

YOUGOV DOT COM LIMITED
REPORT OF THE DIRECTORS AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2000

Butterworth Jones & Co.
Chartered Accountants
3 Hammet Street
Taunton
Somerset
TA1 1RZ



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FOR THE YEAR ENDED 31 JULY 2000

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YUGOV DOT COM LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2000

DIRECTORS: N D Bruce Copp
S Shakespeare
N Zahawi

SECRETARY: N Zahawi

REGISTERED OFFICE: 16 Great College Street
Westminster
London
SW1P 3RX

REGISTERED NUMBER: 3607311 (England and Wales)

ACCOUNTANTS: Butterworth Jones & Co.
Chartered Accountants
3 Hammet Street
Taunton
Somerset
TA1 1RZ

YOUGOV DOT COM LIMITED

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 JULY 2000**

The directors present their report with the financial statements of the company for the year ended 31 July 2000.

CHANGE OF NAME

The company passed a special resolution on 25 February 2000 changing its name from Haldeen Limited to YouGov Dot Com Limited.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of political website and other related activities.

DIRECTORS

The directors during the year under review were:

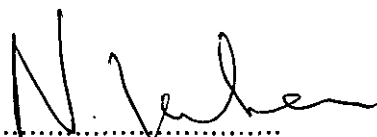
| | |
|----------------|---------------------|
| N D Bruce Copp | - appointed 17.3.00 |
| S Shakespeare | - appointed 17.3.00 |
| N Zahawi | - appointed 17.3.00 |

The beneficial interests of the directors holding office on 31 July 2000 in the issued share capital of the company were as follows:

| | 31/7/00 | 1/8/99 or date of appointment if later |
|----------------------------|---------|---|
| Ordinary 10p shares | | |
| N D Bruce Copp | 125,020 | - |
| S Shakespeare | 351,590 | - |
| N Zahawi | - | - |

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:



N Zahawi - SECRETARY

Dated:

21/12/00

YOUGOV DOT COM LIMITED
PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 JULY 2000

| | | <u>Year Ended</u> <u>31.7.00</u> | <u>Period</u> <u>30.7.98</u> <u>to</u> <u>31.7.99</u> |
|--|-------|-------------------------------------|--|
| | Notes | £ | £ |
| TURNOVER | | - | - |
| Cost of sales | | <u>76,696</u> | - |
| GROSS LOSS | | (76,696) | - |
| Administrative expenses | | <u>155,136</u> | - |
| OPERATING LOSS | 2 | (231,832) | - |
| Interest receivable and similar income | | <u>782</u> | - |
| LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION | | (231,050) | - |
| Tax on loss on ordinary activities | 3 | - | - |
| LOSS FOR THE FINANCIAL YEAR AFTER TAXATION | | <u>(231,050)</u> | - |
| DEFICIT CARRIED FORWARD | | <u>£(231,050)</u> | - |

The notes form part of these financial statements

YUGOV DOT COM LIMITED

**BALANCE SHEET
31 JULY 2000**

| | | <u>31/7/00</u> | | <u>31/7/99</u> | |
|---|-------|----------------|------------------|----------------|-------------|
| | Notes | £ | £ | £ | £ |
| FIXED ASSETS: | | | | | |
| Intangible assets | 4 | | 164,753 | | - |
| CURRENT ASSETS: | | | | | |
| Debtors | 5 | 67,735 | | - | |
| Cash at bank and in hand | | <u>56,861</u> | | <u>-</u> | |
| | | | 124,596 | - | |
| CREDITORS: Amounts falling due within one year | 6 | <u>150,079</u> | | <u>2</u> | |
| NET CURRENT LIABILITIES: | | | <u>(25,483)</u> | | <u>(2)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES: | | | <u>£139,270</u> | | <u>£(2)</u> |
| CAPITAL AND RESERVES: | | | | | |
| Called up share capital | 7 | | 82,820 | | (2) |
| Share premium | 8 | | 287,500 | | - |
| Profit and loss account | | | <u>(231,050)</u> | | <u>-</u> |
| SHAREHOLDERS' FUNDS: | | | <u>£139,270</u> | | <u>£(2)</u> |

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ending 31 July 2000.

No notice has been deposited under Section 249B(2) of the Companies Act 1985 in relation to its financial statements for the financial year.

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.

The notes form part of these financial statements

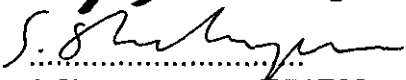
YUGOV DOT COM LIMITED

BALANCE SHEET
31 JULY 2000

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 March 2000).

ON BEHALF OF THE BOARD:


.....
N D Bruce Copp - DIRECTOR


.....
S Shakespeare - DIRECTOR

Approved by the Board on 21/12/00

The notes form part of these financial statements

YOUGOV DOT COM LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2000**

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 March 2000).

2. OPERATING LOSS

The operating loss is stated after charging:

| | Year Ended 31.7.00 £ | Period 30.7.98 to 31.7.99 £ |
|--|----------------------------|---|
| Directors' emoluments and other benefits etc | <u>22,700</u> | <u>-</u> |

3. TAXATION

No liability to UK corporation tax arose on ordinary activities for the year ended 31 July 2000 nor for the period ended 31 July 1999.

Trading losses of £230,677 are available to carry forward to future years.

4. INTANGIBLE FIXED ASSETS

| | <u>Website development</u> | <u>Intellectual property</u> | <u>Totals</u> |
|------------------------|--------------------------------|----------------------------------|----------------|
| | £ | £ | £ |
| COST: | | | |
| Additions | <u>94,435</u> | <u>70,318</u> | <u>164,753</u> |
| At 31 July 2000 | <u>94,435</u> | <u>70,318</u> | <u>164,753</u> |
| NET BOOK VALUE: | | | |
| At 31 July 2000 | <u>94,435</u> | <u>70,318</u> | <u>164,753</u> |

**5. DEBTORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR**

| | 31/7/00 £ | 31/7/99 £ |
|----------------------|---------------|--------------|
| V.A.T. | 27,721 | - |
| Unpaid share capital | <u>40,014</u> | <u>-</u> |
| | <u>67,735</u> | <u>-</u> |

YOUGOV DOT COM LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2000

6. CREDITORS: AMOUNTS FALLING
DUE WITHIN ONE YEAR

| | 31/7/00 | 31/7/99 |
|---------------------------------|----------------|----------|
| | £ | £ |
| Bank loans and overdrafts | 15,595 | 2 |
| Other creditors | 91,459 | - |
| Social security and other taxes | 19,434 | - |
| Accruals | <u>23,591</u> | <u>-</u> |
| | <u>150,079</u> | <u>2</u> |

7. CALLED UP SHARE CAPITAL

| Authorised: | | | 31/7/00 | 31/7/99 |
|-----------------|----------|----------------|----------------|------------|
| Number: | Class: | Nominal value: | £ | £ |
| NIL | Ordinary | £1 | - | 100 |
| (31/7/99 - 100) | | | | |
| 1,000,000 | Ordinary | 10p | <u>100,000</u> | <u>-</u> |
| | | | <u>100,000</u> | <u>100</u> |

| Allotted and issued: | | | 31/7/00 | 31/7/99 |
|----------------------|-----------------|----------------|---------------|----------|
| Number: | Class: | Nominal value: | £ | £ |
| 828,200 | Share capital 2 | 10p | <u>82,820</u> | <u>-</u> |

On 6/5/00 the 100 ordinary £1 share capital was converted to 1000 ordinary shares of 10p each by ordinary resolution of the members.

8. SHARE PREMIUM

| | 31/7/00 | 31/7/99 |
|------------------|----------------|----------|
| | £ | £ |
| Paid in the year | <u>287,500</u> | <u>-</u> |

9. ULTIMATE CONTROLLING PARTY

The ultimate controlling party is as shown in the directors report.