

**Conceptualize Limited**  
**Abbreviated Unaudited Accounts**  
**for the year ended 30th September 2010**

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# **Conceptualize Limited**

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**Conceptualize Limited**

**Company Information  
for the year ended 30th September 2010**

**DIRECTOR:** J Rosser

**SECRETARY:** W O Pascal

**REGISTERED OFFICE:** 8, Blandfield Road  
London  
SW12 8BG

**REGISTERED NUMBER:** 04891288 (England and Wales)

**ACCOUNTANTS:** The Decimal Place  
8 Blandfield Road  
London  
SW12 8BG

**BANKERS:** Barclays Bank  
150 City Road  
London  
EC1V 2NL

**Conceptualize Limited**

**Abbreviated Balance Sheet  
30th September 2010**

	Notes	2010 £	£	2009 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		1,877		911
<b>CURRENT ASSETS</b>					
Debtors		1,768		6,930	
Cash at bank		7,378		9,143	
		<u>9,146</u>		<u>16,073</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>10,791</u>		<u>16,744</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(1,645)</u>		<u>(671)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>232</u>		<u>240</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		1		1
Profit and loss account			<u>231</u>		<u>239</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>232</u>		<u>240</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th September 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 30th September 2010 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The notes form part of these abbreviated accounts

**Conceptualize Limited**

**Abbreviated Balance Sheet - continued**  
**30th September 2010**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 24th February 2011 and were signed by

+  +

J Rosser - Director

The notes form part of these abbreviated accounts

# Conceptualize Limited

## Notes to the Abbreviated Accounts for the year ended 30th September 2010

### 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 services, 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 equipment - 25% on reducing balance

#### Deferred tax

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

### 2 TANGIBLE FIXED ASSETS

Total  
£

#### COST

At 1st October 2009

2,358

Additions

1,592

At 30th September 2010

3,950

#### DEPRECIATION

At 1st October 2009

1,447

Charge for year

626

At 30th September 2010

2,073

#### NET BOOK VALUE

At 30th September 2010

1,877

At 30th September 2009

911

## Conceptualize Limited

### Notes to the Abbreviated Accounts - continued for the year ended 30th September 2010

#### 3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid

Number	Class	Nominal value	2010 £	2009 £
1	Ordinary	£1	<u>1</u>	<u>1</u>

#### 4 ULTIMATE CONTROLLING PARTY

The Company is under the control of the Director, J Rosser, who owns 100% of the issued share capital