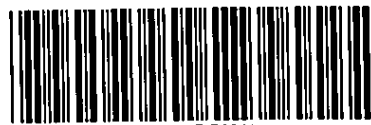


**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE PERIOD 22 OCTOBER 2007 TO 31 OCTOBER 2008**  
**FOR**  
**WHO CARES MEDIA LIMITED**

THURSDAY



\*L214GCK4\*

LD6

20/08/2009

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COMPANIES HOUSE

**WHO CARES MEDIA LIMITED**

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**for the Period 22 October 2007 to 31 October 2008**

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**WHO CARES MEDIA LIMITED**

**COMPANY INFORMATION**

**for the Period 22 October 2007 to 31 October 2008**

**DIRECTOR:** I Rattray

**SECRETARY:** D Rattray

**REGISTERED OFFICE:** 26A Geoffrey Road  
Brockley  
London  
SE4 1NT

**REGISTERED NUMBER:** 06405210 (England and Wales)

**ACCOUNTANTS:** Saunders Wood & Co.  
Chartered Accountants  
140A Tachbrook Street  
London SW1V 2NE

**WHO CARES MEDIA LIMITED**

**ABBREVIATED BALANCE SHEET**

**31 October 2008**

|  | Notes | £            | £                   |
|--|-------|--------------|---------------------|
| <b>FIXED ASSETS</b>                          |       |              |                     |
| Tangible assets                              | 2     |              | 3,861               |
| <b>CURRENT ASSETS</b>                        |       |              |                     |
| Cash at bank                                 |       | 344          |                     |
| <b>CREDITORS</b>                             |       |              |                     |
| Amounts falling due within one year          |       | <u>4,343</u> |                     |
| <b>NET CURRENT LIABILITIES</b>               |       |              | <u>(3,999)</u>      |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |              | <u><u>(138)</u></u> |
| <b>CAPITAL AND RESERVES</b>                  |       |              |                     |
| Called up share capital                      | 3     |              | 1,000               |
| Profit and loss account                      |       |              | <u>(1,138)</u>      |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |              | <u><u>(138)</u></u> |

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 31 October 2008.

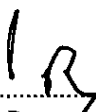
The members have not required the company to obtain an audit of its financial statements for the period ended 31 October 2008 in accordance with Section 249B(2) of the Companies Act 1985.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the director on 19 August 2009 and were signed by:

  
.....  
I Rattray - Director

The notes form part of these abbreviated accounts

**WHO CARES MEDIA LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**for the Period 22 October 2007 to 31 October 2008**

**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 January 2007).

**Turnover**

Turnover represents sales for the year.

**Tangible fixed assets**

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

Recording Equipment - 25% on cost  
Computer Software - 50% on cost

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

**2. TANGIBLE FIXED ASSETS**

|                       | Total<br>£          |
|-----------------------|---------------------|
| <b>COST</b>           |                     |
| Additions             | 5,682               |
| At 31 October 2008    | <u>5,682</u>        |
| <b>DEPRECIATION</b>   |                     |
| Charge for period     | 1,821               |
| At 31 October 2008    | <u>1,821</u>        |
| <b>NET BOOK VALUE</b> |                     |
| At 31 October 2008    | <u><u>3,861</u></u> |

**3. CALLED UP SHARE CAPITAL**

Authorised, allotted, issued and fully paid:

| Number: | Class:   | Nominal<br>value: | £                   |
|---------|----------|-------------------|---------------------|
| 1,000   | Ordinary | £1                | <u><u>1,000</u></u> |