

**Company Registration No. 6039349**

**Amstar Media Limited**

**Report and Financial Statements**

**From the date of incorporation 2 January 2007  
to 30 June 2008**

THURSDAY



\*LF7H04E6\*

L14

30/10/2008

214

COMPANIES HOUSE

# **Amstar Media Limited**

## **Report and financial statements 2008**

<b>Contents</b>	<b>Page</b>
<b>Officers and professional advisers</b>	<b>1</b>
<b>Directors' report</b>	<b>2</b>
<b>Statement of directors' responsibilities</b>	<b>4</b>
<b>Independent auditors' report</b>	<b>5</b>
<b>Profit and loss account</b>	<b>7</b>
<b>Balance sheet</b>	<b>8</b>
<b>Notes to the accounts</b>	<b>9</b>
<b>Additional unaudited information</b>	<b>12</b>

---

# **Amstar Media Limited**

## **Report and financial statements 2008**

### **Officers and professional advisers**

#### **Directors**

Sir Alan Sugar  
C T Sandy  
A Cohen  
D P Sugar  
S Sugar

#### **Secretary**

C T Sandy

#### **Registered Office**

West Wing  
Sterling House  
Langston Road  
Loughton  
Essex  
IG10 3TS

#### **Auditors**

Deloitte & Touche LLP  
Chartered Accountants  
London

- - - - -

# **Amstar Media Limited**

## **Directors' report**

The directors present their annual report and the audited financial statements for the period from incorporation on 2 January 2007 to 30 June 2008

This Directors' report has been prepared in accordance with the special provisions relating to small companies under S246(4) of the Companies Act 1985

### **Activities and future prospects**

Amstar Media Limited holds a patent for a TV show. There are no planned changes to the company's activities.

### **Financial instruments**

The directors considered the risks attached to the Company's financial instruments which principally comprise operating debtors and operating creditors and loans to and from other group companies. The directors have taken a prudent approach in their consideration of the various risks attached to the financial instruments of the Company. The Company's exposure to price risk, credit risk, liquidity risk and cash flow risk is not material for the assessment of assets, liabilities and the financial statements.

The directors' policy on hedging is to hedge all financial risks where it is feasible and cost effective to do so. The Company had no hedged transactions during the year.

### **Review of developments**

The profit and loss account for the period is set out on page 7.

### **Dividends**

The directors do not recommend the payment of a dividend.

### **Directors**

The directors who served throughout the period were as follows:

Sir Alan Sugar  
C T Sandy  
A Cohen  
D P Sugar  
S Sugar

### **Information to auditors**

Each of the persons who is a director at the date of approval of this report confirms that:

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- the director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s234ZA of the Companies Act 1985.


## **Amstar Media Limited**

### **Directors' report (continued)**

#### **Auditors**

A resolution to re-appoint Deloitte & Touche LLP as the Company's auditors will be proposed at the forthcoming Annual General Meeting

Approved by the Board of Directors  
and signed on behalf of the Board



C T Sandy  
Secretary

 2008

## **Amstar Media Limited**

### **Statement of directors' responsibilities**

The directors are responsible for preparing the Annual Report and the financial statements

Company law requires the directors to prepare such 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 and loss of the company for that period. In preparing those 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, and
- 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.

## **Independent auditors' report to the sole member of Amstar Media Limited**

We have audited the financial statements of Amstar Media Limited for the period from incorporation on 2 January 2007 to 30 June 2008 which comprise the profit and loss account, the balance sheet and the related notes 1 to 10. 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 annual report and 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, in accordance with the relevant financial reporting framework, and are properly prepared in accordance with the Companies Act 1985. We report to you whether in our opinion the information given in the directors' report is consistent with the financial statements. We also 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 for the above year 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 sole member of Amstar Media Limited (continued)**

### **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 30 June 2008 and of its result for the period from the date of incorporation on 2 January 2007 to 30 June 2008,
- the financial statements have been properly prepared in accordance with the Companies Act 1985, and
- the information given in the directors' report is consistent with the financial statements

*Deloitte & Touche LLP*

**Deloitte & Touche LLP**  
Chartered Accountants and Registered Auditors  
London, United Kingdom

*29 October* 2008



## Amstar Media Limited

### Profit and loss account

Period from 2 January 2007 to 30 June 2008

	Note	Period 2 January 2007 to 30 June 2008 £
Administrative expenses		(5,651)
<b>Operating loss</b>	2	(5,651)
Interest payable and similar charges	3	(188)
Interest receivable and similar income		-
<b>Loss on ordinary activities before taxation</b>		(5,839)
Tax credit on loss on ordinary activities	4	5,839
<b>Result for the period</b>		-

All activities derive from continuing operations

There are no recognised gains or losses in the current period other than the result shown above, consequently no statement of total recognised gains and losses has been presented

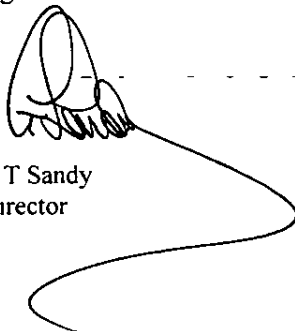
- - - - -

## Amstar Media Limited

### Balance sheet 30 June 2008

	Note	2008 £
<b>Current assets</b>		
Debtors	5	<u>1,470</u>
<b>Total current assets</b>		<u>1,470</u>
<b>Creditors: amounts falling due within one year</b>	6	<u>(1,469)</u>
<b>Total assets less current liabilities</b>		<u><u>1</u></u>
<b>Capital and reserves</b>		
Called up share capital	7	<u>1</u>
Profit and loss account		<u>-</u>
<b>Shareholder's funds</b>	8	<u><u>1</u></u>

These financial statements were approved by the Board of Directors on 29th October 2008  
Signed on behalf of the Board of Directors

  
C T Sandy  
Director

# Amstar Media Limited

## Notes to the accounts Period ended 30 June 2008

### 1 Accounting policies

The financial statements are prepared in accordance with applicable United Kingdom accounting standards. The particular accounting policies adopted by the directors are described below. They have been applied consistently throughout the current period.

#### Accounting convention

The financial statements are prepared under the historical cost convention.

#### Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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 that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the group's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

A net deferred tax asset is regarded as recoverable and therefore recognised only to the extent that, on the basis of all available evidence, 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 is not recognised when fixed assets are revalued unless by the balance sheet date there is a binding agreement to sell the revalued assets and the gain or loss expected to arise on sale has been recognised in the financial statements. Neither is deferred tax recognised when fixed assets are sold and it is more likely than not that the taxable gain will be rolled over, being charged to tax only if and when the replacement assets are sold.

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax is not discounted.

### 2. Operating loss

Operating loss is stated after charging

	2 January 2007 to 30 June 2008 £
Auditors remuneration - fee for the statutory audit of the company's annual accounts	1,250
- other non-audit services	-

The directors did not receive any remuneration during the year. No employees have been employed by the company during the year.

# Amstar Media Limited

## Notes to the accounts Period ended 30 June 2008

### 3. Interest payable

2 January  
2007 to  
30 June  
2008  
£

Intercompany interest payable

188

### 4. Tax credit on profit on ordinary activities

#### (i) Analysis of tax on ordinary activities

2 January  
2007 to  
30 June  
2008  
£

United Kingdom corporation tax – 30%  
Group relief

-  
5,839

5,839

#### (ii) Factors affecting tax charge for the current period

The tax credit assessed for the period is greater than that resulting from applying the standard rate of corporation tax in the UK 29.5%. The differences are explained below

2 January  
2007 to  
30 June  
2008  
£

Loss on ordinary activities before tax

(5,839)

Tax at 29.5% thereon

1,732

Effects of

Group relief

4,107

Current tax credit for period

5,839

### 5. Debtors: Amounts falling due within one year

2008  
£

Amounts owed by immediate parent undertaking

1,470

1,470

# Amstar Media Limited

## Notes to the accounts

Period ended 30 June 2008

**6. Creditors: amounts falling due within one year**

	2008 £
Accruals and deferred income	1,469
	<u>1,469</u>

**7 Called up share capital**

	2008 £
<b>Authorised</b> 1,000,000 ordinary shares of £1 each	<u>1,000,000</u>
<b>Called up, allotted and fully paid.</b> 1 ordinary share of £1	<u>1</u>
On 2 January 2007 1 ordinary share was issued at par	

**8. Reconciliation of movements in shareholders' funds**

	2008 £
Result for the year	-
Opening shareholder's funds	-
New Shares issued	1
Closing shareholders' funds	<u>1</u>

**9. Ultimate parent company and controlling party**

At 30 June 2008, the ultimate controlling party was Sir Alan Sugar

The immediate parent company is Amshold Group Limited, a company incorporated in Great Britain which is the parent undertaking of the smallest and largest group which includes the company and for which group financial statements are prepared. Copies of the group financial statements of Amshold Group Ltd are available from Companies House, Crown Way, Maindy, Cardiff CF14 3UZ

**10 Related party transactions**

The company has taken advantage of the exemption from related party disclosure in accordance with Paragraph 3(c) of Financial Reporting Standard No 8