

**Registered Number 06939540**

**Biteback Publishing Ltd**

**Abbreviated Accounts**

**30 June 2010**

**Biteback Publishing Ltd**

**Registered Number 06939540**

**Company Information**

**Registered Office:**

17 Marina Court

Castle Street

Hull

HU1 1TJ

Biteback Publishing Ltd

Registered Number 06939540

Balance Sheet as at 30 June 2010

	Notes	2010 £	£
<b>Fixed assets</b>			
Tangible	2		2,244
			<u>2,244</u>
			-
<b>Current assets</b>			
Debtors		128,950	
Cash at bank and in hand		97,586	
Total current assets		<u>226,536</u>	-
<b>Creditors: amounts falling due within one year</b>	3	(117,600)	
Net current assets (liabilities)			108,936
Total assets less current liabilities			<u>111,180</u>
			-
Creditors: amounts falling due after more than one year	3	(184,712)	
Total net assets (liabilities)			<u>(73,532)</u>
			-
<b>Capital and reserves</b>			
Called up share capital	4		100
Share premium account			14,985
Profit and loss account			(88,617)
Shareholders funds			<u>(73,532)</u>
			-

- 
- a. For the year ending 30 June 2010 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
  - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
  - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
  - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 14 March 2011

And signed on their behalf by:

I C Dale, Director

**This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.**

**Notes to the Abbreviated Accounts**

For the year ending 30 June 2010

**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 April 2008).

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**Deferred tax**

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 will result in an obligation to pay more tax in future or a right to pay less tax in future have occurred at that date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements. Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws which are enacted or substantially enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis. Where such differences result in deferred tax assets, they are recognised to the extent that they are regarded as recoverable where, on the basis of available evidence, it is more likely than not that there will be suitable taxable profits from which the reversal of the timing differences can be deducted.

**Going Concern**

These accounts have been prepared under the going concern principle although the liabilities of the company exceed its assets. The company is reliant on the continued support of Political Holdings Limited. The directors are confident that such support will continue to be provided, and that additional funding will be available to the company. The directors consider that the going concern concept continues to be appropriate and this has therefore been applied. In making this assessment, the directors have also considered projections of the future performance of the business, as well as the trading performance after the balance sheet date. If the going concern basis proves not to be appropriate, adjustments would have to be made to reduce the balance sheet value of assets to their recoverable amounts and to provide for any further liabilities that might arise.

**Depreciation**

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Computer equipment                      50% on cost

**2 Tangible fixed assets**

		<b>Total</b>
<b>Cost</b>		<b>£</b>
Additions	-	<u>3,000</u>
At 30 June 2010	-	<u>3,000</u>
-		

**Depreciation**

Charge for year	-	<u>756</u>
At 30 June 2010	-	<u>756</u>

**Net Book Value**

At 30 June 2010	2,244
-----------------	-------

**3 Creditors**

	<b>2010</b>
	<b>£</b>
Secured Debts	184,712

**4 Share capital**

	<b>2010</b>
	<b>£</b>
<b>Allotted, called up and fully paid:</b>	
85 Ordinary A shares of £1 each	85
15 Ordinary B shares of £1 each	15

**Ordinary shares issued in the year:**

85 Ordinary A shares of £1 each were issued in the year with a nominal value of £85, for a consideration of £85  
 15 Ordinary B shares of £1 each were issued in the year with a nominal value of £15, for a consideration of £15000

On incorporation, 85 £1 Ordinary shares were issued at par. These shares were re-designated as Ordinary A shares on 14 July 2009.

**5 Ultimate parent company**

Biteback Media Limited was the company's ultimate parent company from incorporation until 16 September 2010, when Political Holdings Limited acquired the entire issued share capital of Biteback Media Limited. Political Holdings Limited is a subsidiary of Mayfair Limited, a company incorporated in Belize. Mayfair Limited is therefore now the company's ultimate parent company.