

Registered Number 04886539

Ayima Limited

Abbreviated Accounts

31 December 2011

Ayima Limited

Registered Number 04886539

Company Information

Registered Office:

2nd Floor
1 Benjamin Street
London
London
EC1M 5QG

Reporting Accountants:

Wilkins Kennedy LLP
Chartered Accountants
1 - 5 Nelson Street
Southend on Sea
Essex
SS1 1EG

Bankers:

HSBC Plc
1-3 Broadway London Road
Southend on sea
Essex
SS1 1TJ

Ayima Limited

Registered Number 04886539

Balance Sheet as at 31 December 2011

	Notes	2011	2010
		£	£
Fixed assets			
Intangible	2	22,299	27,610
Tangible	3	277,829	138,893
Investments	4	75,000	0
		<u>375,128</u>	<u>166,503</u>
Current assets			
Debtors		1,155,148	638,899
Cash at bank and in hand		539,584	420,434
Total current assets		<u>1,694,732</u>	<u>1,059,333</u>
Creditors: amounts falling due within one year		(518,968)	(261,981)
Net current assets (liabilities)		1,175,764	797,352
Total assets less current liabilities		<u>1,550,892</u>	<u>963,855</u>
Provisions for liabilities		(32,221)	(31,003)
Total net assets (liabilities)		<u>1,518,671</u>	<u>932,852</u>
Capital and reserves			
Called up share capital	5	100	100
Profit and loss account		1,518,571	932,752
Shareholders funds		<u>1,518,671</u>	<u>932,852</u>

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- a. For the year ending 31 December 2011 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 26 July 2012

And signed on their behalf by:

M Nott, 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 2011

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.

Deferred tax

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

Depreciation

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

Improvements to property	10% on cost
Fixtures and fittings	25% on reducing balance
Computer equipment	25% on reducing balance

2 **Intangible fixed assets**

Cost or valuation	£
At 01 January 2011	27,610
Additions	<u>2,122</u>
At 31 December 2011	<u>29,732</u>

Amortisation

Charge for year	<u>7,433</u>
At 31 December 2011	<u>7,433</u>

Net Book Value

At 31 December 2011	22,299
At 31 December 2010	<u>27,610</u>

3 **Tangible fixed assets**

	Total
Cost	£
At 01 January 2011	206,059
Additions	<u>251,178</u>
At 31 December 2011	<u>457,237</u>

Depreciation

Depreciation

At 01 January 2011		67,166
Charge for year	-	<u>112,242</u>
At 31 December 2011	-	<u>179,408</u>

Net Book Value

At 31 December 2011		277,829
At 31 December 2010	-	<u>138,893</u>

4 **Investments (Fixed Assets)****Cost Or Valuation****£**

Additions	<u>75,000</u>
At 31 December 2011	<u>75,000</u>

Net Book Value

At 31 December 2011	75,000
At 31 December 2010	<u>0</u>

5 **Share capital****2011****2010****£****£****Allotted, called up and fully****paid:**

100 Ordinary shares of £1 each	100	100
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6 **Transactions with directors**

During the year the company paid on interim dividend totalling £176,475. The directors Mr M Nott, Mr T Webb and Mr M Jacobson each received £50,000 in relation to this dividend distribution.