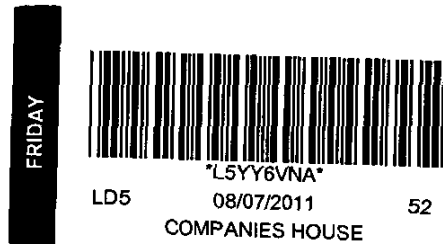


COMPANY REGISTRATION NUMBER 06772617

**BLUE DOOR MEDIA LIMITED
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31st DECEMBER 2010**



BREBNEERS
Chartered Accountants & Statutory Auditor
The Quadrangle
180 Wardour Street
London
W1F 8LB

BLUE DOOR MEDIA LIMITED
FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

CONTENTS	PAGES
Officers and professional advisers	1
The directors' report	2 to 3
Independent auditor's report to the shareholders	4 to 5
Profit and loss account	6
Balance sheet	7
Notes to the financial statements	8 to 12
The following pages do not form part of the financial statements	
Detailed profit and loss account	14
Notes to the detailed profit and loss account	15

BLUE DOOR MEDIA LIMITED
OFFICERS AND PROFESSIONAL ADVISERS

The board of directors

S Daykin
C Sedgwick

Company secretary

Demngtons Limited

Registered office

Enco House
93-99 Upper Richmond Road
London
SW15 2TG

Auditor

Brebners
Chartered Accountants
& Statutory Auditor
The Quadrangle
180 Wardour Street
London
W1F 8LB

BLUE DOOR MEDIA LIMITED
THE DIRECTORS' REPORT
YEAR ENDED 31st DECEMBER 2010

The directors have pleasure in presenting their report and the financial statements of the company for the year ended 31st December 2010

PRINCIPAL ACTIVITIES

The principal activity of the company during the period was that of print and digital publishing.

DIRECTORS

The directors who served the company during the year were as follows.

S Daykin	
C Sedgwick	(Appointed 15th June 2010)
S Chappell	(Resigned 31st December 2010)

DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the directors are aware:

- there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

BLUE DOOR MEDIA LIMITED
THE DIRECTORS' REPORT *(continued)*
YEAR ENDED 31st DECEMBER 2010

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

Signed on behalf of the directors



S Daykin
Director

Approved by the directors on 26th April 2011

BLUE DOOR MEDIA LIMITED
INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF
BLUE DOOR MEDIA LIMITED
YEAR ENDED 31st DECEMBER 2010

We have audited the financial statements of Blue Door Media Limited for the year ended 31st December 2010 on pages 6 to 12. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's shareholders, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's shareholders as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR

As explained more fully in the Directors' Responsibilities Statement set out on page 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by directors; and the overall presentation of the financial statements.

OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31st December 2010 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

OPINION ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

BLUE DOOR MEDIA LIMITED
INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF
BLUE DOOR MEDIA LIMITED (continued)
YEAR ENDED 31st DECEMBER 2010

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime.



MARTIN WIDDOWSON (Senior
Statutory Auditor)
For and on behalf of
BREBNEERS
Chartered Accountants
& Statutory Auditor

The Quadrangle
180 Wardour Street
London
W1F 8LB

6/7/2011

BLUE DOOR MEDIA LIMITED
PROFIT AND LOSS ACCOUNT
YEAR ENDED 31st DECEMBER 2010

	Note	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
TURNOVER	2	2,063,335	1,370,751
Cost of sales		1,442,707	993,599
GROSS PROFIT		<u>620,628</u>	<u>377,152</u>
Administrative expenses		583,692	352,432
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		<u>36,936</u>	<u>24,720</u>
Tax on profit on ordinary activities	6	-	-
PROFIT FOR THE FINANCIAL YEAR		<u><u>36,936</u></u>	<u><u>24,720</u></u>

All of the activities of the company are classed as continuing

The company has no recognised gains or losses other than the results for the year as set out above

The notes on pages 8 to 12 form part of these financial statements.

BLUE DOOR MEDIA LIMITED
BALANCE SHEET
31st DECEMBER 2010

	Note	2010 £	£	2009 £	£
FIXED ASSETS					
Tangible assets	7		2,265		10,869
CURRENT ASSETS					
Debtors	8	736,876		412,497	
Cash at bank		<u>65,211</u>		<u>-</u>	
		802,087		412,497	
CREDITORS: Amounts falling due within one year	9	<u>742,696</u>		<u>398,646</u>	
NET CURRENT ASSETS			59,391		13,851
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>61,656</u>		<u>24,720</u>
CAPITAL AND RESERVES					
Share capital	11		-		-
Profit and loss account	12		61,656		24,720
SHAREHOLDERS' FUNDS	13		<u>61,656</u>		<u>24,720</u>

These financial statements were approved by the directors and authorised for issue on 26th April 2011 and are signed on their behalf by:


S Daykin
Director

Company Registration Number 06772617

The notes on pages 8 to 12 form part of these financial statements.

BLUE DOOR MEDIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with applicable UK accounting standards.

The comparative financial statements are for the period from 15th December 2008 to 31st December 2009 although the company commenced to trade on 1st May 2009

Cash flow statement

The directors have taken advantage of the exemption in Financial Reporting Standard No 1 (Revised 1996) from including a cash flow statement in the financial statements on the grounds that the company is small.

Turnover

The turnover shown in the profit and loss account represents amounts receivable in respect of services performed during the period. Where amounts are receivable under contracts, turnover is recognised over the period of the contract on the basis of the stage of completion at the year end. Provisions are made for foreseeable losses where they are identified

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 - 33% straight line

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

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 have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities

BLUE DOOR MEDIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

2. TURNOVER

The turnover and profit before tax are attributable to the one principal activity of the company

An analysis of turnover is given below:

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
United Kingdom	<u>2,063,335</u>	<u>1,370,751</u>

3. OPERATING PROFIT

Operating profit is stated after charging

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
Depreciation of owned fixed assets	<u>8,604</u>	<u>5,625</u>

4. PARTICULARS OF EMPLOYEES

The average number of staff employed by the company during the financial year amounted to

	Year to 31 Dec 10 No	Period from 15 Dec 08 to 31 Dec 09 No
Number of production staff	<u>7</u>	<u>6</u>

The aggregate payroll costs of the above were:

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
Wages and salaries	316,610	169,563
Social security costs	33,086	17,719
Other pension costs	3,067	1,040
	<u>352,763</u>	<u>188,322</u>

5. DIRECTORS' REMUNERATION

The directors' aggregate remuneration in respect of qualifying services were:

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
Remuneration receivable	<u>66,406</u>	<u>—</u>

BLUE DOOR MEDIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

6 TAXATION ON ORDINARY ACTIVITIES**Factors affecting current tax charge**

The tax assessed on the profit on ordinary activities for the year is lower than the standard rate of corporation tax in the UK of 28% (2009 - 28%)

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
Profit on ordinary activities before taxation	<u>36,936</u>	<u>24,720</u>
<i>Profit on ordinary activities by rate of tax</i>	10,342	6,922
Depreciation in excess of capital allowances	2,409	604
Expenses not deductible for tax purposes	6,327	-
Group relief	(19,078)	(7,526)
Total current tax	<u>-</u>	<u>-</u>

7 TANGIBLE FIXED ASSETS

	Equipment £
COST	
At 1st January 2010 and 31st December 2010	<u>16,494</u>
DEPRECIATION	
At 1st January 2010	5,625
Charge for the year	<u>8,604</u>
At 31st December 2010	<u>14,229</u>
NET BOOK VALUE	
At 31st December 2010	<u>2,265</u>
At 31st December 2009	<u>10,869</u>

8 DEBTORS

	2010 £	2009 £
Trade debtors	62,826	155,364
Amounts owed by group undertakings	351,216	-
Amounts recoverable on contracts	318,084	257,133
Prepayments and accrued income	4,750	-
	<u>736,876</u>	<u>412,497</u>

BLUE DOOR MEDIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

9. CREDITORS: Amounts falling due within one year

	2010 £	2009 £
Payments received on account	29,475	-
Trade creditors	323,623	142,645
Amounts owed to group undertakings	-	40,385
VAT	143,329	-
Other creditors	43,239	40,678
Accruals and deferred income	203,030	174,938
	<u>742,696</u>	<u>398,646</u>

10. RELATED PARTY TRANSACTIONS**Transactions**

The company has taken advantage of the exemptions conferred by FRS 8 from the requirement to disclose transactions between wholly owned group undertakings

Control

Control of the company rests with the ultimate parent undertaking shown in note 15 to the accounts
 No entity is in a position of ultimate control

11. SHARE CAPITAL

	2010		2009	
	No	£	No	£
1 Ordinary shares fully paid of £0.01 each	<u>1</u>	<u>-</u>	<u>1</u>	<u>-</u>

12. PROFIT AND LOSS ACCOUNT

	Year to 31 Dec 10 £	Period from 15 Dec 08 to 31 Dec 09 £
Balance brought forward	24,720	-
Profit for the financial year	36,936	24,720
Balance carried forward	<u>61,656</u>	<u>24,720</u>

13. RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

	2010 £	2009 £
Profit for the financial year	36,936	24,720
Opening shareholders' funds	24,720	-
Closing shareholders' funds	<u>61,656</u>	<u>24,720</u>

BLUE DOOR MEDIA LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31st DECEMBER 2010

14. CONTINGENT LIABILITIES

The company has guaranteed the indebtedness of the parent company to the group's bank. This is supported by a fixed and floating charge over the assets and undertakings of the company. At 31st December 2010 no liability existed in the group accounts.

15. ULTIMATE PARENT COMPANY

The company is a wholly owned subsidiary of Seven Publishing Group Limited, a company incorporated in England and Wales. The directors consider this company to also be the ultimate parent undertaking.

The results of Blue Door Media Limited are included in the consolidated accounts of Seven Publishing Group Limited.