

COMPANY REGISTRATION NUMBER 05984612

PIVOTAL POST LIMITED
UNAUDITED FINANCIAL STATEMENTS
31 DECEMBER 2010



MALDE & CO
Chartered Certified Accountants
99 Kenton Road
Kenton Harrow
Middlesex
HA3 0AN

PIVOTAL POST LIMITED

THE DIRECTOR'S REPORT

YEAR ENDED 31 DECEMBER 2010

The director presents his report and the unaudited financial statements of the company for the year ended 31 December 2010

PRINCIPAL ACTIVITIES

The principal activity of the company during the year was rental of film editing and production equipment

DIRECTOR

The director who served the company during the year was as follows

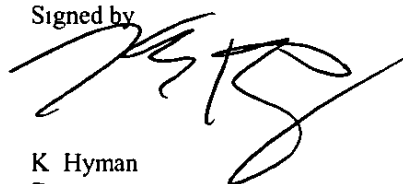
K Hyman

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

Registered office
99 Kenton Road
Harrow
Middlesex
HA3 0AN

Signed by

A handwritten signature in black ink, appearing to be 'K Hyman', written over a horizontal line.

K Hyman
Director

Approved by the director on 26 September 2011

PIVOTAL POST LIMITED
PROFIT AND LOSS ACCOUNT
YEAR ENDED 31 DECEMBER 2010

	Note	2010 £	2009 £
TURNOVER		664,920	523,413
Cost of sales		<u>321,741</u>	<u>217,099</u>
GROSS PROFIT		343,179	306,314
Administrative expenses		346,748	302,502
Other operating income		—	(75)
OPERATING (LOSS)/PROFIT	2	(3,569)	3,887
Interest receivable		—	94
Interest payable and similar charges		<u>(5,492)</u>	<u>(5,492)</u>
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION		(9,061)	(1,511)
Tax on loss on ordinary activities	3	1,145	8,303
LOSS FOR THE FINANCIAL YEAR		(10,206)	(9,814)
Balance brought forward		<u>328</u>	<u>10,142</u>
Balance carried forward		<u>(9,878)</u>	<u>328</u>

PIVOTAL POST LIMITED**BALANCE SHEET****31 DECEMBER 2010****FIXED ASSETS**

Tangible assets	4	83,490	151,627
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CURRENT ASSETS

Debtors	5	39,389	128,742
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Cash at bank and in hand		68,109	57,950
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		<u>107,498</u>	<u>186,692</u>
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CREDITORS: Amounts falling due within one year

6	198,394	319,415
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NET CURRENT LIABILITIES

(90,896)	(132,723)
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TOTAL ASSETS LESS CURRENT LIABILITIES

(7,406)	18,904
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CREDITORS: Amounts falling due after more than one year

7	2,471	18,575
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(9,877)	<u>329</u>
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CAPITAL AND RESERVES

Called-up equity share capital	9	1	1
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Profit and loss account		(9,878)	328
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(DEFICIT)/SHAREHOLDER'S FUNDS

(9,877)	<u>329</u>
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The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The director acknowledges his responsibility for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

These financial statements were approved and signed by the director and authorised for issue on 26 September 2011



K Hyman

Company Registration Number 05984612

The notes on pages 5 to 8 form part of these financial statements

PIVOTAL POST LIMITED

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2010

1 ACCOUNTING POLICIES

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

Fixed assets

All fixed assets are initially recorded at cost

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & Fittings	- 33% per annum on a straight-line basis
Equipment	- 33% per annum on a straight-line basis

Finance lease agreements

Where the company enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease. The asset is recorded in the balance sheet as a tangible fixed asset and is depreciated in accordance with the above depreciation policies. Future instalments under such leases, net of finance charges, are included within creditors. Rentals payable are apportioned between the finance element, which is charged to the profit and loss account on a straight line basis, and the capital element which reduces the outstanding obligation for future instalments.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions

- deferred tax assets are recognised only to the extent that the directors consider that it is 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 is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

PIVOTAL POST LIMITED**NOTES TO THE FINANCIAL STATEMENTS****YEAR ENDED 31 DECEMBER 2010****1. ACCOUNTING POLICIES *(continued)*****Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

2. OPERATING (LOSS)/PROFIT

Operating (loss)/profit is stated after charging

	2010 £	2009 £
Director's remuneration	—	—
Depreciation of owned fixed assets	80,708	125,963
Depreciation of assets held under finance lease agreements	32,167	32,167
Net loss on foreign currency translation	<u>31,965</u>	<u>2,682</u>

3. TAXATION ON ORDINARY ACTIVITIES**Analysis of charge in the year**

	2010 £	2009 £
Current tax		
UK Corporation tax based on the results for the year at 21% (2009 - 21%)	145	8,303
Over/under provision in prior year	<u>1,000</u>	—
Total current tax	<u>1,145</u>	<u>8,303</u>

PIVOTAL POST LIMITED**NOTES TO THE FINANCIAL STATEMENTS****YEAR ENDED 31 DECEMBER 2010****4. TANGIBLE FIXED ASSETS**

	Equipment £
COST	
At 1 January 2010	483,812
Additions	44,738
At 31 December 2010	<u>528,550</u>
DEPRECIATION	
At 1 January 2010	332,185
Charge for the year	112,875
At 31 December 2010	<u>445,060</u>
NET BOOK VALUE	
At 31 December 2010	<u>83,490</u>
At 31 December 2009	<u>151,627</u>

Finance lease agreements

Included within the net book value of £83,490 is £18,764 (2009 - £50,932) relating to assets held under finance lease agreements. The depreciation charged to the financial statements in the year in respect of such assets amounted to £32,167 (2009 - £32,167)

5. DEBTORS

	2010 £	2009 £
Trade debtors	22,117	128,742
Other debtors	17,272	—
	<u>39,389</u>	<u>128,742</u>

6. CREDITORS: Amounts falling due within one year

	2010 £	2009 £
Trade creditors	39,213	37,636
Amounts owed to group undertakings	132,950	215,644
Other creditors including taxation		
Corporation tax	145	8,303
VAT	9,982	12,731
Finance lease agreements	16,104	24,156
Accruals and deferred income	—	20,945
	<u>26,231</u>	<u>66,135</u>
	<u>198,394</u>	<u>319,415</u>

PIVOTAL POST LIMITED**NOTES TO THE FINANCIAL STATEMENTS****YEAR ENDED 31 DECEMBER 2010****7. CREDITORS: Amounts falling due after more than one year**

	2010		2009	
	£	£	£	£
Finance lease agreements		<u>2,471</u>		<u>18,575</u>

8. RELATED PARTY TRANSACTIONS

The company was under the control of K Hyman throughout the current period K Hyman is the managing director

No transactions with related parties were undertaken such as are required to be disclosed under Financial Reporting Standard for Smaller Entities (effective April 2008)

9 SHARE CAPITAL

Allotted, called up and fully paid:

	2010		2009	
	No	£	No	£
1 Ordinary shares of £1 each	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>

10 ULTIMATE PARENT COMPANY

The company is a wholly owned subsidiary of Rainbow Digital Services LLC, a company incorporated in the United States of America