Apple Publicity Limited

Report and Financial Statements

31 January 2009

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COMPANIES HOUSE

Registered No. 930513

Directors
Y O Lennon
O T Harrison
J L Eastman
H L Gerrard

Secretary
Apple Corps Limited

Auditors
Ernst & Young LLP
1 More London Place
London SE1 2AF

Registered Office
27 Ovington Square
London SW3 1LJ

Directors' report

The directors present their report and financial statements for the year ended 31 January 2009.

Principal activity

The company did not trade during the year and has made neither a profit nor a loss. No profit and loss account has therefore been prepared.

Directors

The directors who served during the year were as follows:

Y O Lennon
O T Harrison
J L Eastman
H L Gerrard

Disclosure of information to the auditors

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information, being information needed by the auditor in connection with preparing its report, of which the auditor is unaware. Having made enquiries of fellow directors and the company's auditor, each director has taken all the steps that he/she is obliged to take as a director in order to make himself/herself aware of any relevant audit information and to establish that the auditor is aware of that information.

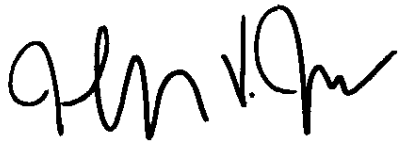
Auditors

In accordance with section 386 of the Companies Act 1985, a resolution to dispense with the obligation to appoint auditors annually was passed on 18 December 1997. Accordingly, Ernst & Young LLP will be deemed to be reappointed as auditors.

Small company provisions

This report has been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

By order of the board



For and on behalf of
Apple Corps Limited
Secretary

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Statement of directors' responsibilities

The directors are responsible for preparing the annual 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). The financial statements are required by law to 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 these 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; and
- 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. 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.

ERNST & YOUNG

Independent auditor's report

to the members of Apple Publicity Limited

We have audited the company's financial statements for the year ended 31 January 2009 which comprise the Balance Sheet and the related notes 1 to 5. These financial statements have been prepared under the accounting policies set out therein and the requirements of the Financial Reporting Standard for Smaller Entities.

This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

The directors' responsibilities for preparing the financial statements in accordance with applicable United Kingdom law and Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

ERNST & YOUNG

Independent auditor's report

to the members of Apple Publicity Limited

Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, of the state of the company's affairs as at 31 January 2009;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Directors' Report is consistent with the financial statements.

Ernst & Young LLP

Ernst & Young LLP
Registered auditor
London
26 October 2009

Balance sheet

at 31 January 2009

	Notes	2009 £	2008 £
Current assets			
Debtors	3	2	2
Net current assets		2	2
Capital and reserves			
Called up share capital	4	2	2
Equity shareholders' funds		2	2

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.

Y O Lennon
Director

O T Harrison
Director

J L Eastman
Director

H L Gerrard
Director

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Notes to the financial statements

at 31 January 2009

1. Accounting policies

Basis of preparation

The financial statements are prepared under the historical cost convention.

2. Profit and loss account

The company did not trade during the year and has made neither a profit nor a loss. No profit and loss account has therefore been prepared.

3. Debtors

	2009	*2008*
	£	*£*
Amount owed by ultimate parent undertaking	2	2

4. Authorised and issued share capital

Authorised	*2009*	*2008*
	£	*£*
Ordinary shares of £1 each	100	100

Allotted, called up and fully paid	*2009*		*2008*	
	No.	*£*	*No.*	*£*
Ordinary shares of £1 each	2	2	2	2

5. Ultimate parent undertaking and controlling party

The parent undertaking of the largest and smallest group of undertakings of which the company is a member and for which group financial statements are prepared is Apple Corps Limited. It is also the company's ultimate parent undertaking and controlling party. Copies of Apple Corps Limited's financial statements can be obtained from the Registrar of Companies in Cardiff.