

**BLUSH DIGITAL LIMITED (FORMERLY DIGITAL DOG SOFTWARE LIMITED)**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2014**

Ambledene Online

Certified Practising Accountants

Cotton Court  
Church Street  
Preston  
PR1 3BY

**Blush Digital Limited (formerly Digital Dog Software Limited)**

**Company No. 08228662**

**Abbreviated Balance Sheet 31 October 2014**

		<b>31 October 2014</b>		<b>Period to 31 October 2013</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>FIXED ASSETS</b>					
Tangible assets	<b>2</b>		-		1,656
			-		1,656
<b>CURRENT ASSETS</b>					
Debtors		46,702		21,221	
Cash at bank and in hand		6,200		8,209	
		52,902		29,430	
<b>Creditors: Amounts Falling Due Within One Year</b>		(14,484)		(6,966)	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			38,418		22,464
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			38,418		24,120
<b>NET ASSETS</b>			38,418		24,120
<b>CAPITAL AND RESERVES</b>					
Called up share capital	<b>3</b>		100		100
Profit and Loss account			38,318		24,020
<b>SHAREHOLDERS' FUNDS</b>			38,418		24,120

**Blush Digital Limited (formerly Digital Dog Software Limited)**

**Company No. 08228662**

**Abbreviated Balance Sheet (continued) 31 October 2014**

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For the year ending 31 October 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

On behalf of the board

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**Mr Dan Cooper**

**28 May 2015**

**Blush Digital Limited (formerly Digital Dog Software Limited)**  
**Notes to the Abbreviated Accounts**  
**For The Year Ended 31 October 2014**

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**1 . Accounting Policies**

**1.1 . Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

**1.2 . Statement of Cash Flow**

The company has taken advantage of the exemption in Financial Reporting Standard No.1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

**1.3 . Going Concern Disclosure**

The directors have not identified any material uncertainties related to events or conditions that may cast significant doubt about the company's ability to continue as a going concern.

**1.4 . Turnover**

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

**1.5 . 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 of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer Equipment	50% straightline
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**1.6 . Leasing and Hire Purchase Contracts**

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives. Assets acquired under hire purchase contracts are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in the creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period. Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged to profit and loss account as incurred.

**1.7 . Foreign Currencies**

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**Blush Digital Limited (formerly Digital Dog Software Limited)**  
**Notes to the Abbreviated Accounts (continued)**  
**For The Year Ended 31 October 2014**

**2 . Tangible Assets**

	<b>Total</b>
<b>Cost</b>	<b>£</b>
As at 1 November 2013	3,311
As at 31 October 2014	3,311
<b>Depreciation</b>	
As at 1 November 2013	1,655
Provided during the period	1,656
As at 31 October 2014	3,311
<b>Net Book Value</b>	
As at 31 October 2014	-
As at 1 November 2013	1,656

**3 . Share Capital**

	<b>Value</b>	<b>Number</b>	<b>31 October 2014</b>	<b>Period to 31 October 2013</b>
	<b>£</b>		<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid:</b>				
Ordinary shares	1,000	100	100	100

**4 . Transactions With and Loans to Directors**

Included within Debtors are the following loans to directors:

	<b>As at 1 November 2013</b>	<b>Amounts advanced</b>	<b>Amounts repaid</b>	<b>As at 31 October 2014</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Miss Jessica Boulton	2,303	-	2,303	-
Mr Dan Cooper	9,958	16,428	9,958	16,428

The above loans are unsecured, interest free and repayable on demand.

Dividends paid to directors

	<b>31 October 2014</b>	<b>Period to 31 October 2013</b>
	<b>£</b>	<b>£</b>
Miss Jessica Boulton	12261	-

**5 . Ultimate Controlling Party**

At the balance sheet date, the company's ultimate controlling party was Jessica Boulton by virtue of her ownership of 100% of the issued share capital in the company.

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.