

Abbreviated Unaudited Accounts

for the Period 25 April 2012 to 31 December 2012

for

MyDeco ECommerce Limited

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for the period 25 April 2012 to 31 December 2012

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MyDeco ECommerce Limited

Company Information

for the period 25 April 2012 to 31 December 2012

DIRECTOR:

B Hoberman

SECRETARY:

REGISTERED OFFICE:

Gunpowder House
66-68 Great Suffolk Street
London
SE1 0BL

REGISTERED NUMBER:

08045443 (England and Wales)

ACCOUNTANTS:

Chariot House Limited
Chartered Accountants
48 Highdown Road
Hove
East Sussex
BN3 6ED

Abbreviated Balance Sheet

31 December 2012

	Notes	£
CURRENT ASSETS		
Debtors		155,328
Cash at bank		<u>72,201</u>
		227,529
CREDITORS		
Amounts falling due within one year		<u>(93,719)</u>
NET CURRENT ASSETS		<u>133,810</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>133,810</u>
CAPITAL AND RESERVES		
Called up share capital	3	415
Share premium		2,599,585
Profit and loss account		<u>(2,466,190)</u>
SHAREHOLDERS' FUNDS		<u>133,810</u>

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

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) 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.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 28 September 2013 and were signed by:

B Hoberman - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts
for the period 25 April 2012 to 31 December 2012

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 April 2008).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill

Goodwill was written off in the year of acquisition as the director deemed that a full impairment was necessary since the business ceased to trade from September 2013.

Deferred tax

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

2. **INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 25 April 2012	2,000,000
Impairments	(2,000,000)
At 31 December 2012	-
NET BOOK VALUE	
At 31 December 2012	-
At 24 April 2012	2,000,000

3. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	£
95,724	Preference	0.1p	96

Allotted and issued:

Number:	Class:	Nominal value:	£
319,079	Ordinary	0.1p	319

Shares were issued during the period as follows:

Cash at par

1 Ordinary share of 0.1p for £ 0

Cash at premium

319,078 Ordinary shares of 0.1p for £ 2,000,000

95,724 Preference shares of 0.1p for £ 600,000

Notes to the Abbreviated Accounts - continued
for the period 25 April 2012 to 31 December 2012

3. **CALLED UP SHARE CAPITAL - continued**

Consideration for Ordinary shares issued was the acquisition of the Ecommerce business from the parent company.

4. **ULTIMATE PARENT COMPANY**

By Design Ltd is regarded by the director as being the company's ultimate parent company.

Chartered Accountants' Report to the Director
on the Unaudited Financial Statements of
MyDeco ECommerce Limited

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of MyDeco ECommerce Limited for the period ended 31 December 2012 which comprise the Profit and Loss Account, the Balance Sheet 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 director of MyDeco ECommerce Limited in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of MyDeco ECommerce Limited and state those matters that we have agreed to state to the director of MyDeco ECommerce Limited 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 director for our work or for this report.

It is your duty to ensure that MyDeco ECommerce 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 loss of MyDeco ECommerce Limited. You consider that MyDeco ECommerce Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the financial statements of MyDeco ECommerce 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.

Chariot House Limited
Chartered Accountants
48 Highdown Road
Hove
East Sussex
BN3 6ED

28 September 2013

This page does not form part of the abbreviated accounts

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.