

**REGISTERED NUMBER: 04929085**

**REPORT OF THE DIRECTORS AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007  
FOR  
SIMPLA LIMITED  
PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**TUESDAY**



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**22/07/2008**

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**COMPANIES HOUSE**

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Report of the Directors</b>	<b>2</b>
<b>Profit and Loss Account</b>	<b>3</b>
<b>Balance Sheet</b>	<b>4</b>
<b>Notes to the Financial Statements</b>	<b>6</b>
<b>Chartered Accountants' Report</b>	<b>11</b>
<b>Profit and Loss Account</b>	<b>12</b>

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**COMPANY INFORMATION**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**DIRECTORS.**

S D Wilson  
J M A Wilson

**SECRETARY:**

S D Wilson

**REGISTERED OFFICE:**

Harcourt House  
Cotswold Dene  
Standlake  
Witney  
Oxfordshire  
OX29 7PL

**REGISTERED NUMBER:**

04929085

**ACCOUNTANTS:**

Titcheners Limited  
Deans Court  
1-3 London Road  
Bicester  
Oxfordshire  
OX26 6BU

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**REPORT OF THE DIRECTORS**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

The directors present their report with the financial statements of the company for the period 1 July 2006 to 30 September 2007

**CHANGE OF NAME**

The company passed a special resolution on 12 October 2006 changing its name from JDW Investments Limited to Simpla Limited

**PRINCIPAL ACTIVITY**

The principal activity of the company in the period under review was that of the development and manufacture of telephones. The company continued to develop its product but did not trade throughout the year

**DIRECTORS**

S D Wilson has held office during the whole of the period from 1 July 2006 to the date of this report

Other changes in directors holding office are as follows

R F Wallis - resigned 7 August 2007

J M A Wilson - appointed 7 August 2007

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

**ON BEHALF OF THE BOARD:**

  
S D Wilson - Secretary

Date

*18 July 2008*

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**PROFIT AND LOSS ACCOUNT**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

	Notes	Period 1.7.06 to 30.9.07 £	Year Ended 30 6 06 £
<b>TURNOVER</b>		-	-
<b>OPERATING PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	2	-	-
Tax on profit on ordinary activities	3	-	-
<b>PROFIT FOR THE FINANCIAL PERIOD AFTER TAXATION</b>		-	-

The notes form part of these financial statements

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**BALANCE SHEET**  
**30 SEPTEMBER 2007**

	Notes	2007 £	2006 £
<b>FIXED ASSETS</b>			
Intangible assets	4	242,644	-
Tangible assets	5	10,990	-
		<u>253,634</u>	<u>-</u>
<b>CURRENT ASSETS</b>			
Debtors	6	2,427	1
Cash at bank and in hand		7,987	-
		<u>10,414</u>	<u>1</u>
<b>CREDITORS</b>			
Amounts falling due within one year	7	263,948	-
<b>NET CURRENT (LIABILITIES)/ASSETS</b>		<u>(253,534)</u>	<u>1</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>100</u>	<u>1</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	8	100	1
<b>SHAREHOLDERS' FUNDS</b>		<u>100</u>	<u>1</u>

The notes form part of these financial statements

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**BALANCE SHEET - continued**  
**30 SEPTEMBER 2007**

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 30 September 2007


The members have not required the company to obtain an audit of its financial statements for the period ended 30 September 2007 in accordance with Section 249B(2) of the Companies Act 1985

The directors acknowledge their 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 financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2007)

The financial statements were approved by the Board of Directors on 15 July 2008 and were signed on its behalf by

X   
S D Wilson - Director

The notes form part of these financial statements

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**1 ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements have been prepared on the going concern basis which relies upon the continued support of the director, S D Wilson amounting to £228,878 as at 30 September 2007 (2006 £Nil)

**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)

The company was dormant throughout the current period and previous year

**Tangible fixed assets**

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

Fixtures and fittings	- 15% on reducing balance
Computer equipment	- 33% on reducing balance

**Deferred tax**

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

**Research and development**

The company's products are in the early stages of their development. Development expenditure has been deferred to be matched against future revenue. Such expenditure is capitalised if -

- It can be measured reliably,
- It is feasible to develop the product for it to be sold;
- adequate resources are available to complete the development, and
- the sale of the product in the future will generate future economic benefit

Capitalised development costs are amortised over the periods in which the company expects to benefit from selling the products developed. There is no charge for amortisation this year. Amortisation will be allocated on a systematic basis to each accounting period over the period that the products are likely to be sold commencing in the period which the company starts to sell the products.

Development expenditure not satisfying the above criteria and expenditure on the research phase of the project are recognised in the profit and loss account as incurred.

The useful life and value of the capitalised development cost is assessed for impairment at least annually.

The value is written down immediately if impairment has occurred and the remaining cost is amortised over its reduced useful life.



**SIMPLA LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**2 OPERATING PROFIT**

The operating profit is stated after charging

	<b>Period 1.7.06 to 30.9.07 £</b>	<b>Year Ended 30 6 06 £</b>
Depreciation - owned assets	<u><u>3,334</u></u>	<u><u>-</u></u>
Directors' emoluments and other benefits etc	<u><u>-</u></u>	<u><u>-</u></u>

**3 TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the period ended 30 September 2007 nor for the year ended 30 June 2006

**4 INTANGIBLE FIXED ASSETS**

	<b>Development costs £</b>
<b>COST</b>	
Additions	<u>242,644</u>
At 30 September 2007	<u><u>242,644</u></u>
<b>NET BOOK VALUE</b>	
At 30 September 2007	<u><u>242,644</u></u>

**SIMPLA LIMITED**  
**PREVIOUSLY KNOWN AS JDW INVESTMENTS LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**5 TANGIBLE FIXED ASSETS**

	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Totals £</b>
<b>COST</b>			
Additions	7,736	6,588	14,324
At 30 September 2007	7,736	6,588	14,324
<b>DEPRECIATION</b>			
Charge for period	1,160	2,174	3,334
At 30 September 2007	1,160	2,174	3,334
<b>NET BOOK VALUE</b>			
At 30 September 2007	6,576	4,414	10,990

**6 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2007 £</b>	<b>2006 £</b>
Other debtors	2,427	1

**7 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2007 £</b>	<b>2006 £</b>
Trade creditors	4,994	-
Amounts owed to group undertakings	25,000	-
Other creditors	1,076	-
Directors' current accounts	228,878	-
Accrued expenses	4,000	-
	263,948	-

Directors' current accounts represents amounts due to one of the directors, S D Wilson

**SIMPLA LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**8 CALLED UP SHARE CAPITAL**

Authorised Number	Class	Nominal value £1	2007 £	2006 £
100	Ordinary		<u>100</u>	<u>-</u>

Allotted, issued and fully paid Number	Class	Nominal value £1	2007 £	2006 £
100	Ordinary		<u>100</u>	<u>1</u>

99 Ordinary shares of £1 each were allotted and fully paid for cash at par during the period

**9 RESERVES**

	Profit and loss account £
Profit for the period	<u>-</u>
At 30 September 2007	<u>-</u>

**10 ULTIMATE PARENT COMPANY**

The ultimate parent company is Simpla International Limited

**11 TRANSACTIONS WITH DIRECTORS**

The financial statements have been prepared on the going concern basis which relies upon the continued support of the director, S D Wilson amounting to £228,878 as at 30 September 2007 (2006 £Nil)

**12 RELATED PARTY DISCLOSURES**

During the year, the company rented its property from SDJW Limited T/As Harcourt Investments, a company in which S D Wilson is a director and shareholder. During the period, accommodation and development costs payable by Simpla Limited to this company amounted to £46,482 which have been carried forward as development expenditure (2006 £Nil)

As at 30 September 2007 an amount of £Nil (2006 £Nil) was owed to SDJW Limited T/As Harcourt Investments by Simpla Limited

At 30 September 2007 an amount of £25,000 (2006 £Nil) was owed to its parent company, Simpla International Limited in respect of a cash loan provided during the year (2006 £Nil)

**SIMPLA LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE PERIOD 1 JULY 2006 TO 30 SEPTEMBER 2007**

**13 ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is S D Wilson, by virtue of his shareholding in the parent company, Simpla International Limited