

***Comprehensive Business Information Report for***

**SUPERMAN LIMITED**

*Date Compiled:*

**Incomplete**

*Prepared for:*

**ICMS CreditSystems Limited**

*Prepared by:*

**ICMS Credit Systems Ltd**



## Table of Contents

Entity Overview	3
ICMS CreditSystems Score	4
Officeholders/Directors	5
Shareholders	6
PPS Registrations	7
Adverse Check	8
Trade Credit References	9
Financial Information	10
History	11
Principles	12
Operations	13
Summary	14

### **Disclaimer**

The information contained in this business report is supplied in strict confidence. Whilst every care has been taken in compiling this report, we cannot accept any responsibility for any inaccuracies. The information supplied in this report is provided on the basis that users of this report will be responsible for making their own assessment of the information and are advised to verify all relevant representations, statements and information. No liability (in contract, tort or otherwise) will be accepted by ICMS CreditSystems Limited for any loss or damage incurred as result of reliance upon any material contained in this report, or for any information or advice provided in this publication or incorporated into it.

## Entity Overview

Name of Company	SUPERMAN LIMITED
Registration Number	555555
Trust/Trustee Status	Non Applicable
Entity Type	Limited Liability Company
Entity Status	Registered
Classification	Kryptonite sales and distribution
Annual Return	12 June 2012
Registered Address	Level 1, 111 Viaduct Harbour Avenue Auckland New Zealand
Trading As	SUPERMAN
Trading Address	Level 1, 111 Viaduct Harbour Avenue Auckland New Zealand
Number of Shares	1,000,000
Telephone	(+61 9) 555 7300
Facsimile	(+61 9) 555 7301
Registration Date	29 Mar 1989
Private Entity	X
Public Entity	

## ICMS CreditSystems Score

### Category Scores

Category	Score	Comment
Structure	2	Superman has problems with company structure
Public Record	8	No defaults listed since inception
Operations	4	Operational problems
Management	10	Its SUPERMAN!
Payment Record	10	No problems!
<b>TOTAL SCORE</b>	<b>6.80</b>	<b>STRONG</b>

### Legend

9-10	Very Strong	Report shows the subject to have a very strong financial position, liquidity looks healthy and a strong capability to meet trading commitments.
7-8	Strong	Report shows the subject to have a strong financial position and capability to meet trading commitments.
5-6	Satisfactory	Report shows the subject is trading well but limited or satisfactory information was found for financial analysis.
3-4	Marginal	Report shows limited or adverse information was found for financial analysis, and the trading ability of the subject was marginal. Caution should be taken when credit is extended.
1-2	Unsatisfactory	Extreme caution needs to be exercised when extending any kind of credit to this company based on adverse financial information and trading problems.
0	Not Rated	Not rated due to lack of information

## Officeholders/Directors

## Officeholders

Director Name	Address	Appointment Date
Superman	55 Benson Road Remuera Auckland,1050 New Zealand	13 May 1992
Louis LANE	555a Bongard Road Mission Bay Auckland,1071 New Zealand	13 May 1992
Clark KENT	5 Stanley Point Road Stanley Point Auckland City,0624 New Zealand	13 May 1992
Mr President	555 Ara-kotinga Rd1 Manurewa,2576 New Zealand	18 Feb 2005
Secretary Name	Address	Date of Birth
Louis LANE	555a Bongard Road Mission Bay Auckland,1071 New Zealand	
Owner Name	Address	Start Date
Superman	55 Benson Road Remuera Auckland,1050 New Zealand	13 May 1992
Partner Name	Address	Start Date
Clark KENT	5 Stanley Point Road Stanley Point Auckland City,0624 New Zealand	13 May 1992

## Shareholders

### Shareholders

Name	Address	Shares Held	Class
<b>KENT ENTERPRISES LIMITED</b>	Level 1, 111 Viaduct Harbour Avenue Auckland New Zealand	1000000	Ordinary

## PPS Registrations

The Personal Property Securities Act 1999 (PPSA) brought together registered charges that were historically created under several different Acts, e.g. debentures registered pursuant to the Companies Act and charges over specific assets registered pursuant to the Chattels Transfer Act 1924.

Debentures are now called General Security Agreements and described as a charge "over all present and after acquired property". Suppliers are able to register a charge over goods, which have been supplied to the subject.

Charges over land are not registered under the PPSA and there may be charges over land in the name of the subject.

A search of the Personal Properties Securities Register (PPSR) shows 83 security interests registered against the entity.

A further search may be performed if specific information is required on the securities. Please contact us should you wish to obtain this information.

## Adverse Check

Previous Records on our database shows that there is no adverse information on the subject.



## Trade Credit References

The subject's importing requirements are generally paid by International Money Transfer, Bank Draft, Letter of Credit and on Open Account for credit terms up to 30 days.

1.

Date Interview	15 June 2012
Company	Kryptonite Manufacturers Account Size
Account Size	Seasonal Account - medium to large account
Official Terms of Payment	20th of the month following
Actual Payment Time	Generally paid within terms
Age of Account	Dealing with entity since 1992
Comments	no problems

2.

Date Interview	15 June 2012
Company	Kryptonite Equipment Suppliers
Account Size	Declined figures - medium to large account
Official Terms of Payment	20th of the month following invoice
Actual Payment Time	Paid within terms
Age of Account	Dealing with SUPERMAN business since 1985
Comments	no problems

## Financial Information

Private Companies registered in New Zealand are not required to file any financial statements.

The subject's parent company KENT ENTERPRISES LIMITED (and subsidiaries) have filed their financial statements at the Companies Office for the year ended 30 June 2011, which are attached.

Superman Limited reported an operating revenue of NZD\$5.8 million for the year ended 30 June 2011.

Superman Limited reported an operating revenue of NZD\$2.6 million for the six months ended 31 December 2011, which are attached.

<b>Auditors</b>	Homer and Co (Auckland, New Zealand)
<b>Accountants</b>	As above and General Accounting - Internal
<b>Solicitors</b>	Scooby Doo & Associates (Auckland, New Zealand)

## History

The subject was registered in 10.5.2000 in Auckland New Zealand as a proprietary company. The subject is a family owned affair, which was started in the garage of Superman, the director. It gradually grew to become a reputable importer and wholesaler of Kryptonite. In December 2005 the subject acquired the assets of Baddies Services Ltd, a hero service company with branches in Auckland and Wellington. In July 2006 the subject acquired the business assets of a sole trader business based in Hamilton, New Zealand.

Initially, the subject focused on importing green crystals and blue tights and distributing them to via night markets in Auckland New Zealand. Gradually, their products accumulated fame for being deadly and tight. Thus, Superman decided to wholesale the blue tights to retailers. In 2007, Superman decided to import red capes. These were well appreciated by customers for their intensity in colour and their flowing in the wind ability. Superman decided to expand his range of capes, offering bulletproof capes, 'S' stickers and all types of kryptonite.

In 2011/2012 Superman worked alongside a large IT company and created an e-commerce website for his range of superhero products. These can be pre-ordered by customers in bulk or can be ordered for immediate wearing. They are currently delivered across Auckland New Zealand, within 35 minutes.

## Principles

The subject's shares are held by KENT ENTERPRISES LIMITED (100%)

Superman was appointed a Director and Company Secretary on 10.5.2000. He is also the Director of Beatdownbadguys Limited, a company that imports and distributes terror. Superman was born in 5.3.1956 in Auckland, New Zealand.

Superman has 30 years' experience in the importing and distributing herostuffs. His previous accomplishments include creating a range of krptonite for children, under the company NuclearTastickindies Limited. However, he sold this company in 1998. Since then, Superman held senior executive roles A-Team Limited, and been a member of the Executive Committe for Healthy Eating. He also held various roles as Chief Information Officer and Head of Strategy for Blah Blah Blah Limited and ILikeltChunky Limited.

## Operations

The subject is an importer, wholesaler and distributor of hero products. The subject specialises in tights, capes and a range of kryptonite such as:

- Crystals
- Burgers
- Gasses
- Mega rays

Through their network of distributors, the subject supplies many of the countries' most fashionable good guys, heros, politicians, and many well known retail establishments. Their products are also exported (not directly by the subject) in ever growing quantities to Asia and parts of Europe. The products are available in attractive retail glass jars, re-sealable hero containers and bulk pails.

Their strict manufacturing standards and commitment to quality has secured many national contracts to manufacture specialty products for a wide variety of applications. The subject's range of hero products have done exceedingly well, thus Superman decided to brand them under the trademark: MAN-o-STEEL. Initially, Superman formulated the kryptonite for his range of mega rays. At present, he has 2 staff employed to create new crystals, and these are launched every season. They are met with much excitement from the public. The popularity of his products led Superman open a boutique crystal shop, where he sells his range of crystals.

**Head Office: Level 1, 111 Viaduct Harbour Avenue Auckland New Zealand**

**Branches: Level 1, 111 Viaduct Harbour Avenue Auckland New Zealand**

**Staff: A staff of 35 is employed**

**Import: Italy, Spain, France**

**Export: Australia**

**Associates: Nil**

**Subsidiaries: Nil**

**Brand Names: MAN-o-STEEL**

**Agencies Held: Nil**

**Telephone: 0061 3 1111 2222**

**Facsimile: 0061 3 3333 4444**

**Website: [www.superman.co.nz](http://www.superman.co.nz)**

**Email: [info@superman.com.au](mailto:info@superman.com.au)**

## Summary

The subject was registered in Auckland New Zealand in May 2000 and has 100 fully paid ordinary shares to AUD100.00.

A search of the Personal Properties Securities Register (PPSR) shows 83 security interests registered against the entity.

Local trade references are met for amounts up to NZD5,000 per month. Superman Limited reported an operating revenue of NZD\$2.6 million for the six months ended 31 December 2011, which are attached.

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**ICMS SCORE**

**6.80**

**STRONG:**

Report shows the subject to have a strong financial position and capability to meet trading commitments.

*This Business Information Report is prepared by:*

**ICMS CreditSystems Limited**

PO Box 9738

Newmarket

Auckland

New Zealand

P: +64 9 921 4600

F: +64 9 379 5499

E: [reports@icms.co.nz](mailto:reports@icms.co.nz)

W: [www.icms.co.nz](http://www.icms.co.nz)