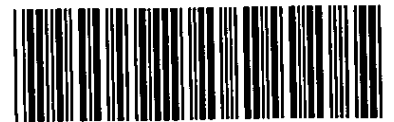


REGISTERED NUMBER: 06670598 (England and Wales)

Abbreviated Accounts
for the Year Ended 31 December 2010
for
MyHeritage (UK) Limited

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MyHeritage (UK) Limited (Registered number: 06670598)

**Contents of the Abbreviated Accounts
for the Year Ended 31 December 2010**

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MyHeritage (UK) Limited

Company Information
for the Year Ended 31 December 2010

DIRECTOR:	G Japhet
REGISTERED OFFICE:	Second Floor Cardiff House Tilling Road London NW2 1LJ
REGISTERED NUMBER:	06670598 (England and Wales)
SENIOR STATUTORY AUDITOR:	Laurence Berko FCA
AUDITORS:	CAAS Chartered Accountants Registered Auditors Suite 203, 2nd Floor China House 401 Edgware Road London NW2 6GY

Report of the Independent Auditors to
MyHeritage (UK) Limited
Under Section 449 of the Companies Act 2006

We have examined the abbreviated accounts set out on pages three to five, together with the full financial statements of MyHeritage (UK) Limited for the year ended 31 December 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of director and auditors

The director is responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

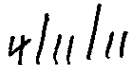
Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.



Laurence Berko FCA (Senior Statutory Auditor)
for and on behalf of CAAS Chartered Accountants
Registered Auditors
Suite 203, 2nd Floor
China House
401 Edgware Road
London
NW2 6GY

Date



MyHeritage (UK) Limited (Registered number: 06670598)

Abbreviated Balance Sheet
31 December 2010

	Notes	31 12 10 £	£	31 12 09 £	£
FIXED ASSETS					
Tangible assets	2		1,077		2,237
CURRENT ASSETS					
Debtors		18,966		9,994	
Cash at bank and in hand		1,651		3,519	
		<u>20,617</u>		<u>13,513</u>	
CREDITORS					
Amounts falling due within one year		<u>11,020</u>		<u>8,738</u>	
NET CURRENT ASSETS			<u>9,597</u>		<u>4,775</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>10,674</u>		<u>7,012</u>
CAPITAL AND RESERVES					
Called up share capital	3		1		1
Profit and loss account			<u>10,673</u>		<u>7,011</u>
SHAREHOLDERS' FUNDS			<u>10,674</u>		<u>7,012</u>

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on *Nov 1 2011* and were signed by


G Japhet - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts
for the Year Ended 31 December 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 services, excluding value added tax. The revenue is recognised by reference to the date of the expenses incurred.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Computer equipment - 33.33% on cost

Deferred tax

Deferred tax is accounted for on an undiscounted basis at expected tax rates on all differences arising from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in the financial statements. A deferred tax asset is only recognised when it is more likely than not that the asset will be recoverable in the foreseeable future out of suitable taxable profits from which the underlying timing differences can be deducted.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Provisions and accruals

Provisions are recognised when there is a present legal or constructive obligation as a result of past events and the amount can be reliably estimated. Provisions are not recognised for future operating losses.

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2010	3,280
Disposals	(142)
	<hr/>
At 31 December 2010	3,138
	<hr/>
DEPRECIATION	
At 1 January 2010	1,043
Charge for year	1,046
Eliminated on disposal	(28)
	<hr/>
At 31 December 2010	2,061
	<hr/>
NET BOOK VALUE	
At 31 December 2010	1,077
	<hr/> <hr/>
At 31 December 2009	2,237
	<hr/> <hr/>

MyHeritage (UK) Limited (Registered number: 06670598)

Notes to the Abbreviated Accounts - continued
for the Year Ended 31 December 2010

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid			31 12 10	31 12 09
Number	Class	Nominal value	£	£
1	Ordinary	£1 00	<u>1</u>	<u>1</u>

4 ULTIMATE PARENT COMPANY

The ultimate controlling party is MyHeritage Limited, a company registered in Israel

There are no consolidated accounts prepared that include MyHeritage (UK) Limited