Registered	number:	4918516
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DIRECTORS' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008



RAWLINSON & HUNTER

Chartered Accountants
Eighth Floor 6 New Street Square London EC4A 3AQ

COMPANY INFORMATION

DIRECTORS

Philipp Grothe Peter Silverstone

Christian Radeke

COMPANY SECRETARY

Christian Radeke

COMPANY NUMBER

4918516

REGISTERED OFFICE

Eighth Floor

6 New Street Square

London EC4A 3AQ

AUDITORS

Rawlinson & Hunter

Eighth Floor 6 New Street Square New Fetter Lane

London EC4A 3AQ

CONTENTS

	Page
Directors' Report	1 - 3
Independent Auditors' Report	4 - 5
Profit and Loss Account	6
Balance Sheet	7
Cash Flow Statement	8
Notes to the Financial Statements	9 - 16

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2008

The directors present their report and the financial statements for the year ended 31 December 2008.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements 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 financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 1985. 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements and other information included in Annual Reports may differ from legislation in other jurisdictions.

PROVISION OF INFORMATION TO AUDITORS

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any
 information needed by the company's auditors in connection with preparing their report and to establish that
 the company's auditors are aware of that information.

PRINCIPAL ACTIVITY

The pricipal activity of the company is the acquisition and sale of TV rights for sporting events.

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2008

BUSINESS REVIEW

The results for the period are set out on page 6. The directors consider the results for the period and current state of affairs of the company to be in line with expectations and are optimistic that the company will continue to generate profits in the future.

Business environment

The Kentaro group ("the group") specialises in the global marketing of national football federations, leagues and clubs, the group's core business is the international acquisition and distribution of premium broadcast rights. Kentaro markets the TV rights for over 250 matches in the build-up to the FIFA World Cup 2010, including 90% of the South American qualifiers. More than 20 federations rely on Kentaro's unique network and management skills, as do countless top club sides such as Arsenal FC, Chelsea FC and Glasgow Rangers FC.

Developments

After the year end but prior to these financial statements being authorised for issue the group announced a corporate partnership deal with Sport Entertainment and Media Group Limited, a leading sports management agency, with the objective of further enhancing the group's activities in the club and player management sector.

Principal risks and uncertainties

The ability of the group to generate returns depends on obtaining sports TV rights of a sufficiently high quality and appeal to maintain sales growth and market share while maintaining gross margin levels. The group faces strong competition for high quality sports TV rights and is also exposed to financial risks, as explained later in this report. In spite of these risks, the directors believe that the group possesses the core competencies to continue to succeed in the sports TV rights market.

RESULTS AND DIVIDENDS

The profit for the year, after taxation, amounted to £27,200 (2007 - loss of £24,562).

The directors do not recommend the payment of dividend (2007 - £Nil).

DIRECTORS

The directors who served during the year were:

Philipp Grothe
Peter Silverstone
Christian Radeke (appointed 1 April 2008)

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2008

FINANCIAL RISK MANAGEMENT

The company's operations expose it to a variety of financial risks that include the effects of changes in foreign exchange risk, credit risk, liquidity risk and interest rate risk.

Foreign exchange risk

The company is exposed to movements in foreign exchange rates as a result of transactions with a number of customers and suppliers. The company's parent undertaking manages the foreign exchange risk associated with the whole group, as disclosed in the financial statements of that company. They manage the risk by matching income and expenses in the same currency and by transferring money between group entities as required to minimise the foreign exchange risk to the group.

Credit risk

The company has no significant concentrations of exposure to credit risk. The company has implemented policies that require appropriate checks on potential new customers before sales commence and the amount of credit to any individual counterparty is subject to a limit which is reassessed regularly by the company's management.

Liquidity risk

The company manages the liquidity position with the objective of maintaining the ability to fund commitments and repay liabilities in accordance with their required terms. The financing of operations is managed at a group level by the company's parent undertaking.

Interest rate risk

The company has interest bearing assets in the form of cash balances. Cash balances earn interest at floating rates.

Price risk

The company has no significant concentrations of exposure to price risk. The company has implemented policies that require appropriate checks on potential significant price movements.

AUDITORS

The auditors, Rawlinson & Hunter, will be proposed for reappointment in accordance with relevant legislation.

This report was approved by the board on

23.03.2009

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and signed on its behalf.

Director

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF KENTARO LIMITED

We have audited the financial statements of Kentaro Limited for the year ended 31 December 2008, which comprise the Profit and Loss Account, the Balance Sheet, the Cash Flow Statement and the related notes. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. 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

The directors' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

BASIS OF AUDIT OPINION

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF KENTARO LIMITED

OPINION

In our opinion:

- · the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the company's affairs as at 31 December 2008 and of its profit for the year then ended;
- the financial statements have been properly prepared in eccordance with the Companies Act 1985; and

the information given in the Directors' Report is consistent with the financial statements.

RAWLINSON & HUNTER

Chartered Accountants and Registered Auditor

Eighth Floor

6 New Street Square

New Fetter Lane

London 27 March 2009. EC4A 3AQ

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2008

	Note	2008 £	2007 £
TURNOVER	1,2	9,474,233	6,246,905
Cost of sales		(7,745,811) ————	(4,972,419) ————
GROSS PROFIT		1,728,422	1,274,486
Administrative expenses		(1,673,527)	(1,268,920)
OPERATING PROFIT	3	54,895	5,566
Interest receivable		4,664	3,487
Interest payable	6		(93)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		59,559	8,960
Tax on profit on ordinary activities	7	(32,359)	(33,522)
PROFIT/(LOSS) FOR THE FINANCIAL YEAR	13	£ 27,200	£ (24,562)

All amounts relate to continuing operations.

There were no recognised gains and losses for 2008 or 2007 other than those included in the Profit and Loss Account.

The notes on pages 9 to 16 form part of these financial statements.

BALANCE SHEET AS AT 31 DECEMBER 2008

		2008		20	07		
	Note	£		£	£	•	£
FIXED ASSETS							
Tangible fixed assets	8		4	3,446			18,250
CURRENT ASSETS							
Debtors	9	5,071,632			3,254,077		
Cash at bank		80,655			160,022		
		5,152,287			3,414,099		
CREDITORS: amounts falling due within one year	10	(5,236,765)			(2,934,292)		
NET CURRENT (LIABILITIES)/ASSETS			3)	34,478)			479,807
TOTAL ASSETS LESS CURRENT LIABILI	TIES		(4	41,032)			498,057
CREDITORS: amounts falling due after more than one year	11			•		_	(566,289)
NET LIABILITIES			£ (4	41,032)		£	(68,232)
CAPITAL AND RESERVES							
Called up share capital	12			1,000			1,000
Profit and loss account	13		- (-	42,032)		_	(69,232) ————
SHAREHOLDERS' DEFICIT	14		£ (41,032) 		£	(68,232)

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

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23 MAR 2009

Director

The notes on pages 9 to 16 form part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2008

	Note	2008 £	2007 £
Net cash flow from operating activities	16	(10,284)	159,259
Returns on investments and servicing of finance	17	4,664	3,394
Taxation		(26,173)	(38,837)
Capital expenditure and financial investment	17	(47,574)	(5,629)
(DECREASE)/INCREASE IN CASH IN THE YEAR		£ (79,367)	£ 118,187

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS/DEBT FOR THE YEAR ENDED 31 DECEMBER 2008

	2008 £	2007 £
(Decrease)/Increase in cash in the year	(79,367)	118,187
MOVEMENT IN NET DEBT IN THE YEAR Net funds at 1 January 2008	(79,367) 160,022	118,187 41,835 _.
NET FUNDS AT 31 DECEMBER 2008	£ 80,655 £	160,022

The notes on pages 9 to 16 form part of these financial statements.

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

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

The financial statements are also prepared on a going concern basis which assumes the continued support of Kentaro AG, the immediate and ultimate parent undertaking. The directors have received confirmation from Kentaro AG of its intention to provide such financial support as is necessary for the company to continue in operation for the foreseeable future and at least 12 months from the date of signing of these financial statements. Accordingly, they consider adoption of the going concern basis to be appropriate.

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied, exclusive of Value Added Tax and trade discounts.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & fittings
Office equipment
Computer equipment

33.33% straight line 33.33% straight line

- 33.33% straight line

1.4 Operating leases

Rentals under operating leases are charged on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

1.5 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

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

1. ACCOUNTING POLICIES (continued)

1.6 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Profit and Loss Account.

2. TURNOVER

The whole of turnover is attributable to the acquisition and sale of TV rights for sporting events.

A geographical analysis of turnover is as follows:

	2008 £	2007 £
UK	4,989,048	2,403,927
Europe	3,271,215	2,623,117
Rest of the world	1,213,970	1,219,861
	£ 9,474,233	£ 6,246,905

3. OPERATING PROFIT

The operating profit is stated after charging:

	2008	2007
	£	£
Depreciation of tangible fixed assets:		
- owned by the company	22,378	17,632
Auditors' remuneration	10,507	3,500
Operating lease rentals:		
- plant and machinery	20,422	13,566
- other operating leases	70,922	35,512
Difference on foreign exchange	154,219	42,452

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

4.	STAFF COSTS				
	Staff costs, including directors' remuneration, were as follows	::			
			2008 £		2007 £
	Wages and salaries Social security costs		724,730 85,642		518,859 58,956
		£	810,372	£	577,815
	The average monthly number of employees, including the dir	ectors, during	the year was	as foll	ows:
			2008 No.		2007 No.
	Administration	==	10	_	10
5.	DIRECTORS' REMUNERATION				
			2008 £		2007 £
	Emoluments	£ =	336,523	£	164,000
6.	INTEREST PAYABLE				
			2008 £		2007 £
	On bank overdraft Other interest payable		- -		17 76
		£		£	93

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

7.	TAXATION		
		2008 £	2007 £
	Analysis of tax charge in the year		
	Current tax (see note below)		
	UK corporation tax charge on profit for the year Adjustments in respect of prior periods	35,417 (3,058)	33,189 (1,314)
		32,359	31,875
	Double taxation relief	(7,354)	(3,975)
	Foreign tax on income for the year	7,354	3,975
	Foreign tax adjustments in respect of prior periods	-	2,992
	Total current tax	32,359	34,867
	Deferred tax		
	Origination and reversal of timing differences	-	(1,345)
	Tax on profit on ordinary activities	£ 32,359	£ 33,522

Factors affecting tax charge for the year

The tax assessed for the year is higher than (2007 - higher than) the standard rate of corporation tax in the UK (28.5%). The differences are explained below:

		2008 £		2007 £
Profit on ordinary activities before tax	£	59,559 ———	£	8,960
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 28.5% (2007 - 30%)		16,974		2,688
Effects of: Expenses not deductible for tax purposes Difference between capital allowances for year and depreciation Marginal relief Adjustments to tax charge in respect of prior periods Short term timing differences		24,442 (3,611) (2,318) (3,058) (70)		30,961 2,830 (3,290) 1,678
Current tax charge for the year (see note above)	£	32,359	£	34,867

Factors that may affect future tax charges

There were no factors that may affect future tax charges.

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

8.	TANGIBLE FIXED ASSETS								
			ures and ittings £		office dipment £		mputer lipment £		Total £
	Cost								
	At 1 January 2008 Additions		34,490 38,861		1,625 -		18,227 8,713		54,342 47,574
	At 31 December 2008	_	73,351	_	1,625	_	26,940	_	101,916
	Depreciation	_					_		
	At 1 January 2008 Charge for the year		21,367 18,750		396 542		14,329 3,086		36,092 22,378
	At 31 December 2008	_	40,117	_	938	_	17,415	_	58,470
	Net book value	_							
	At 31 December 2008	£	33,234	£	687	£	9,525	£	43,446
	At 31 December 2007	£ =	13,123	£	1,229	£	3,898	£	18,250
9.	DEBTORS								
						20			2007
	B. G					:	£		£
	Due after more than one year Other debtors					2	1,495		21,495
	Due within one year								· - · -
	Trade debtors						5,068 1,938		2,094,343
	Amounts owed by group undertakings Other debtors						9,801		10,098
	Prepayments and accrued income						3,330		1,128,141
					£	5.07	1,632	£	3,254,077

Amounts owed by group undertakings consist of £65,218 (2007 - £Nil) due from Kentaro AG, the parent undertaking, £561,950 (2007 - £Nil) due from Kentaro AB and £64,770 (2007 - £Nil) due from Kentaro GmbH, both of which are fellow subsidiary undertakings. These amounts are unsecured, interest free and repayable on demand.

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

10. CREDITORS:

Amounts falling due within one year

	2008 £	2007 £
Trade creditors	1,339,820	1,375,859
Amounts owed to group undertakings	773,200	73,284
Corporation tax	35,396	29,210
Social security and other taxes	134,894	150,391
Other creditors	4,497	16,953
Accruals and deferred income	2,948,958	1,288,595
	£ 5,236,765	£ 2,934,292
		

Amounts owed to group undertakings consist of £680,317 (2007 - £Nil) due to Kentaro AG, the parent undertaking, £7,700 (2007 - £7,700) due to Attaro AG and £85,183 (2007 - £65,584) due to Kentaro GmbH, both of which are fellow subsidiary undertakings. These amounts are unsecured, interest free and repayable on demand.

11. CREDITORS:

Amounts falling due after more than one year

	2	800 £		2007 £
Amounts owed to group undertakings	£		£	566,289

Amounts owed to group undertakings consist of £Nil (2007 - £566,289) due to Kentaro AG, the parent undertaking. This amount is unsecured, interest free and repayable after more than one year.

12. SHARE CAPITAL

		2008 £		2007 £
Authorised 100,000 Ordinary shares of £1 each	£	100,000	£	100,000
Allotted, called up and fully paid 1,000 Ordinary shares of £1 each	٤	1,000	£_	1,000

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

13.	RESERVES				
					rofit and s account £
	At 1 January 2008 Profit for the year				(69,232) 27,200
	At 31 December 2008			£	(42,032)
14.	RECONCILIATION OF MOVEMENT IN SHAREHOLDERS	FUNDS/(DEF	FICIT)		
			2008 £		2007 £
	Opening shareholders' deficit Profit/(loss) for the year		(68,232) 27,200		(43,670) (24,562)
	Closing shareholders' deficit	£	(41,032)	£	(68,232)
15.	OPERATING LEASE COMMITMENTS At 31 December 2008 the company had annual commitment follows:	nts under non-	cancellable ope	erating	leases as
15.	At 31 December 2008 the company had annual commitmen	nts under non-	cancellable ope Land an 2008		
15.	At 31 December 2008 the company had annual commitmen	nts under non-	Land an		dings
15.	At 31 December 2008 the company had annual commitmen	nts under non-	Land an 2008 £	d buil	dings 2007 £
15.	At 31 December 2008 the company had annual commitmer follows:	nts under non-	Land an 2008	d buil	dings 2007
15.	At 31 December 2008 the company had annual commitment follows: Expiry date:	nts under non-	Land an 2008 £	d buil	dings 2007 £
	At 31 December 2008 the company had annual commitment follows: Expiry date: Between 2 and 5 years	nts under non-	Land an 2008 £	d buil	dings 2007 £
	At 31 December 2008 the company had annual commitment follows: Expiry date: Between 2 and 5 years NET CASH FLOW FROM OPERATING ACTIVITIES Operating profit	nts under non-	Land an 2008 £ 61,647 2008 £ 54,895	d buil	dings 2007 £ 39,912 2007 £ 5,566
	At 31 December 2008 the company had annual commitment follows: Expiry date: Between 2 and 5 years NET CASH FLOW FROM OPERATING ACTIVITIES Operating profit Depreciation of tangible fixed assets	nts under non-	Land an 2008 £ 61,647 2008 £ 54,895 22,378	od buil	2007 £ 39,912 2007 £ 5,566 17,631
	At 31 December 2008 the company had annual commitment follows: Expiry date: Between 2 and 5 years NET CASH FLOW FROM OPERATING ACTIVITIES Operating profit	nts under non-	Land an 2008 £ 61,647 2008 £ 54,895	od buil	dings 2007 £ 39,912 2007 £ 5,566

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

17. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT

AIRE 1510 OF CACHT ESTICATION TO THE PROPERTY OF THE PROPERTY			-	
		2008 £		2007 £
Returns on investments and servicing of finance				
Interest received Interest paid		4,664 -		3,487 (93)
Net cash inflow from returns on investments and servicing of finance	£	4,664	£	3,394
		2008 £		2007 £
Capital expenditure and financial investment				
Purchase of tangible fixed assets	£	(47,574)	£	(5,629)

18. ANALYSIS OF CHANGES IN NET DEBT

		2008
£	£	£
(79,367)		80,655
(79,367)	-	80,655

19. RELATED PARTY TRANSACTIONS

Balances due from and to related parties are disclosed in debtors (Note 9) and creditors (Notes 10 and 11) respectively.

Transactions with related parties are disclosed below:

Included within turnover are consultancy fees invoiced to Kentaro AG and Kentaro GmbH of £230,254 (2007 - £110,328) and £54,009 (2007 - £Nil) respectively.

Included within cost of sales are amounts of £1,787,324 (2007 - £2,109,265) invoiced by Kentaro AG to Kentaro Limited and £Nil (2007 - £65,170) invoiced by Kentaro GmbH to Kentaro Limited.

20. IMMEDIATE PARENT UNDERTAKING AND ULTIMATE CONTROLLING PARTY

The company's immediate parent undertaking and ultimate controlling party is Kentaro AG, a company incorporated in Switzerland.