

Companies House

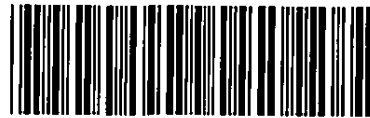
Registered number  
05100839

Hurra Communications Limited

Report and Accounts

31 December 2009

THURSDAY



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30/09/2010

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COMPANIES HOUSE

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**Hurra Communications Limited**  
**Report and accounts**  
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## **Hurra Communications Limited Company Information**

### **Directors**

Rene Schweier

Gerd Schweier

Michael Meisterling (appointed 17 May 2009)

### **Secretary**

Rene Schweier

### **Auditors**

Roland Klepzig Limited

42 Copperfield Street

London

SE1 0DY

### **Bankers**

HSBC plc

90 Baker Street

London

W1U 6AX

### **Solicitors**

Thring Townsend

St Bartholomews

Lewins Meade

Bristol

BS1 2NH

### **Registered office**

146 Strand

London

WC2R 1JD

### **Registered number**

05100839

## **Hurra Communications Limited**

### **Directors' Report**

The directors present their report and accounts for the year ended 31 December 2009

#### **Principal activities and business review**

The company's principal activity during the year continued to be that of internet search engine marketing consultants. The company is a member of the Hurra Communications GmbH group and the results represent the continuance of the group's UK trading activities.

The period under review saw the company return to profit and the directors are confident that with the prudent management policies now in place, profits can continue to be achieved in future periods together with further consolidation of the group's UK market share.

#### **Directors**

The following persons served as directors during the year

Rene Schweier  
Gerd Schweier  
Michael Meisterling (*appointed 17 May 2009*)

#### **Directors' responsibilities**

The directors are responsible for preparing the report and accounts in accordance with applicable law and regulations.

Company law requires the directors to prepare accounts for each financial year. Under that law the directors have elected to prepare the accounts in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The accounts are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these accounts, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### **Disclosure of information to auditors**

Each person who was a director at the time this report was approved confirms that

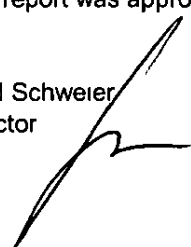
- so far as he is aware, there is no relevant audit information of which the company's auditor is unaware, and
- he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

#### **Small company provisions**

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the board on 15 September 2010

Gerd Schweier  
Director



**Hurra Communications Limited**  
**Independent auditors' report**  
**to the shareholders of Hurra Communications Limited**

We have audited the accounts of Hurra Communications Limited for the year ended 31 December 2009 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard For Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities)

This report is made solely to the company's members, as a body, in accordance with Section 495 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 Statement of Directors' Responsibilities, the directors are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view. Our responsibility is to audit the accounts 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 (APB's) Ethical Standards for Auditors.

In accordance with the exemption provided by APB Ethical Standard – Provisions Available for Smaller Entities, we have prepared and submitted the company's returns to the tax authorities and assisted with the preparation of the accounts.

**Scope of the audit opinion**

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts 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 accounts.

**Opinion on the accounts**

In our opinion the accounts

- give a true and fair view of the state of the company's affairs as at 31 December 2009 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.


**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion the information given in the Directors' Report for the financial year for which the accounts are prepared is consistent with the accounts.

**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, or returns adequate for our audit have not been received from branches not visited by us, or
- the accounts 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, or
- the directors were not entitled to prepare the accounts and the directors' report in accordance with the small companies regime.

  
Roland Klepzig (Senior Statutory Auditor)  
for and on behalf of Roland Klepzig Limited  
Chartered Accountants and Statutory Auditors  
15 September 2010

42 Copperfield Street  
London  
SE1 0DY

**Hurra Communications Limited**  
**Profit and Loss Account**  
**for the year ended 31 December 2009**

	<b>Notes</b>	<b>2009 £</b>	<b>2008 £</b>
<b>Turnover</b>	2	1,525,577	1,362,242
Cost of sales		(1,412,725)	(1,275,767)
<b>Gross profit</b>		<u>112,852</u>	<u>86,475</u>
Administrative expenses		(102,768)	(125,780)
Other operating income		-	1,784
<b>Operating profit/(loss)</b>	3	<u>10,084</u>	<u>(37,521)</u>
Interest receivable		-	3,332
Interest payable	4	(3)	-
<b>Profit/(loss) on ordinary activities before taxation</b>		<u>10,081</u>	<u>(34,189)</u>
Tax on profit/(loss) on ordinary activities	5	309	(293)
<b>Profit/(loss) for the financial year</b>		<u>10,390</u>	<u>(34,482)</u>

**Hurra Communications Limited**  
**Balance Sheet**  
**as at 31 December 2009**

	Notes	2009 £	2008 £
<b>Fixed assets</b>			
Tangible assets	6	940	1,253
<b>Current assets</b>			
Debtors	7	195,372	205,011
Cash at bank and in hand		353,489	172,696
		<u>548,861</u>	<u>377,707</u>
<b>Creditors' amounts falling due within one year</b>	8	(476,962)	(316,511)
<b>Net current assets</b>		<u>71,899</u>	<u>61,196</u>
<b>Net assets</b>		<u>72,839</u>	<u>62,449</u>
<b>Capital and reserves</b>			
Called up share capital	9	100,000	100,000
Profit and loss account	10	(27,161)	(37,551)
<b>Shareholders' funds</b>		<u>72,839</u>	<u>62,449</u>

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime

  
Rolf Schweizer  
Director

Approved by the board on 15 September 2010

**Hurra Communications Limited**  
**Notes to the Accounts**  
**for the year ended 31 December 2009**

**1 Accounting policies**

***Basis of preparation***

The accounts 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 the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

***Depreciation***

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Plant and machinery	25% on reducing balance
Motor vehicles	25% straight line

***Foreign currencies***

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

***Pensions***

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

<b>2 Turnover</b>	<b>2009</b>	<b>2008</b>
Turnover attributable to geographical markets outside the UK	15.0%	36.0%
<b>3 Operating profit</b>	<b>2009</b>	<b>2008</b>
This is stated after charging	£	£
Depreciation of owned fixed assets	313	418
Auditors' remuneration	5,185	6,329
	<hr/>	<hr/>
<b>4 Interest payable</b>	<b>2009</b>	<b>2008</b>
Other interest payable	£	£
	3	-
	<hr/>	<hr/>



**Hurra Communications Limited**  
**Notes to the Accounts**  
**for the year ended 31 December 2009**

<b>5 Taxation</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Overseas corporation tax	<u>(309)</u>	<u>293</u>

No corporation tax liability arises for the period under review on account of the availability of trading losses from prior periods, subject to agreement with H M Revenue & Customs

<b>6 Tangible fixed assets</b>	<b>Plant and machinery etc</b>
	<b>£</b>
<b>Cost</b>	
At 1 January 2009	<u>2,088</u>
At 31 December 2009	<u>2,088</u>
<b>Depreciation</b>	
At 1 January 2009	835
Charge for the year	<u>313</u>
At 31 December 2009	<u>1,148</u>
<b>Net book value</b>	
At 31 December 2009	<u>940</u>
At 31 December 2008	<u>1,253</u>

<b>7 Debtors</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade debtors	139,968	63,270
Amounts owed by group undertakings and undertakings in which the company has a participating interest	32,794	103,268
Other debtors	<u>22,610</u>	<u>38,473</u>
	<u>195,372</u>	<u>205,011</u>

<b>8 Creditors: amounts falling due within one year</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade creditors	281,525	191,307
Amounts owed to group undertakings and undertakings in which the company has a participating interest	100,149	63,137
Other taxes and social security costs	67,125	53,600
Other creditors	<u>28,163</u>	<u>8,467</u>
	<u>476,962</u>	<u>316,511</u>



**Hurra Communications Limited**  
**Notes to the Accounts**  
**for the year ended 31 December 2009**

<b>9 Share capital</b>	<b>2009 No</b>	<b>2008 No</b>	<b>2009 £</b>	<b>2008 £</b>
Allotted, called up and fully paid Ordinary shares of £1 each	100,000	100,000	<u>100,000</u>	<u>100,000</u>

<b>10 Profit and loss account</b>	<b>2009 £</b>
At 1 January 2009	(37,551)
Profit for the year	10,390
At 31 December 2009	<u>(27,161)</u>

**11 Related parties**

Activity for the period under review with companies in the group headed by Hurra Communications GmbH were as follows

	Hurra Communications GmbH (Germany) (loan account)	Hurra Communications GmbH (Germany) (trading a/c)	Hurra Communications BV (Netherlands)	Hurra Communications SL (Spain)
	£	£	£	£
Balance due to/(from) company 1 Jan	90,000	(63,137)	6,833	6,435
Services invoiced to the company		(156,658)	-	-
Services invoiced from the company	-	214,983	14,495	-
Payments made/(received)	(84,969)	(95,337)	-	-
Balance due to/(from) company 31 Dec	<u>5,031</u>	<u>(100,149)</u>	<u>21,328</u>	<u>6,435</u>

**12 Controlling party**

The company is a wholly owned sub subsidiary of Hurra Communications GmbH, a company incorporated in Germany

The largest and smallest group to which the company belongs is that headed by Hurra Communications GmbH

The ultimate controlling parties of the holding company are Gerd and Rene Schweier