

Registered number 07588152

WILDFIRE INTERACTIVE UK LIMITED

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2011

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COMPANIES HOUSE

WILDFIRE INTERACTIVE UK LIMITED

COMPANY INFORMATION

DIRECTORS

Richard Michael Bursby (appointed 1 April 2011 & resigned 4 April 2011)
Huntsmoor Nominees Limited (appointed 1 April 2011 & resigned 4 April 2011)
Huntsmoor Limited (appointed 1 April 2011 & resigned 4 April 2011)
Victoria Ransom (appointed 4 April 2011 & resigned 8 August 2012)
John Dais (appointed 4 April 2011 & resigned 8 August 2012)
Graham Law (appointed 8 August 2012)
Donald Stewart Harrison (appointed 8 August 2012)

COMPANY SECRETARY

Taylor Wessing Secretaries Limited

COMPANY NUMBER

07588152

REGISTERED OFFICE

5 New Street Square
London
EC4A 3TW

AUDITORS

Moore Stephens LLP
150 Aldersgate Street
London
EC1A 4AB

WILDFIRE INTERACTIVE UK LIMITED

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WILDFIRE INTERACTIVE UK LIMITED

**DIRECTORS' REPORT
FOR THE PERIOD ENDED 31 DECEMBER 2011**

The directors present their report and the financial statements for the period ended 31 December 2011

PRINCIPAL ACTIVITIES

The company was incorporated on 1 April 2011 and commenced activity immediately. The principal activity of the company is the provision of sales and marketing services to Wildfire Interactive Inc.

DIRECTORS

The directors who served during the period were

Richard Michael Bursby (appointed 1 April 2011 & resigned 4 April 2011)
Huntsmoor Nominees Limited (appointed 1 April 2011 & resigned 4 April 2011)
Huntsmoor Limited (appointed 1 April 2011 & resigned 4 April 2011)
Victoria Ransom (appointed 4 April 2011 & resigned 8 August 2012)
John Dais (appointed 4 April 2011 & resigned 8 August 2012)

PROVISION OF INFORMATION TO AUDITORS

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that

- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006

This report was approved by the board on *25 September 2012* and signed on its behalf

Graham Law
Director



WILDFIRE INTERACTIVE UK LIMITED

**DIRECTORS' RESPONSIBILITIES STATEMENT
FOR THE PERIOD ENDED 31 DECEMBER 2011**

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 judgments 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.

WILDFIRE INTERACTIVE UK LIMITED

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF WILDFIRE INTERACTIVE UK LIMITED

We have audited the financial statements of Wildfire Interactive UK Limited for the period ended 31 December 2011, set out on pages 5 to 10. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2004) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. 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

As explained more fully in the Directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 December 2011 and of its profit for the period then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

OPINION ON OTHER MATTER PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion the information given in the Directors' report for the financial period for which the financial statements are prepared is consistent with the financial statements.

WILDFIRE INTERACTIVE UK LIMITED

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF WILDFIRE INTERACTIVE UK LIMITED

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

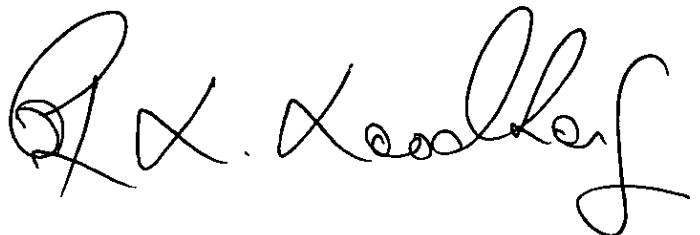
We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the Directors' report

Geoffrey Woodhouse (Senior statutory auditor)

for and on behalf of
Moore Stephens LLP
Statutory Auditor

150 Aldersgate Street
London
EC1A 4AB
Date


26 Feb 2012

WILDFIRE INTERACTIVE UK LIMITED

**PROFIT AND LOSS ACCOUNT
FOR THE PERIOD ENDED 31 DECEMBER 2011**

		Period from incorporation on 1 April 2011 to 31 December 2011 £
	Note	
TURNOVER	1,2	662,050
Administrative expenses		(629,949)
		<hr/>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		32,101
Tax on profit on ordinary activities	6	(7,515)
		<hr/>
PROFIT FOR THE FINANCIAL PERIOD	10	24,586
		<hr/>

There are no recognised gains and losses other than those disclosed in the Profit and Loss Account above

The notes on pages 7 to 10 form part of these financial statements

WILDFIRE INTERACTIVE UK LIMITED
REGISTERED NUMBER 07588152

BALANCE SHEET
AS AT 31 DECEMBER 2011

	Note	£	2011 £
CURRENT ASSETS			
Debtors	7	50,859	
Cash in hand		1,000	
		<u>51,859</u>	
CREDITORS amounts falling due within one year	8	<u>(26,273)</u>	
NET CURRENT ASSETS			<u>25,586</u>
NET ASSETS			<u><u>25,586</u></u>
CAPITAL AND RESERVES			
Called up share capital	9		1,000
Profit and loss account	10		<u>24,586</u>
SHAREHOLDERS' FUNDS			<u><u>25,586</u></u>

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved and authorised for issue by the board and were signed on its behalf on
25 September 2012


Graham Law
Director

The notes on pages 7 to 10 form part of these financial statements

WILDFIRE INTERACTIVE UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2011

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008) "FRSSE"

1.2 Going concern

The financial statements have been prepared on a going concern basis on the assumption that adequate financial resources will continue to be available from the parent company

1.3 Turnover

The company operates under a service agreement with its parent company. Under the agreement service fees are earned on administration expense cost plus basis.

In addition, commissions are earned based on the level of UK parent company sales.

1.4 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date.

Non-monetary items are translated at historical rates.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Profit and loss account.

1.5 Share Options

Employees of the company are eligible to participate in the parent company group share option scheme. Share options have not been accounted for in the Financial Statements in accordance with the FRSSE. Disclosure of the share options have been made in the notes to the financial statements.

2. TURNOVER

100% of the company's turnover is attributable to geographical markets outside the United Kingdom.

3. PROFIT

During the period, no director received any emoluments.

WILDFIRE INTERACTIVE UK LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2011

4. AUDITORS' REMUNERATION

	Period from incorporation on 1 April 2011 to 31 December 2011 £
Fees payable to the company's auditor for the audit of the company's annual accounts	7,000
Fees payable to the company's auditor and its associates in respect of All other services	<u>6,815</u>

5. SHARE BASED PAYMENTS

The parent company of Wildfire Interactive UK Limited, Wildfire Interactive Inc operates and administers a group share option scheme

17,386 options were issued during the period to two employees. The vesting period is 1/4 after one year and then 1/48 each month thereafter for the next 3 years

The options lapse on the 10th anniversary of the date of the grant or when the option holder ceases to be an employee of the company. The option holder may exercise the option at any time prior to the lapse

As at 31 December 2011 there were 17,386 share options outstanding, with an exercise price ranging from US\$0.45 to US\$1.13

6. TAXATION

	Period from incorporation on 1 April 2011 to 31 December 2011 £
UK corporation tax charge on profit for the period	<u>7,515</u>

7. DEBTORS

	2011 £
Amounts owed by group undertakings	36,849
Other debtors	14,010
	<u>50,859</u>

WILDFIRE INTERACTIVE UK LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 DECEMBER 2011**

8. CREDITORS

Amounts falling due within one year

	2011 £
Trade creditors	4,428
Corporation tax	7,515
Social security and other taxes	1,035
Other creditors	13,295
	<u>26,273</u>

9. SHARE CAPITAL

	2011 £
Allotted, called up and fully paid	
1,000 ordinary shares of £1 each	<u>1,000</u>

Upon incorporation 1,000 ordinary shares were issued at their nominal value

10. RESERVES

	Profit and loss account £
Profit for the period	24,586
At 31 December 2011	<u>24,586</u>

11. OPERATING LEASE COMMITMENTS

At 31 December 2011 the company had annual commitments under non-cancelable operating leases as follows

	2011 £
Expiry date:	
Within 1 year	<u>82,611</u>

12. RELATED PARTY TRANSACTIONS

During the period the company made sales to its parent company, Wildfire Interactive Inc as detailed below

WILDFIRE INTERACTIVE UK LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 DECEMBER 2011**

12. RELATED PARTY TRANSACTIONS (continued)

	Period from incorporation on 1 April 2011 to 31 December 2011 £
Sales to Wildfire Interactive Inc	<u>642,549</u>

At the year end, a balance of £36,849 was outstanding from the parent

13. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY

At 31 December 2011 the company was a wholly owned subsidiary of Wildfire Interactive Inc a company incorporated in the USA. In the opinion of the directors there was no ultimate controlling party at the year end.

14. POST BALANCE SHEET EVENTS

In July 2012, the parent company Wildfire Interactive Inc was acquired by Google Inc.