

SQUID EYE LIMITED

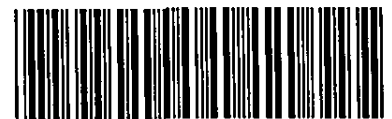
SQUID EYE LIMITED

Company Registration Number

6611948

Report and Financial Statements

For the year ended 30 June 2010



SQUID EYE LIMITED

DIRECTORS

Rebecca Hewitt
Stephen Harper

COMPANY SECRETARY

Rebecca Hewitt

REGISTERED OFFICE

The Granary
Gatenby
Northallerton
DL7 9NG

SQUID EYE LIMITED

DIRECTORS REPORT

The directors present their annual report on the affairs of Squid Eye Limited (the "Company"), together with the financial statements for the year ended 30 June 2010

Principal Activities

The principal activity of the Company is that of an internet based website selling jewellery, clothing and similar accessories. No changes to the operations of the Company are planned.

Business and Operating Review

The year ended 30 June 2010 represented the second year of trading where the Company continued to utilise an internet based website to facilitate sales of jewellery, clothing and similar accessories sourced from both the UK and overseas. Turnover amounted to £520 with losses amounted to £793.

Key Business Risks

The main business risk is the general economic downturn which affects customers discretionary spending throughout the economy. The Directors try to control this risk by offering new and innovative goods to the markets served by the Company.

Key Performance Indicators ("KPIs")

The Company focuses on maximizing revenue and therefore uses revenue as a KPI to monitor progress.

Outlook

The UK recession and reduction in customer discretionary spending has impacted the Company and whilst economic indicators suggest a slow return of confidence, the Directors are prompted to be cautious about the future performance of the Company and the markets it serves.

The Company's directors, after taking into account the Company's financial and funding position, consider it appropriate to continue to adopt the going concern basis in preparing these financial statements.

SQUID EYE LIMITED

RESULTS AND DIVIDENDS

The financial statements for the year ended 30 June 2010 are set out on pages five to ten. Sales for the year were £520 The Company's losses before tax for the year were £793

The directors do not recommend the payment of a dividend

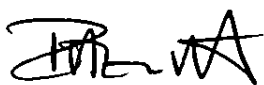
Members Shareholding

The members' shareholding consists to the following

Stephen Harper	Director	50 shares
Rebecca Hewitt	Company Secretary	50 shares

The Company has taken exemption under Section 477 of the Companies Act 2006, as it meets the criteria for a small company, and accordingly, the accounts have not been audited. However, they have been prepared by a fully qualified accountant

Approved by the Board and signed on its behalf by



Rebecca Hewitt

15 January 2011

SQUID EYE LIMITED**PROFIT AND LOSS ACCOUNT****For the year ended 30 June 2010**

	y/e 30/06/09	y/e 30/06/10
	£	£
<u>INCOME</u>		
Turnover	707	520
Cost of Sales	(4,912)	(249)
	<hr/>	<hr/>
Gross Profit	(4,205)	271
	<hr/>	<hr/>
<u>EXPENSES</u>		
IT costs & Consumables	296	60
Printing & Stationery	376	-
Telephone & mobile	110	120
Subscriptions	78	80
Entertainment	-	68
Bank charges	25	28
Sundry	-	165
Depreciation (Note 1)	488	543
	<hr/>	<hr/>
	(1,373)	(1,064)
	<hr/>	<hr/>
Net loss before tax	(5,578)	(793)
Tax Charge	-	-
	<hr/>	<hr/>
Net loss after tax	(5,578)	(793)
Dividends paid in the year	-	-
	<hr/>	<hr/>
Retained loss for the year (Note 4)	(5,578)	(793)
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SQUID EYE LIMITED

BALANCE SHEET

As at 30 June 2010

		y/e 30/06/09	y/e 30/06/10 £
<u>Fixed Assets</u>			
Tangible Assets	(Note 2)	1,682	1,139
Formation Expenses		112	112
		<hr/>	<hr/>
		1,794	1,251
<u>Current Assets</u>			
Cash at bank and in hand		161	653
Stock		2,875	2,692
		<hr/>	<hr/>
Net Current Assets		3,036	3,345
		<hr/>	<hr/>
<u>Total Assets less Current Liabilities</u>		4,830	4,596
<u>CREDITORS: Amounts falling due after one year</u>			
Directors Loans		(10,308)	(10,867)
		<hr/>	<hr/>
Net Liabilities		(5,478)	(6,271)
		<hr/>	<hr/>
<u>Capital and Reserves</u>			
Share Capital	(Note 3)	100	100
Profit and loss account	(Note 4)	(5,578)	(6,371)
		<hr/>	<hr/>
Total Shareholder Funds		(5,478)	(6,271)
		<hr/>	<hr/>

SQUID EYE LIMITED

The Directors confirm that for the year ended 30 June 2010, the Company has taken advantage of the Companies Act 2006 in not having its accounts audited, and the Company met the requirements for the exemption under s477 of the Companies Act 2006 on the basis that the Company qualifies as a small company by virtue of turnover and total assets.

The Directors confirm that the members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006

The Directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

Approved by the Board and signed on its behalf by

A handwritten signature in black ink, appearing to be 'RH' followed by a stylized flourish.

Rebecca Hewitt

15 January 2011

SQUID EYE LIMITED

NOTES TO THE ACCOUNTS

1. Accounting Policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year.

Basis of preparation

These financial statements have been prepared under the historical cost convention, and in accordance with the Companies Act 2006 and other generally accepted accounting principles. The Company's directors, after taking into account the Company's financial and funding position, consider it appropriate to continue to adopt the going concern basis in preparing these financial statements.

Fixed assets

Fixed assets are stated at historic purchase cost and net of depreciation. Fixed assets over £50 are capitalised, below that value they are written off to the Profit and Loss account. Depreciation is provided on fixed assets at rates calculated to write off the cost of each asset on a straight line basis over its expected useful life, as follows:

Computer equipment and software	25%
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Capital Commitments

There are no capital commitments.

SQUID EYE LIMITED

2. Fixed Assets

Fixed assets, which are entirely comprised of computer equipment and software, are as follows -

	y/e 30/06/10
Cost	
At 1 July 2009	2,170
Additions	-
	<hr/>
At 30 June 2010	2,170
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Accumulated Depreciation	
At 1 July 2009	488
Charge for the year	543
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At 30 June 2010	1,031
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Net Book Value	
At 1 July 2009	1,682
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At 30 June 2010	1,139
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3. Share Capital

Authorised Share Capital is £100, comprising of 100 shares of £1 each The Issued and Paid-up Capital consists of 100 ordinary shares of £1 each

4. Reserves

y/e 30/06/10

Profit and Loss Account

At 1 July 2009	(5,578)
Retained loss for the year	(793)
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At 30 June 2010	(6,371)
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