

COMPANY REGISTRATION NUMBER 8275348

Registrar of  
Companies

**CONTENTIVE LTD**  
**UNAUDITED ABBREVIATED ACCOUNTS**  
**31 MARCH 2016**

**BURGESS HODGSON LLP**

Chartered Accountants  
Camburgh House  
27 New Dover Road  
Canterbury  
Kent  
CT1 3DN

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23/12/2016  
COMPANIES HOUSE

**CONTENTIVE LTD**  
**ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 MARCH 2016**

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**CONTENTIVE LTD**  
**ABBREVIATED BALANCE SHEET**  
**31 MARCH 2016**

	Note	2016	2015
		£	£
<b>FIXED ASSETS</b>	<b>2</b>		
Intangible assets		1,154,141	195,398
Tangible assets		<u>47,612</u>	<u>29,384</u>
		<u><b>1,201,753</b></u>	<u><b>224,782</b></u>
<b>CURRENT ASSETS</b>			
Debtors		1,703,370	899,864
Cash at bank and in hand		<u>108,068</u>	<u>64,791</u>
		<u><b>1,811,438</b></u>	<u><b>964,655</b></u>
<b>CREDITORS: Amounts falling due within one year</b>		<u><b>6,869,126</b></u>	<u><b>2,528,417</b></u>
<b>NET CURRENT LIABILITIES</b>		<u><b>(5,057,688)</b></u>	<u><b>(1,563,762)</b></u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>(3,855,935)</b></u>	<u><b>(1,338,980)</b></u>
<b>CAPITAL AND RESERVES</b>			
Called up equity share capital	3	<u><b>1</b></u>	<u><b>1</b></u>
Profit and loss account		<u><b>(3,855,936)</b></u>	<u><b>(1,338,981)</b></u>
<b>DEFICIT</b>		<u><b>(3,855,935)</b></u>	<u><b>(1,338,980)</b></u>

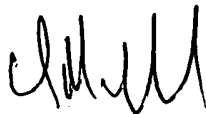
For the year ended 31 March 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

These abbreviated accounts were approved and signed by the director and authorised for issue on 16/12/16



Mr C S Mindenhall  
 Director

Company Registration Number: 8275348

The notes on pages 2 to 4 form part of these abbreviated accounts.

**CONTENTIVE LTD**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 MARCH 2016**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**Going concern**

In preparing the accounts and reviewing the companies net current liability position of £5,057,688 (2015: £1,563,762), the directors have considered going concern and believe they have adequate financial support from the ultimate parent undertaking and its shareholders for the foreseeable future to enable liabilities to be met as they fall due.

**Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

**Intangible assets**

Intangible assets have been recorded at cost.

The carrying values of intangible assets are reviewed for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

**Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Intellectual property                      -            4 years straight line

**Fixed assets**

All fixed assets are initially recorded at cost.

**Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Equipment                                      -            3 years straight line

**Operating lease agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

**CONTENTIVE LTD**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 MARCH 2016**

**1. ACCOUNTING POLICIES** *(continued)*

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

**2. FIXED ASSETS**

	Intangible Assets £	Tangible Assets £	Total £
<b>COST</b>			
At 1 April 2015	228,502	52,546	281,048
Additions	1,350,000	48,422	1,398,422
Disposals	(486)	(9,876)	(10,362)
<b>At 31 March 2016</b>	<u>1,578,016</u>	<u>91,092</u>	<u>1,669,108</u>
<b>DEPRECIATION</b>			
At 1 April 2015	33,104	23,162	56,266
Charge for year	390,771	24,148	414,919
On disposals	-	(3,830)	(3,830)
<b>At 31 March 2016</b>	<u>423,875</u>	<u>43,480</u>	<u>467,355</u>
<b>NET BOOK VALUE</b>			
<b>At 31 March 2016</b>	<u>1,154,141</u>	<u>47,612</u>	<u>1,201,753</u>
At 31 March 2015	<u>195,398</u>	<u>29,384</u>	<u>224,782</u>

**CONTENTIVE LTD**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 MARCH 2016**

**3. SHARE CAPITAL**

Allotted, called up and fully paid:

	2016		2015	
	No.	£	No.	£
Ordinary shares of £1 each	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>

**4. ULTIMATE PARENT COMPANY**

The ultimate parent company at the balance sheet date was BC Media Holdings Limited, a company registered in Jersey.