

Registered Number 04623064

Branded Media Limited

Abbreviated Accounts

31 December 2009

Branded Media Limited

Registered Number 04623064

Company Information

Registered Office:

8a The Gardens
Broadcut
Fareham
Hampshire
PO16 8SS

Reporting Accountants:

Khan & Morris Accountants LLP

8a The Gardens
Broadcut
Fareham
Hampshire
PO16 8SS

Branded Media Limited

Registered Number 04623064

Balance Sheet as at 31 December 2009

	Notes	2009 £	2008 £
Fixed assets			
Tangible	2	187,788	234,670
		<u>187,788</u>	<u>234,670</u>
Current assets			
Stocks		5,754	28,599
Debtors		717,624	879,174
Cash at bank and in hand		49,732	274,489
Total current assets		<u>773,110</u>	<u>1,182,262</u>
Creditors: amounts falling due within one year	3	(1,097,911)	(1,494,947)
Net current assets (liabilities)		(324,801)	(312,685)
Total assets less current liabilities		<u>(137,013)</u>	<u>(78,015)</u>
Creditors: amounts falling due after more than one year	3	(26,959)	(158,791)
Total net assets (liabilities)		<u>(163,972)</u>	<u>(236,806)</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		(164,072)	(236,906)
Shareholders funds		<u>(163,972)</u>	<u>(236,806)</u>

-
- a. For the year ending 31 December 2009 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
 - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
 - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
 - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 28 October 2010

And signed on their behalf by:

Mr S Fergusson, Director

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 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 31 December 2009

1 Accounting policies**Basis of preparing the financial statements**

The directors consider that, notwithstanding the company's negative net assets position, it is appropriate to prepare the accounts on a going concern basis as the company will be able to continue to meet its liabilities as they fall due, due to the continuing support of the directors.

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.

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred tax

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

Foreign currencies

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 of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is shorter. The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability. Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

Depreciation

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

Short leasehold	10% on cost
Improvements to property	25% on reducing balance
Plant and machinery	25% on reducing balance

Fixtures and fittings	25% on reducing balance
Motor vehicles	25% on reducing balance
Office equipment	25% on reducing balance

2 Tangible fixed assets

	Total
Cost	£
At 01 January 2009	484,014
Additions	85,893
Disposals	-
At 31 December 2009	<u>397,708</u>
 Depreciation	
At 01 January 2009	249,344
Charge for year	71,097
On disposals	-
At 31 December 2009	<u>209,920</u>
 Net Book Value	
At 31 December 2009	187,788
At 31 December 2008	<u>234,670</u>

3 Creditors

	2009	2008
	£	£
Secured Debts	77,459	0

4 Share capital

	2009	2008
	£	£
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	0

5 Transactions with directors

At 31 December 2009 the director, Mr S Fergusson, had provided limited guarantees to the company bankers for a total of £80,000 (2008 - £80,000)

6 Related party disclosures

During the year ended 31 December 2009 the company wrote off £nil (2008 - £33,425) in

During the year ended 31 December 2008 the company owed on 21m (2008 - £00,120) in respect of an amount owed to it by Brandedmedia ab, a company incorporated in Sweden and related to the company by virtue of the director, Mr S Fergusson, holding 70% of its issued share capital. During the year the company incurred expenses amounting to £3,441 (2008 - £nil) in respect of Brandedmedia ab. This amount is included under other creditors.