

LessBounce Limited

trading as LessBounce Limited

Unaudited Abbreviated Accounts

for the Period from 11 July 2011 to 31 December 2011

LessBounce Limited
trading as LessBounce Limited
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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 6) have been prepared.

**Chartered Certified Accountants' Report to the Director on the Preparation of the Unaudited
Statutory Accounts of
LessBounce Limited
trading as LessBounce Limited
for the Period Ended 31 December 2011**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of LessBounce Limited for the period ended 31 December 2011 set out on pages from the company's accounting records and from information and explanations you have given us.

As a practicing member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://rulebook.accaglobal.com>.

This report is made solely to the Board of Directors of LessBounce Limited, as a body, in accordance with the terms of our engagement letter dated 11 July 2011. Our work has been undertaken solely to prepare for your approval the accounts of LessBounce Limited and state those matters that we have agreed to state to them, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at <http://www.accaglobal.com/factsheet163>. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than LessBounce Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that LessBounce Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of LessBounce Limited. You consider that LessBounce Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the accounts of LessBounce Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

.....
HowdenWhite LLP
Certified Chartered Accountants
Certified Accountants
Units 16-18 The Boscombe Centre
Mills Way
Amesbury
Wiltshire
SP4 7SD

1 June 2012

LessBounce Limited
trading as LessBounce Limited
(Registration number: 07699402)
Abbreviated Balance Sheet at 31 December 2011

| | Note | 31 December 2011 £ |
|--|----------|--------------------------|
| Fixed assets | | |
| Intangible fixed assets | <u>2</u> | 168,147 |
| Tangible fixed assets | <u>2</u> | 27,939 |
| | | <hr/> |
| | | 196,086 |
| | | <hr/> |
| Current assets | | |
| Stocks | | 79,318 |
| Debtors | | 23,011 |
| Cash at bank and in hand | | 21 |
| | | <hr/> |
| | | 102,350 |
| Creditors: Amounts falling due within one year | | (292,160) |
| | | <hr/> |
| Net current liabilities | | (189,810) |
| | | <hr/> |
| Net assets | | 6,276 |
| | | <hr/> <hr/> |
| Capital and reserves | | |
| Called up share capital | <u>3</u> | 1 |
| Profit and loss account | | 6,275 |
| | | <hr/> |
| Shareholders' funds | | 6,276 |

For the period ending 31 December 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

Approved by the director on 30 May 2012

The notes on pages 4 to 6 form an integral part of these financial statements.

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LessBounce Limited
trading as LessBounce Limited
(Registration number: 07699402)
Abbreviated Balance Sheet at 31 December 2011
..... continued

.....
Ms Selaine Saxby
Director

The notes on pages 4 to 6 form an integral part of these financial statements.

LessBounce Limited
trading as LessBounce Limited
Notes to the Abbreviated Accounts for the Period from 11 July 2011 to 31 December 2011
..... continued

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared in accordance with the FRSSE (effective April 2008) and in accordance with applicable accounting standards and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

Goodwill

Positive goodwill is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful economic life. It is reviewed for impairment at the end of the first full financial year following the acquisition and in other periods if events or changes in circumstances indicate that the carrying value may not be recoverable.

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

| Asset class | Amortisation method and rate |
|--------------------|-------------------------------------|
|--------------------|-------------------------------------|

| | |
|----------|------------------------|
| Goodwill | 20 years straight line |
|----------|------------------------|

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

| Asset class | Depreciation method and rate |
|--------------------|-------------------------------------|
|--------------------|-------------------------------------|

| | |
|---------------------|----------------------|
| Plant and Machinery | 25% reducing balance |
|---------------------|----------------------|

| | |
|------------------|----------------------|
| Office Equipment | 25% reducing balance |
|------------------|----------------------|

| | |
|---------------------------|-------------------|
| Website development costs | 20% straight line |
|---------------------------|-------------------|

Stocks, work in progress and long-term contracts

Stock is valued at the lower of cost and net realisable value, after due regard for obsolete and slow moving stocks. Net realisable value is based on selling price less anticipated costs to completion and selling costs.

Foreign currency

Transactions in foreign currencies are recorded at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the closing rates at the balance sheet date. All exchange differences are included in the profit and loss account.

LessBounce Limited
trading as LessBounce Limited
Notes to the Abbreviated Accounts for the Period from 11 July 2011 to 31 December 2011
..... continued

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

2 Fixed assets

| | Intangible assets £ | Tangible assets £ | Total £ |
|-----------------------|------------------------------------|------------------------------|--------------------|
| Cost | | | |
| Additions | 169,560 | 29,030 | 198,590 |
| | <hr/> | <hr/> | <hr/> |
| At 31 December 2011 | 169,560 | 29,030 | 198,590 |
| | <hr/> | <hr/> | <hr/> |
| Amortisation | | | |
| Charge for the period | 1,413 | 1,091 | 2,504 |
| | <hr/> | <hr/> | <hr/> |
| At 31 December 2011 | 1,413 | 1,091 | 2,504 |
| | <hr/> | <hr/> | <hr/> |
| Net book value | | | |
| At 31 December 2011 | 168,147 | 27,939 | 196,086 |
| | <hr/> <hr/> | <hr/> <hr/> | <hr/> <hr/> |

3 Share capital

Allotted, called up and fully paid shares

31 December 2011

| | No. | £ |
|---------------------|-----|---|
| Ordinary of £1 each | 1 | 1 |

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LessBounce Limited
trading as LessBounce Limited
Notes to the Abbreviated Accounts for the Period from 11 July 2011 to 31 December 2011
..... continued

4 Related party transactions

The company has taken advantage of the exemption in FRS8 "Related Party Disclosures" from disclosing transactions with other members of the group.

5 Control

The company is controlled by Heraia (Holdings) Limited who owns 100% of the issued share capital of LessBounce Limited and is the ultimate parent company. The company is a wholly owned subsidiary of Heraia (Holdings) Limited, a company incorporated in England and Wales.

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 1072 of the Companies Act 2006.