

Registered Number: 3872914 (England and Wales)

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008

FOR

ELAPH PUBLISHING LIMITED

WEDNESDAY



AH4L8A75

A19

27/05/2009

COMPANIES HOUSE

178

ELAPH PUBLISHING LIMITED

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2008**

	Page
Company Information	2
Report to the Directors	3
Profit and Loss Account	4
Balance Sheet	5
Notes to the Financial Statements	6
Trading and Profit and Loss Account	9

ELAPH PUBLISHING LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2008**

DIRECTORS: Mr O Al-Omeir
Mr E Isaac
Mr R Choate (resigned 31st May 2008)

SECRETARY: Mr S Isaac

REGISTERED OFFICE: Grand Prix House
102-104 Sheen Road
Richmond upon Thames
Surrey
TW20 1UF

REGISTERED NUMBER: 3872914 (England and Wales)

ELAPH PUBLISHING LIMITED

REPORT FOR THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2008

The directors present their report with the financial statements of the company for the year ended 31 December 2008.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was to publish an Arabic internet newspaper.

DIRECTORS

The directors during the year under review were:

Mr O Al-Omeir

Mr E Isaac

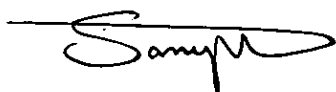
Mr R Choate (resigned 31st May 2008)

The beneficial interests of the directors holding office on 31 December 2008 in the issued share capital of the company were as follows:

Ordinary £1 Shares	31.12.08	01.01.08
Mr O Al-Omeir	-	-
Mr E Isaac	-	-
Mr R Choate	-	-

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

ON BEHALF OF THE BOARD



Mr S Isaac – Secretary

Dated:

ELAPH PUBLISHING LIMITED**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2008**

		<u>2008</u>	<u>2007</u>
	Notes		
TURNOVER		87,256	95,302
Cost of sales		<u>1,401,404</u>	<u>1,216,515</u>
GROSS (LOSS)/PROFIT		(1,314,148)	(1,121,213)
Administrative Expenses		<u>944,281</u>	<u>773,233</u>
OPERATING (LOSS)/PROFIT	2	(2,258,429)	(1,894,446)
Interest receivable		<u>735</u>	<u>1,736</u>
(LOSS)/PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	3	(2,257,694)	(1,892,710)
Tax on (loss)/profit on ordinary activities		<u>-</u>	<u>-</u>
(LOSS)/PROFIT FOR THE FINANCIAL YEAR AFTER TAXATION		(2,257,694)	(1,892,710)
Deficit brought forward		<u>(5,838,905)</u>	<u>(3,946,195)</u>
DEFICIT CARRIED FORWARD		<u>(8,096,599)</u>	<u>(5,838,905)</u>

ELAPH PUBLISHING LIMITED**BALANCE SHEET
31 DECEMBER 2008**

	Notes	<u>2008</u>	<u>2007</u>
FIXED ASSETS:			
Tangible Assets	4	14,127	7,076
Investments		-	-
		<u>14,127</u>	<u>7,076</u>
CURRENT ASSETS			
Debtors	5	83,628	87,214
Cash at bank		118,383	115,911
		<u>202,011</u>	<u>203,125</u>
CURRENT LIABILITIES			
Creditors falling due within one year	6	203,722	91,645
		<u>203,722</u>	<u>91,645</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:		<u>12,416</u>	<u>118,556</u>
Creditors falling due after more than one year	7	8,108,865	5,957,361
		<u>8,108,865</u>	<u>5,957,361</u>
TOTAL ASSETS LESS LIABILITIES		<u>(8,096,450)</u>	<u>(5,838,805)</u>
CAPITAL AND RESERVES:			
Called up share capital	8	100	100
Profit and loss account		(8,096,550)	(5,838,905)
		<u>100</u>	<u>100</u>
SHAREHOLDERS' FUNDS:		<u>(8,096,450)</u>	<u>(5,838,805)</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31 December 2007.

The Members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2007 in accordance with Section 249B(2) of the Companies Act 1985.

The directors acknowledge their responsibilities for:

- Ensuring the company keeps accounting records which comply with Section 221 of the Companies Act 1985 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 Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

These financial statements have been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.

ON BEHALF OF THE BOARD:



Mr E Isaac – Director

Dated:

ELAPH PUBLISHING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under historic cost convention.

Turnover

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

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office and computer equipment 25% per annum on cost

Deferred Taxation

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

Foreign Currency Translation

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

2. OPERATING (LOSS)/PROFIT

The operating loss for the year ended 2008 is stated after charging:

	2008 £	2007 £
Depreciation charge for the year	<u>4,123</u>	<u>2,412</u>
Directors' emoluments	<u>309,062</u>	<u>312,500</u>

3. TAXATION

No liability to UK corporation tax arose on ordinary activities for the year ended 31 December 2008 nor for the year ended 31 December 2007.

4. TANGIBLE FIXED ASSETS

	Computer Equipment
Cost	
01 January 2008	10,073
Additions	<u>11,174</u>
31 December 2008	21,247
Depreciation	
01 January 2008	2,998
Charge in year	<u>4,123</u>
31 December 2008	7,121
Net book value	
31 December 2008	<u>14,126</u>

ELAPH PUBLISHING LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2008**

**5. DEBTORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR**

	2008 £	2007 £
Trade Debtors	11,424	13,283
Rent Deposit	17,625	-
Accrued Income	10,890	45,250
Loans	35,755	26,880
VAT	7,933	1,801
	<u>83,628</u>	<u>87,214</u>

**6. CREDITORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR**

	2008 £	2007 £
Trade Creditors	101,559	24,325
Taxes & Social Security	20,449	18,320
Accruals	56,712	49,000
Short Term Loan (Clubmate Ltd)	25,002	-
	<u>203,722</u>	<u>91,645</u>

**7. CREDITORS: AMOUNTS FALLING
DUE IN MORE THAN ONE YEAR**

	2008 £	2007 £
Parent Company Loan	8,108,865	5,957,361

8. CALLED UP SHARE CAPITAL

Authorised:				
Number:	Class:	Nominal Value:	2008 £	2007 £
100,000	Ordinary	£1	<u>100,000</u>	<u>100,000</u>
Allotted, issued and fully paid:				
Number:	Class:	Nominal Value:	2008 £	2007 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

9. STATEMENT OF MOVEMENT ON RESERVES

	Profit & loss account £
01 January 2008	(5,838,904)
Retained loss for the period	<u>(2,257,695)</u>
31 December 2008	<u>(8,096,599)</u>

ELAPH PUBLISHING LIMITED**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2008****10. RECONCILIATION OF MOVEMENT IN
SHAREHOLDERS FUNDS**

	2008 £	2007 £
Loss for the financial period	(2,257,695)	(1,892,710)
Proceeds from shares issued	-	-
Net depletion in shareholders funds	(2,257,695)	(1,892,710)
Opening shareholder funds	(5,838,804)	(3,946,094)
Closing shareholder funds	<u>(8,096,499)</u>	<u>(5,838,804)</u>

11. CONTROL

The ultimate controlling party is Saif Media Establishment

12. RELATED PARTY TRANSACTIONS

The company has received a loan of £8,108,865 from its parent company Saif Media Establishment. This loan is interest free and is included in creditors falling due after more than one year.

ELAPH PUBLISHING LIMITED**TRADING PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2008**

	2008 £	2007 £
Sales	87,256	95,302
Bank interest received	734	1,736
	<u>87,990</u>	<u>97,038</u>
Expenses		
Wages & salaries	501,503	483,871
Employer NI Contributions	57,751	59,578
Website Hosting	420,548	154,416
Newsfeeds	34,844	11,100
Premises (including Refurbishment)	41,425	28,235
Office Expenses	5,924	2,010
Advertising & sales promotion	40,779	126,619
Video editing	2,378	450
Telephone	29,765	40,505
Computer maintenance	8,771	6,326
Contributor fees	902,854	923,931
Motor Expenses	11,403	24,586
Travelling expenses	98,445	54,101
Staff cost (training, pension, medical)	24,129	14,332
Legal & professional	117,551	48,690
Consultancy	27,705	1,000
Audit & accountancy	6,299	3,102
Subscriptions	1,360	1,668
Bank Charges	14,866	1,451
Loss on exchange	(6,738)	1,366
Depreciation	<u>4,123</u>	<u>2,412</u>
	<u>2,345,685</u>	<u>1,989,748</u>
Net loss for the year	<u>(2,257,695)</u>	<u>(1,892,710)</u>