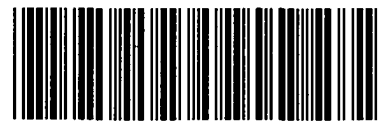


Company Registration No. 07882931 (England and Wales)

MYHOBBYSTORE RETAIL LIMITED
ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2013

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COMPANIES HOUSE

MYHOBBYSTORE RETAIL, LIMITED

CONTENTS

	Page
Independent auditors' report	1
Abbreviated balance sheet	2
Notes to the abbreviated financial statements	3 - 6

MYHOBBYSTORE RETAIL LIMITED

INDEPENDENT AUDITORS' REPORT TO MYHOBBYSTORE RETAIL LIMITED UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated financial statements set out on pages 2 to 6, together with the financial statements of Myhobbystore Retail Limited for the year ended 31 December 2013 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company, in accordance with Chapter 10 of Part 15 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.

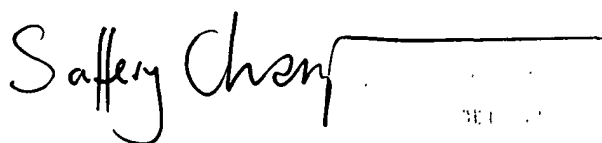
Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated financial statements 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 financial statements to the Registrar of Companies and whether the abbreviated financial statements have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

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 financial statements and that the abbreviated financial statements to be delivered are properly prepared.

Opinion

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



Lorenzo Mosca (Senior Statutory Auditor)
for and on behalf of Saffery Champness

16 May 2014

Chartered Accountants
Statutory Auditors

Lion House
Red Lion Street
London
WC1R 4GB

MYHOBBYSTORE RETAIL LIMITED

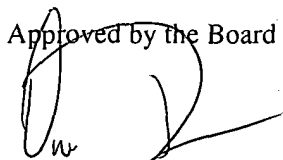
**ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2013**

	Notes	2013		2012	
		£	£	£	£
Fixed assets					
Intangible assets	2		181,804		126,902
Tangible assets	2		13,076		-
Investments	2		68,601		68,501
			<u>263,481</u>		<u>195,403</u>
Current assets					
Stocks		454,272		521,101	
Debtors		108,766		8,639	
Cash at bank and in hand		307,856		-	
		<u>870,894</u>		<u>529,740</u>	
Creditors: amounts falling due within one year		<u>(1,341,343)</u>		<u>(737,962)</u>	
Net current liabilities			<u>(470,449)</u>		<u>(208,222)</u>
Total assets less current liabilities			<u>(206,968)</u>		<u>(12,819)</u>
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			(207,068)		(12,919)
Shareholders' funds			<u>(206,968)</u>		<u>(12,819)</u>

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The notes on pages 3 to 6 form part of these financial statements.

Approved by the Board for issue on 16 May 2014



O W Davies
Director

Company Registration No. 07882931

MYHOBBYSTORE RETAIL LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2013

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the *Financial Reporting Standard for Smaller Entities (effective April 2008)*.

Going concern

The financial statements have been prepared on a going concern basis. The company, should the need arise, is dependent for its working capital on funds provided to it by the parent company, Mytime Media Holdings Limited. Mytime Media Holdings Limited has provided the company with an undertaking that for a period of at least 12 months from the date of approval of these financial statements, it will continue to make available such funds as are needed by the company to enable it to meet its liabilities as and when they fall due. This, together with its own working capital, will in the opinion of the directors enable the company to continue in operational existence for the foreseeable future. Accordingly, the directors continue to adopt the going concern basis in preparing the financial statements.

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

1.4 Intangible assets

Intangible assets are held at cost less any provision for impairment in value and are amortised on a straight line basis over their estimated useful lives.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	3 years straight line
Fixtures, fittings & equipment	5 years straight line

1.6 Investments

Fixed asset investments are stated at cost less provision for diminution in value.

1.7 Stock

Stock is valued at the lower of cost and net realisable value.

1.8 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

MYHOBBYSTORE RETAIL LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2013**

1 Accounting policies

(continued)

1.9 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

MYHOBBYSTORE RETAIL LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2013**

2 Fixed assets

	Intangible assets £	Tangible assets £	Investments £	Total £
Cost				
At 1 January 2013	129,540	-	68,501	198,041
Additions	96,972	15,970	100	113,042
At 31 December 2013	<u>226,512</u>	<u>15,970</u>	<u>68,601</u>	<u>311,083</u>
Depreciation				
At 1 January 2013	2,638	-	-	2,638
Charge for the period	42,070	2,894	-	44,964
At 31 December 2013	<u>44,708</u>	<u>2,894</u>	<u>-</u>	<u>47,602</u>
Net book value				
At 31 December 2013	<u>181,804</u>	<u>13,076</u>	<u>68,601</u>	<u>263,481</u>
At 31 December 2012	<u>126,902</u>	<u>-</u>	<u>68,501</u>	<u>195,403</u>

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Shares held Class	%
Subsidiary undertakings			
Agency Run Limited	England and Wales	Ordinary	60.00
The Dolls House Emporium Limited	England and Wales	Ordinary	100.00

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial period were as follows:

	Principal activity	Capital and reserves 2013 £	Profit/(loss) for the period 2013 £
Agency Run Limited	Direct Mailing	49,483	26,520
The Dolls House Emporium Limited	Dormant	<u>100</u>	<u>-</u>

MYHOBBYSTORE RETAIL LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2013**

3 Share capital	2013	2012
	£	£
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>