

REGISTERED NUMBER: 5046350 (England and Wales)

REPORT OF THE DIRECTORS AND  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2009  
FOR  
APPROVED INDEX LIMITED



**APPROVED INDEX LIMITED**

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FOR THE YEAR ENDED 31 DECEMBER 2009**

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**APPROVED INDEX LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

<b>Directors:</b>	M V Kelsey D Feltham
<b>Secretary:</b>	I M Glencross
<b>Registered Office:</b>	Quadrant House, The Quadrant Sutton Surrey SM2 5AS
<b>Registered Number:</b>	5046350 (England and Wales)
<b>Auditors:</b>	James Cowper LLP Statutory Auditor and Chartered Accountants 3 Wesley Gate Queens Road Reading Berkshire RG1 4AP



**APPROVED INDEX LIMITED**  
**REPORT OF THE DIRECTORS**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

The directors present their report with the financial statements of the company for the year ended 31 December 2009

**PRINCIPAL ACTIVITY**

The principal activity of the company is the provision of internet advertising services

On 1 March 2009, the trade of the company together with its assets and liabilities were transferred to Reed Business Information Limited resulting in a profit of £6,272,214. From 1 March 2009, the company has not traded. The company is not expected to trade in the future.

The directors recommend a final dividend of £6,483,014 (February 2009 £nil)

On 1 September 2009 the company changed its accounting reference date from 28 February to 31 December

**DIRECTORS**

The directors who have held office during the period from 1 March 2009 to the date of this report are as follows

M V Kelsey  
D Feltham  
Ms C B Pickering – resigned 30 September 2009

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing 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 judgements and estimates that are reasonable and prudent,
- 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 which disclose with reasonable accuracy at any time the financial position of the company and to 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.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the directors are aware, there is no relevant audit information (as defined by Section 234ZA of the Companies Act 1985) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

**AUDITORS**

The auditors, James Cowper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

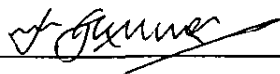


APPROVED INDEX LIMITED

REPORT OF THE DIRECTORS  
FOR THE YEAR ENDED 31 DECEMBER 2009

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006

BY ORDER OF THE BOARD



I M Glencross – Secretary

Date

26 May 2010



## **REPORT OF THE INDEPENDENT AUDITORS TO THE SHAREHOLDERS OF APPROVED INDEX LIMITED**

We have audited the financial statements of Approved Index Limited for the year ended 31 December 2009 on pages six to eleven. These financial statements have been prepared under the accounting policies set out therein and the requirements of the Financial Reporting Standard for Smaller Entities (effective January 2007).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 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 a Report of the Auditors 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 on page two.

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 Report of the Directors 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 Report of the Directors 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 judgements 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.

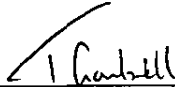
**REPORT OF THE INDEPENDENT AUDITORS TO THE SHAREHOLDERS OF  
APPROVED INDEX LIMITED**

**OPINION**

In our opinion

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

Signed



Mr Terry Goodsell (Senior statutory auditor)

for and on behalf of

James Cowper LLP  
Registered Auditor and  
Chartered Accountants  
3 Wesley Gate  
Queens Road  
Reading  
Berkshire  
RG1 4AP

Date

1 June 2010

**APPROVED INDEX LIMITED**  
**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

	Notes	10 months to 31 December 2009 £	2009 £
<b>TURNOVER</b>		-	3,356,872
Cost of sales		-	1,540,555
<b>GROSS PROFIT</b>		-	1,816,317
Administrative expenses		-	1,777,960
		-	38,357
Other operating income		-	-
<b>OPERATING PROFIT</b>	2	-	38,357
Interest receivable and similar income		-	1,474
Profit on sale of business to parent undertaking	3	6,272,214	-
<b>PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		6,272,214	39,831
Tax on profit on ordinary activities	4	-	11,594
<b>PROFIT FOR THE FINANCIAL YEAR AFTER TAXATION</b>		6,272,214	28,237
Dividends payable		(6,483,014)	-
<b>PROFIT/(LOSS) ON ORDINARY ACTIVITIES AFTER TAXATION, RETAINED LOSS FOR THE FINANCIAL YEAR</b>		(210,800)	28,237

There were no recognised gains or losses other than those included in the profit and loss account

As a consequence of the transfer of the company's trade and assets less liabilities to Reed Business Information Limited on 1 March 2009 all activities relate to operations discontinued by Approved Index Limited subsequent to 31 December. Trade, assets and liabilities are continuing within the accounts of Reed Business Information Limited

The notes form part of these financial statements

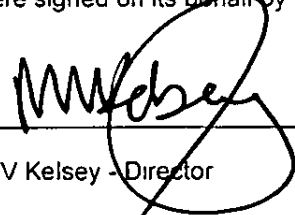
**APPROVED INDEX LIMITED (5046350)**

**BALANCE SHEET  
31 DECEMBER 2009**

	Notes	31 December 2009		28 February 2009	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets			-		-
Tangible assets			-		-
			<u>-</u>		<u>-</u>
<b>CURRENT ASSETS</b>					
Debtors	5	100		539,251	
Cash in hand		-		<u>125,143</u>	
		<u>100</u>		664,394	
<b>CREDITORS</b>					
Amounts falling due within one year	6	-		<u>453,494</u>	
<b>NET CURRENT ASSETS</b>			<u>100</u>		<u>210,900</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			-		210,900
<b>PROVISIONS FOR LIABILITIES</b>			<u>-</u>		<u>-</u>
<b>NET ASSETS</b>			<u>100</u>		<u>210,900</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	7	100			100
Profit and loss account	8	-			<u>210,800</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>100</u>		<u>210,900</u>

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2007)

The financial statements were approved by the Board of Directors on 26 May 2010 and were signed on its behalf by

  
 \_\_\_\_\_  
 M V Kelsey - Director

The notes form part of these financial statements

## APPROVED INDEX LIMITED

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2009

#### 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 January 2007)

##### Turnover

Turnover represents net invoiced sales of services, excluding value added tax

##### Intangible Fixed Assets

Amortisation is provided at the following annual rate in order to write off each asset over its estimated useful life

Computer software                      -33% straight line

##### Tangible Fixed Assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Fixtures and fittings                      -20% straight line

##### Deferred Tax

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

##### 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

#### 2 OPERATING PROFIT

The operating profit is stated after charging

	10 months to 31 December 2009 £	2009 £
Depreciation – owned assets	-	-
Loss on disposal of fixed assets	-	127,224
Computer software amortisation	-	35,200
Auditors remuneration	-	5,000
Pension costs	-	10,109
	<hr/>	<hr/>
Directors' emoluments and other benefits etc	-	23,751

continued

# **APPROVED INDEX LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS – continued FOR THE YEAR ENDED 31 DECEMBER 2009**

### **3 PROFIT ON SALE OF BUSINESS**

On 1 March 2009 the trade of the company together with its assets and liabilities was transferred to its intermediate parent company Reed Business Information Limited resulting in a profit of £6,272,214. The assets and liabilities were transferred at fair value.

The net liabilities disposed of and the related sale proceeds were as follows:

	<b>10 months to 31 December 2009 £</b>
Current assets	664,394
Creditors	(453,594)
Net liabilities	<u>210,800</u>
 Profit on sale	 <u>6,272,214</u>
 Net consideration	 <u>6,483,014</u>
 Satisfied by Settlement of inter-company liability	 <u>6,483,014</u>

### **4 TAXATION**

#### **Analysis of the Tax Charge**

The tax charge on the profit on ordinary activities for the year was as follows:

	<b>10 months to 31 December 2009 £</b>	<b>2009 £</b>
Current tax	-	11,751
UK corporation tax	-	(157)
Deferred tax	<u>-</u>	<u>-</u>
 Tax on profit on ordinary activities	 <u>-</u>	 <u>11,594</u>

### **5 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>31 December 2009 £</b>	<b>28 February 2009 £</b>
Trade debtors	-	225,181
Other debtors	-	511
Prepayments and accrued income	-	313,559
Amounts owed by group undertakings	<u>100</u>	<u>-</u>
	<u>100</u>	<u>539,251</u>

continued

**APPROVED INDEX LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS – continued  
FOR THE YEAR ENDED 31 DECEMBER 2009**

**6 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31 December 2009 £	28 February 2009 £
Bank loans and overdrafts	-	-
Trade creditors	-	9,253
Amounts owed to group undertakings	-	6,428
Tax	-	47,919
Social security and other taxes	-	130,917
Other creditors	-	53,728
Accruals and deferred income	-	205,249
	<hr/>	<hr/>
	-	453,494

**7 CALLED UP SHARE CAPITAL**

			31 December 2009 £	28 February 2009 £
<b>Authorised.</b>				
Number	Class	Nominal Value		
100,000	Ordinary	0 01	<hr/> 1,000	<hr/> 1,000
<b>Allotted, issued and fully paid.</b>				
Number	Class	Nominal Value		
10,000	Ordinary	0 01	<hr/> 100	<hr/> 100

**8 RESERVES**

	Profit and loss account £
At 1 March 2009	210,800
Loss for the year	<hr/> (210,800)
At 31 December 2009	<hr/> -

**9 RELATED PARTY DISCLOSURES**

At the balance sheet date Reed Business Information Limited which owns 44.5% of the share capital of the company owed £100

continued

**APPROVED INDEX LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS – continued  
FOR THE YEAR ENDED 31 DECEMBER 2009**

**10 ULTIMATE CONTROLLING PARTY**

The immediate parent company is Approved Index (SPV) Limited, a company incorporated in Great Britain and registered in England and Wales. The ultimate parent company and ultimate controlling party is Reed Elsevier Group plc.

The parent company of the largest and smallest group for which group financial statements are prepared and of which the company is a member is Reed Elsevier Group plc which is incorporated in Great Britain. Copies of the consolidated financial statements may be obtained from 1–3 Strand, London, WC2N 5JR.

Reed Elsevier Group plc is jointly owned by Reed Elsevier plc (a company incorporated in Great Britain) and Reed Elsevier NV (a company incorporated in the Netherlands).



