Abbreviated Accounts
For the year ended 30 June 2009

Company Registration No 05860629 (England And Wales)

\*ASNR1IGF\* A20 20/03/2010 17 COMPANIES HOUSE

### CONTENTS

	Page
Directors' report	1 - 2
Auditors' report	3
Abbreviated profit and loss account	4
Abbreviated balance sheet	5
Cash flow statement	6
Notes to the cash flow statement	7
Notes to the abbreviated accounts	8 - 16

#### DIRECTORS' REPORT FOR THE YEAR ENDED 30 JUNE 2009

The directors present their report and financial statements for the year ended 30 June 2009

#### Principal activities and review of the business

The principal activity of the company is that of the production of television commercials

The company results are pleasing and are as expected with a growth on the previous years figures. The company remains comfortable in the industry sector, and is continuing in its growth

The main risk facing the company is the uncertain financial climate. The tightening of budgets and volatile foreign exchange rates make shooting abroad less profitable. Clients are also taking a careful approach to their advertising expenditure, reducing budgets for shoots, and there is a decrease in one off shoots from smaller companies.

The directors are pleased with the financial position at the year end. We believe this shows that the company is in a strong position to endure the uncertainty surrounding the economy and remain in a strong position in the market place.

Despite challenging financial climates around the world the company has performed well over the last year

#### Results and dividends

The results for the year are set out on page 4

#### Directors

The following directors have held office since 1 July 2008

J Glazer

E J Gower

Charitable donations	2009	2008
	£	£
During the year the company made the following payments		
Charitable donations	5,754	6,802
	<del></del>	

#### **Auditors**

The auditors, Kingston Smith LLP, are deemed to be reappointed under section 487(2) of the Companies Act 2006

#### DIRECTORS' REPORT (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2009

#### Statement of directors' responsibilities

The directors are responsible for preparing the Directors' 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). Under company law the directors must not approve the financial statements unless they are satisfied that they 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 accounting 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 adequate accounting records that are sufficient to show and explain the company's transactions and 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 2006. 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 of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information

On behalf of the board

E J Gower Director

## INDEPENDENT AUDITORS' REPORT TO ACADEMY FILMS LIMITED UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 4 to 16, together with the financial statements of Academy Films Limited for the year ended 30 June 2009 prepared under section 396 of the Companies Act 2006

This report is made solely to the company in accordance with section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to them in an auditors' report on abbreviated accounts 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, for our work, for this report, or for the opinions we have formed

#### Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 445 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

#### Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 445(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section

David Childs (Senior Statutory Auditor) for and on behalf of Kingston Smith LLP

Chartered Accountants Statutory Auditor 141 Wardour Street

London W1F 0UT

## ABBREVIATED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 30 JUNE 2009

		-,,,	<del></del> -
		2009	2008
	Notes	£	£
Turnover		11,077,492	11,060,498
Cost of sales		(8,299,536)	(8,489,557)
Gross profit		2,777,956	2,570,941
Administrative expenses		(1,834,906)	(1,908,953)
Operating profit	2	943,050	661,988
Other interest receivable and similar income		42,143	58,987
Profit on ordinary activities before taxation		985,193	720,975
Tax on profit on ordinary activities	4	(285,522)	(207,677)
Profit for the year	12	699,671	513,298
			<del></del>

The profit and loss account has been prepared on the basis that all operations are continuing operations

There are no recognised gains and losses other than those passing through the profit and loss account

# ABBREVIATED BALANCE SHEET AS AT 30 JUNE 2009

		20	09	200	08
	Notes	£	£	£	£
Fixed assets					
Tangible assets	6		17,677		32,638
Investments	7		100		100
			17,777		32,738
Current assets					
Stocks	8	24,570		184,226	
Debtors	9	1,633,486		2,955,009	
Cash at bank and in hand		1,661,873		1,150,965	
		3,319,929		4,290,200	
Creditors amounts falling due within	10				
one year		(2,643,681)		(3,884,584)	
Net current assets			676,248		405,616
Total assets less current liabilities			694,025		438,354
Capital and reserves					
Called up share capital	11		400		400
Profit and loss account	12		693,625		437,954
Shareholders' funds	13		694,025		438,354

These abbreviated accounts have been prepared in accordance with the special provisions in section 445(3) of the Companies Act 2006 relating to medium-sized companies

Approved by the Board and authorised for issue on

E J Gower
Director

Company Registration No 05860629

# CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2009

	£	2009 £	£	2008 £
Net cash inflow from operating activities		1,129,416		1,162,897
Returns on investments and servicing of finance				
Interest received	42,143		58,987	
Net cash inflow for returns on investments and servicing of finance		42,143		58,987
Taxation		(207,677)		(195,118)
Capital expenditure				
Payments to acquire tangible assets	(9,313)		(13,217)	
Receipts from sales of tangible assets	339		1,831	
Net cash outflow for capital expenditure		(8,974)		(11,386)
Equity dividends paid		(444,000)		(520,590)
Net cash inflow before management of liquid resources and financing		510,908		494,790
Increase in cash in the year		510,908		494,790

# NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 30 JUNE 2009

			•		
1	Reconciliation of operating profit to net cash activities	inflow from o	perating	2009	2008
				£	£
	Operating profit			943,050	661,988
	Depreciation of tangible assets			23,935	13,436
	Decrease/(increase) in stocks			159,656	(129,464)
	Decrease/(increase) in debtors			1,321,523	(562,880)
	(Decrease)/Increase in creditors within one year	r		(1,318,748)	,
	Net cash inflow from operating activities			1,129,416	1,162,897
2	Analysis of net funds	1 July 2008	Cash flow	Other non-	30 June 2009
	•	·	c	ash changes	
		£	£	£	£
	Net cash				
	Cash at bank and in hand	1,150,965	510,908	-	1,661,873
	Bank deposits	-	-	-	-
	Net funds	1,150,965	510,908	•	1,661,873
3	Reconciliation of net cash flow to movement	in not funde		2009	2008
3	Recolicination of net cash now to movement	in het lands		£	£
	Increase in cash in the year			510,908	494,790
	Movement in net funds in the year			510,908	494,790
	Opening net funds			1,150,965	656,175
	Closing net funds			1,661,873	1,150,965
				<del></del>	

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2009

#### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention

#### 1 2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

#### 13 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

#### 1 4 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 less estimated residual value of each asset over its expected useful life, as follows

Plant and machinery

33 33% straight line

Fixtures, fittings & equipment

20% straight line

#### 15 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term

#### 16 Investments

Fixed asset investments are stated at cost less provision for diminution in value

#### 1.7 Stock and work in progress

Work in progress is valued at the lower of cost and net realisable value

#### 18 Revenue recognition

Revenue is recognised in respect of the production of commercials from the point at which the company has obtained the right to consideration in return for performance. This is considered to be when all necessary approvals during the process of pre-production have been obtained from the commissioning agency and normally equates to the date at which shooting of the commercial commences. No profit element is recognised until the company is able to estimate the profit on the commercial reliably

#### 19 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted

#### 1 10 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

#### 1.11 Group accounts

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 398 of the Companies Act 2006 not to prepare group accounts.

1	Accounting policies	1	(continued)
1 12	Prior year adjustment A prior year adjustment has materalised in the year in respect to the moordinary shares from equity to debt in accordance with the Financial Repo		redeemable
2	Operating profit	2009	2008
		£	£
	Operating profit is stated after charging		
	Depreciation of tangible assets	23,935	13,436
	Operating lease rentals	182,111	192,342
	Auditors' remuneration (including expenses and benefits in kind)	13,500	13,500
	and after crediting		
	Profit on foreign exchange transactions	(77,941)	(91,838)
3	Investment income	2009	2008
		£	£
	Bank interest	42,143	58,987
		42,143	58,987

4	Taxation	2009 £	2008 £
	Domestic current year tax	_	•
	U K corporation tax	285,522	207,677
	Current tax charge	285,522	207,677
	Factors affecting the tax charge for the year		
	Profit on ordinary activities before taxation	985,193	720,975 ————
	Profit on ordinary activities before taxation multiplied by standard rate of		
	UK corporation tax of 28 00% (2008 - 29 50%)	275,854	212,688
	Effects of		
	Non deductible expenses	7,082	10,670
	Depreciation add back	6,702	3,964
	Capital allowances	(4,116)	(3,898)
	Tax losses utilised	<u>.                                    </u>	(15,747)
		9,668	(5,011)
	Current tax charge	285,522	207,677
5	Dividends	2009 £	2008 £
		L	-
	Ordinary interim paid	444,000	520,590

Plant and		Total
machinery	_	
£	£	£
42,617	17,298	59,915
8,959	354	9,313
(339)	<u>.</u>	(339)
51,237	17,652	68,889
21,505	5,772	27,277
19,895	4,040	23,935
41,400	9,812	51,212
9,837	7,840 	17,677
21,112	11,526	32,638
	### ##################################	### ### ##############################

7

8

Fixed asset investments			
			Shares in subsidiary undertakings £
Cost			~
At 1 July 2008 & at 30 June 2009			100
Net book value			
At 30 June 2009			100
At 30 June 2008			100
Holdings of more than 20% The company holds more than 20% of t	he share capital of the following co	mpanies	
Company	Country of registration or	Shares	
Subsidiary undertakings	incorporation	Class	%
Academy Videos Limited	UK	Ordinary £1	100 00
The aggregate amount of capital and refinancial year were as follows	eserves and the results of these u	ndertakings for th	e last relevant
		Capital and reserves 2009	for the year 2009
A I Maria I was	Principal activity	<b>£</b> 21,935	£ 1,824
Academy Videos Limited	Music Video production	21,933	
Work in progress		2009	2008
		£	£
Work in progress		24,570	184,226
			<del></del>

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2009

9	Debtors	2009 £	2008 £
	Trade debtors	1,115,533	2,379,761
	Amounts owed by parent and fellow subsidiary undertakings	198,369	78,516
	Other debtors	77,239	113,177
	Accrued income	122,614	311,825
	Prepayments and accrued income	119,731	71,730
		1,633,486	2,955,009
10	Creditors amounts falling due within one year	2009 £	2008 £
10	Creditors amounts falling due within one year  Trade creditors		
10		£	£
10	Trade creditors	£ 265,542	£ 123,497
10	Trade creditors Corporation tax	£ 265,542 285,522	£ 123,497 207,677
10	Trade creditors Corporation tax Other taxes and social security costs	£ 265,542 285,522 577,563	£ 123,497 207,677 1,053,246
10	Trade creditors Corporation tax Other taxes and social security costs Directors' current accounts	265,542 285,522 577,563 412,500	123,497 207,677 1,053,246 148,102

Included in other creditors is amount of £200,000 (2008 - £200,000) in respect of redeemable ordinary shares held by E Gower, a director

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2009

11	Share capital	2009	2008
		£	£
	Authorised		
	500,000 Redeemable Ordinary Shares of £1 each	500,000	500,000
	1,000 Ordinary A Shares of £1 each	1,000	1,000
	1,000 Ordinary B Shares of £1 each	1,000	1,000
	1,000 Ordinary C Shares of £1 each	1,000	1,000
	1,000 Ordinary D Shares of £1 each	1,000	1,000
		504,000	504,000
	Allotted, called up and fully paid		
	100 Ordinary A Shares of £1 each	100	100
	100 Ordinary B Shares of £1 each	100	100
	100 Ordinary C Shares of £1 each	100	100
	100 Ordinary D Shares of £1 each	100	100
		400	400

The 'A' ordinary, 'B' ordinary, 'C' ordinary, 'D' ordinary shares and the redeemable ordinary shares all rank pari passu with the exception of when there are surplus assets of the company available for distribution among the members. In such a circumstance the following will apply

Amounts will be paid upon the Redeemable Ordinary Shares

Amounts will be repaid upon the 'A' ordinary, 'C' and 'D' ordinary shares

Finally, all remaining assets will be distributed pari passu amongst the holders of the 'A' ordinary, 'D' ordinary and redeemable ordinary shares

The 'B' ordinary shares shall not confer any further right of participation in the profits or assets of the company

#### 12 Statement of movements on profit and loss account

•	Profit and loss account £
Balance at 1 July 2008 Profit for the year Dividends paid	437,954 699,671 (444,000)
Balance at 30 June 2009	693,625

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2009

Reconciliation of movements in shareholders' funds	2009 £	2008 £
Profit for the financial year	699 671	513.298
Dividends	(444,000)	(520,590)
Net addition to/(depletion in) shareholders' funds	255,671	(7,292)
Opening shareholders' funds	438,354	445,646
Closing shareholders' funds	694,025	438,354
	Profit for the financial year Dividends  Net addition to/(depletion in) shareholders' funds Opening shareholders' funds	Profit for the financial year 699,671 Dividends (444,000)  Net addition to/(depletion in) shareholders' funds 255,671 Opening shareholders' funds 438,354

#### 14 Financial commitments

At 30 June 2009 the company was committed to making the following payments under non-cancellable operating leases in the year to 30 June 2010

		Land and buildings	
		2009	2008
		£	£
	Operating leases which expire		
	Within one year	135,000	135,000
15	Directors' emoluments	2009	2008
		3	£
	Emoluments for qualifying services	590,000	590,000
	Emoluments disclosed above include the following amounts paid to the		
	highest paid director		
	Emoluments for qualifying services	490,000	490,000
		<del></del>	

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 JUNE 2009

#### 16 Employees

#### **Number of employees**

The average monthly number of employees (including directors) during the vear was

year was	2009 Number	2008 Number
Management	4	4
Production	12	13
	16	17
Employment costs	2009	2008
	£	£
Wages and salaries	1,322,269	1,383,257
Social security costs	152,830	170,895
	1,475,099	1,554,152

#### 17 Ultimate parent company

The ultimate controlling party is E Gower