>	<u>830,043</u>

FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

16 Financial commitments

At 31 December 2013 the group had annual commitments under non-cancellable operating leases as follows:

	Land and buildings	
	2013	2012
	£	£
Expiry date:		
Between two and five years	250,483	-

At the balance sheet date the company had foreign currency commitments outstanding in US Dollars of £605,254, which matured on 6 January 2014, in relation to committed purchases.

At 31 December 2013 the company had annual commitments under non-cancellable operating leases as follows:

	Land and buildings	
	2013	2012
	£	£
Expiry date:		
Between two and five years	168,338	-

17 Directors' remuneration

	2013	2012
	£	£
Remuneration for qualifying services	233,270	195,966

Remuneration disclosed above include the following amounts paid to the highest paid director:

Remuneration for qualifying services	124,520	118,750
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FETCH MEDIA LIMITED

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

18 Employees

Number of employees

The average monthly number of employees (including directors) during the year was:

2013 Number	2012 Number
45	22

Employment costs

	2013 £	2012 £
Wages and salaries	1,999,369	1,172,471
Social security costs	199,947	104,249
	2,199,316	1,276,720

19 Control

There is considered to be no ultimate controlling party.

20 Related party relationships and transactions

Group and company

The company has taken advantage of the exemption available in accordance with FRS 8 'Related party disclosures' not to disclose transactions entered into between two or more members of a group, as the company is a wholly owned subsidiary undertaking of the group to which it is party to the transactions.

During the year the company made sales to AdConnection Limited, a company in which D Reddington and C Becker are both directors and shareholders, of £nil (2012: £54,615). The company made purchases from AdConnections Limited of £37,181 (2012: £207,422). As at the year end there was £nil (2012: £46,892) outstanding.