

APPLE PUBLICITY LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2010

TUESDAY



A09 *AOK8KOKI* 106
26/10/2010
COMPANIES HOUSE

APPLE PUBLICITY LIMITED

COMPANY INFORMATION

DIRECTORS

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

COMPANY SECRETARY

Apple Corps Limited

COMPANY NUMBER

930513

REGISTERED OFFICE

27 Ovington Square
London
SW3 1LJ

AUDITORS

Sopher + Co
Chartered Accountants & Statutory Auditors
5 Elstree Gate
Elstree Way
Borehamwood
Herts
WD6 1JD

APPLE PUBLICITY LIMITED

CONTENTS

| | Page |
|--|-------|
| Directors' Report | 1 - 2 |
| Independent Auditors' Report | 3 - 4 |
| Profit and Loss Account | 5 |
| Balance Sheet | 5 |
| Notes to the Financial Statements | 6 |

APPLE PUBLICITY LIMITED

DIRECTORS' REPORT
FOR THE YEAR ENDED 31 JANUARY 2010

The directors present their report and the financial statements for the year ended 31 January 2010

PRINCIPAL ACTIVITIES

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

DIRECTORS

The directors who served during the year were

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

STATEMENT OF 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 these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgments 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.

PROVISION OF INFORMATION TO AUDITORS

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that

- so far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information.

APPLE PUBLICITY LIMITED
DIRECTORS' REPORT
FOR THE YEAR ENDED 31 JANUARY 2010

AUDITORS

The auditors, Sopher + Co, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006

This report was approved by the board on 22 October 2010 and signed on its behalf


Apple Corps Limited
Secretary

APPLE PUBLICITY LIMITED

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF APPLE PUBLICITY LIMITED

We have audited the financial statements of Apple Publicity Limited for the year ended 31 January 2010, set out on pages 5 to 6. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, 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 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

As explained more fully in the Statement of Directors' Responsibilities, 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 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 the 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 31 January 2010 and of its results for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

OPINION ON OTHER MATTER 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.

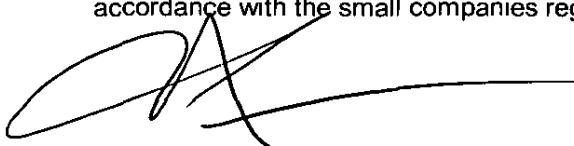
APPLE PUBLICITY LIMITED

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF APPLE PUBLICITY LIMITED

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



S M Iseman (Senior Statutory Auditor)

for and on behalf of

SOPHER + CO

Chartered Accountants
Statutory Auditors

5 Elstree Gate
Elstree Way
Borehamwood
Herts
WD6 1JD

22 October 2010

APPLE PUBLICITY LIMITED
REGISTERED NUMBER 930513
PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2010

The company has not traded during the year or the preceding financial year. During these periods, the company received no income and incurred no expenditure and therefore made neither profit or loss.


BALANCE SHEET
AS AT 31 JANUARY 2010

| | Note | 2010 £ | 2009 £ |
|--|------|-----------|-----------|
| CURRENT ASSETS | | | |
| Debtors | 2 | 2 | 2 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | <u>2</u> | <u>2</u> |
| CAPITAL AND RESERVES | | | |
| Called up share capital | 3 | 2 | 2 |
| SHAREHOLDERS' FUNDS | | <u>2</u> | <u>2</u> |

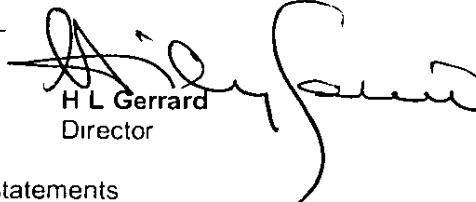
The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 22 October 2010.


Y O Lennon
Director


J L Eastman
Director


O T Harrison
Director


H L Gerrard
Director

The notes on page 6 form part of these financial statements

APPLE PUBLICITY LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2010

1 ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

2 DEBTORS

| | 2010 | 2009 |
|--|------|------|
| | £ | £ |
| Amount owed by ultimate parent undertaking | 2 | 2 |

3 SHARE CAPITAL

| | 2010 | 2009 |
|------------------------------------|------|------|
| | £ | £ |
| Allotted, called up and fully paid | | |
| 2 Ordinary shares of £1 each | 2 | 2 |

4 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.