

Registration number 06604160

Alchemy Direct Media (UK) Limited

Abbreviated accounts

for the period ended 31 May 2009

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Alchemy Direct Media (UK) Limited

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Alchemy Direct Media (UK) Limited

**Accountants' report on the unaudited financial statements to the directors of
Alchemy Direct Media (UK) Limited**

As described on the balance sheet you are responsible for the preparation of the financial statements for the period ended 31 May 2009 set out on pages 2 to 5 and you consider that the company is exempt from an audit. In accordance with your instructions we have compiled these unaudited financial statements, in order to assist you to fulfil your statutory responsibilities, from the accounting records and information supplied to us.

Henry Reeves & Co

**Henry Reeves & Co
Chartered Certified Accountants
11 Albion Place
Maidstone
Kent
ME14 5DY**

Date: 25/09/09

Alchemy Direct Media (UK) Limited

**Abbreviated balance sheet
as at 31 May 2009**

		31/05/09	
	Notes	£	£
Fixed assets			
Tangible assets	2		375
Current assets			
Debtors		88,220	
Cash at bank and in hand		82,284	
		<u>170,504</u>	
Creditors: amounts falling due within one year		<u>(89,268)</u>	
Net current assets			<u>81,236</u>
Total assets less current liabilities			<u>81,611</u>
Net assets			<u><u>81,611</u></u>
Capital and reserves			
Called up share capital	3		100
Profit and loss account			<u>81,511</u>
Shareholders' funds			<u><u>81,611</u></u>

The directors' statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet.

The notes on pages 4 to 5 form an integral part of these financial statements.

Alchemy Direct Media (UK) Limited

Abbreviated balance sheet (continued)

**Directors' statements required by Sections 475(2) and (3)
for the period ended 31 May 2009**

In approving these abbreviated accounts as directors of the company we hereby confirm:

- (a) that for the period stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006 ;
- (b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the period ended 31 May 2009 ; and
- (c) that we acknowledge our responsibilities for:
 - (1) ensuring that the company keeps accounting records which comply with Section 386 ; and
 - (2) 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 period and of its profit or loss for the period then ended in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The abbreviated accounts were approved by the Board on 24/9/09 and signed on its behalf by



Amanda Foy
Director

The notes on pages 4 to 5 form an integral part of these financial statements.

Alchemy Direct Media (UK) Limited

Notes to the abbreviated financial statements for the period ended 31 May 2009

1. Accounting policies

1.1. Accounting convention

The accounts are prepared under the historical cost convention and in accordance with applicable accounting standards, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the year and derives from the provision of goods falling within the company's ordinary activities.

1.3. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment	- 25% straight line
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1.4. 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.

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.

Alchemy Direct Media (UK) Limited

**Notes to the abbreviated financial statements
for the period ended 31 May 2009**

..... continued

2. Fixed assets	Tangible fixed assets £
Cost	
Additions	500
At 31 May 2009	<u>500</u>
Depreciation	
Charge for period	125
At 31 May 2009	<u>125</u>
Net book value	
At 31 May 2009	<u><u>375</u></u>
 3. Share capital	 31/05/09 £
Authorised	
100 Ordinary shares of £1 each	<u>100</u>
Alloted, called up and fully paid	
100 Ordinary shares of £1 each	<u>100</u>
 Equity Shares	
100 Ordinary shares of £1 each	<u>100</u>

During the period 100 ordinary shares of £1 each were issued at par in order to reorganise the ownership of the company.