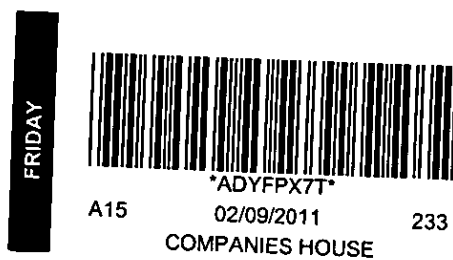


Directa (UK) Limited

UNAUDITED ABBREVIATED ACCOUNTS

for the year ended

30 April 2011



Company Registration No 1008317

Directa (UK) Limited**UNAUDITED ABBREVIATED BALANCE SHEET**

As at 30 April 2011

	Notes	2011 £	£	2010 £	£
FIXED ASSETS					
Intangible assets	1		65,177		74,197
Tangible assets	1		134,999		1,094,808
			<u>200,176</u>		<u>1,169,005</u>
CURRENT ASSETS					
Stocks		465,283		441,972	
Debtors		961,404		993,901	
Cash at bank and in hand		275,785		259,703	
		<u>1,702,472</u>		<u>1,695,576</u>	
CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR					
		<u>(1,154,564)</u>		<u>(1,169,049)</u>	
NET CURRENT ASSETS			<u>547,908</u>		<u>526,527</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>748,084</u>		<u>1,695,532</u>
			<u>748,084</u>		<u>1,695,532</u>
CAPITAL AND RESERVES					
Called up share capital	2		180,002		200,000
Other reserves			19,998		-
Profit and loss account			548,084		1,495,532
SHAREHOLDERS' FUNDS			<u>748,084</u>		<u>1,695,532</u>

For the year ended 30 April 2011 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies and its members have not required the company to obtain an audit of its financial statements for the year in question in accordance with Section 476

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

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

The abbreviated financial statements on pages 1 to 5 were approved by the board of directors and authorised for issue on and are signed on its behalf by


L. B. Dennison
Director

Directa (UK) Limited

UNAUDITED ACCOUNTING POLICIES

ACCOUNTING CONVENTION

The financial statements have been prepared under the historical cost convention

CASH FLOW STATEMENT

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company

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)

TURNOVER

Turnover represents the invoiced value, net of Value Added Tax, of goods sold and services provided to customers. This is after deducting discounts given and credit notes issued. Goods are invoiced upon despatch from the company's premises.

GOODWILL

Goodwill representing the excess of the purchase price compared with the fair value of assets acquired is capitalised and amortised over ten years.

PATENTS

Patents are stated at cost and are not amortised. The patents are reviewed annually for impairment.

TANGIBLE FIXED ASSETS AND DEPRECIATION

Depreciation is provided to write off the cost, less estimated residual values, of all tangible fixed assets, except for freehold land, evenly over their expected useful lives. It is calculated at the following rates:

Freehold land and buildings	2% per annum on freehold buildings
Plant and machinery	3 – 10 years straight line
Motor vehicles	4 – 6 years straight line

LEASING

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

STOCK

Stocks are valued at the lower of cost and net realisable value. Costs have been calculated on a 'first in first out' basis. Provision is made for obsolete and slow-moving items.

RETIREMENT BENEFITS

Contributions to the company's defined contribution pension schemes are charged to the profit and loss account in the period in which they become payable. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments in the balance sheet.

DEFERRED TAXATION

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements. Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantially enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis.

Directa (UK) Limited

UNAUDITED ACCOUNTING POLICIES (CONTINUED)

FOREIGN CURRENCY TRANSLATION

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the accounting date or at the rate agreed in the forward contract. 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.

GROUP ACCOUNTS

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 398 of the Companies Act 2006 not to prepare group accounts.

INVESTMENTS

Long term investments are described as participating interests and are classified as fixed assets.

Participating interests are stated at cost in the company balance sheet.

Unlisted investments are stated at cost.

Provision is made for any impairment in the value of fixed asset investments.

Directa (UK) Limited

UNAUDITED NOTES TO THE ABBREVIATED ACCOUNTS

For the year ended 30 April 2011

1 FIXED ASSETS

	Intangible assets	Tangible assets	Investments	Total
	£	£	£	£
COST				
At 1 May 2010	92,237	2,055,778	62,260	2,210,275
Additions	-	19,745	-	19,745
Disposals	-	(1,304,012)	-	(1,304,012)
At 30 April 2011	92,237	771,511	62,260	926,008
DEPRECIATION				
At 1 May 2010	18,040	960,970	62,260	1,041,270
On disposals	-	(437,237)	-	(437,237)
Charge for the year	9,020	112,779	-	121,799
At 30 April 2011	27,060	636,512	62,260	725,832
NET BOOK VALUE				
At 30 April 2011	65,177	134,999	-	200,176
At 30 April 2010	74,197	1,094,808	-	1,169,005

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	CLASS	Shares held	%
SUBSIDIARY UNDERTAKINGS				
Essentials for Industry Limited	England	Ordinary	70 00	
Last Serenade Productions Limited	England	Ordinary	75 00	

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

	Principal activity	Capital and reserves	Profit/(loss) for the year
		2011	2011
		£	£
Essentials for Industry Limited	Dormant	1,000	-
Last Serenade Productions Limited	Dormant	(162,660)	-

2 SHARE CAPITAL

	2011	2010
	£	£
ALLOTTED, CALLED UP AND FULLY PAID		
180,002 Ordinary shares of £1 each	180,002	200,000

Directa (UK) Limited

UNAUDITED NOTES TO THE ABBREVIATED ACCOUNTS

For the year ended 30 April 2011

3 ULTIMATE PARENT COMPANY

The immediate and ultimate parent company is Directa (UK) Holdings Limited, which is incorporated in England & Wales. The immediate and ultimate parent company does not prepare group accounts on the grounds that the directors consider the group to be subject to the provisions of the small companies regime per s398 of the Companies Act 2006. The ultimate controlling party is Mr L D Dennison, a director of the company and major shareholder.