

REGISTERED NUMBER: 04826706 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS**

**FOR THE YEAR ENDED 31ST JULY 2012**

**FOR**

**ADFIRE DIGITAL LIMITED**

**PREVIOUSLY KNOWN AS SMART GUIDES LIMITED**



**ADFIRE DIGITAL LIMITED**

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**For The Year Ended 31st July 2012**

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**ADFIRE DIGITAL LIMITED**

**COMPANY INFORMATION**

**For The Year Ended 31st July 2012**

**DIRECTORS:**

SLE MINA  
Mrs K MINA

**REGISTERED OFFICE:**

15 Somerset Road  
East Preston  
West Sussex  
BN16 1BZ

**REGISTERED NUMBER:**

04826706 (England and Wales)

**ACCOUNTANTS:**

Bromley Clackett Limited  
76 Aldwick Road  
Bognor Regis  
West Sussex  
PO21 2PE

**ADFIRE DIGITAL LIMITED**

**ABBREVIATED BALANCE SHEET**

**31st July 2012**

	Notes	31 7 12 £	£	31 7 11 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		2,500		5,000
Tangible assets	3		4,097		2,938
			<u>6,597</u>		<u>7,938</u>
<b>CURRENT ASSETS</b>					
Debtors		42		-	
Cash at bank and in hand		4,130		2,584	
		<u>4,172</u>		<u>2,584</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		1,334		1,555	
				<u>1,555</u>	
<b>NET CURRENT ASSETS</b>			<u>2,838</u>		<u>1,029</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>9,435</u>		<u>8,967</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		10		10
Profit and loss account			9,425		8,957
			<u>9,435</u>		<u>8,967</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>9,435</u>		<u>8,967</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st July 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31st July 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on 22nd March 2013 and were signed on its behalf by



SLE MINA - Director

The notes form part of these abbreviated accounts

**ADFIRE DIGITAL LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**For The Year Ended 31st July 2012**

**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 April 2008)

**Turnover**

Turnover represents invoiced sales of services

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2003, is being amortised evenly over its estimated useful life of ten years

**Tangible fixed assets**

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

Computer equipment - 25% on cost

**2 INTANGIBLE FIXED ASSETS**

Total  
£

**COST**

At 1st August 2011  
and 31st July 2012

25,000

**AMORTISATION**

At 1st August 2011  
Amortisation for year

20,000  
2,500

At 31st July 2012

22,500

**NET BOOK VALUE**

At 31st July 2012

2,500

At 31st July 2011

5,000

**3 TANGIBLE FIXED ASSETS**

Total  
£

**COST**

At 1st August 2011  
Additions

9,405  
2,525

At 31st July 2012

11,930

**DEPRECIATION**

At 1st August 2011  
Charge for year

6,467  
1,366

At 31st July 2012

7,833

**NET BOOK VALUE**

At 31st July 2012

4,097

At 31st July 2011

2,938

**ADFIRE DIGITAL LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**For The Year Ended 31st July 2012**

**4 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid  
Number Class

10 ORDINARY SHARES

Nominal  
value  
£1

31 7 12  
£  
10

31 7 11  
£  
10