

**REGISTERED NUMBER: 983605 (England and Wales)**

**Abbreviated Financial Statements**  
**for the Year Ended 31st May 2001**  
**for**  
**Alexander Advertising International Ltd**



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**for the Year Ended 31st May 2001**

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**Alexander Advertising International Ltd**

**Company Information**  
**for the Year Ended 31st May 2001**

**DIRECTORS:** Capt B J Alexander  
Mrs E M Alexander  
M B Alexander  
J P Alexander

**SECRETARY:** Eileen M Alexander

**REGISTERED OFFICE:** Alexander House  
Station Road  
Wallingford  
Oxfordshire  
OX10 OXF

**REGISTERED NUMBER:** 983605 (England and Wales)

**AUDITORS:** 25, Hart Street,  
Henley on Thames  
Oxfordshire  
RG9 2AR

**Alexander Advertising International Ltd**

**Report of the Independent Auditors to  
Alexander Advertising International Ltd  
Under Section 247B of the Companies Act 1985**

We have examined the abbreviated financial statements on pages three to four, together with the full financial statements of the company for the year ended 31st May 2001 prepared under Section 226 of the Companies Act 1985.

**Respective responsibilities of directors and auditors**

The directors are responsible for preparing the abbreviated financial statements in accordance with Section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated financial statements prepared in accordance with Sections 246(5) and (6) of the Act to the Registrar of Companies and whether the financial statements to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

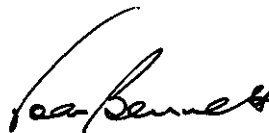
**Basis of opinion**

We have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated financial statements and that the abbreviated financial statements to be delivered are properly prepared. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the full financial statements.

**Opinion**

In our opinion the company is entitled to deliver abbreviated financial statements prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985, and the abbreviated financial statements on pages three to four are properly prepared in accordance with those provisions.

25, Hart Street,  
Henley on Thames  
Oxfordshire  
RG9 2AR



Dated: 27th June 2001

**Alexander Advertising International Ltd**

**Abbreviated Balance Sheet**  
**31st May 2001**

		31.5.01		31.5.00	
	Notes	£	£	£	£
<b>FIXED ASSETS:</b>					
Tangible assets	2		16,257		18,596
<b>CURRENT ASSETS:</b>					
Debtors		304,982		247,871	
Cash at bank and in hand		164,696		186,371	
		469,678		434,242	
<b>CREDITORS:</b> Amounts falling due within one year		334,068		301,111	
<b>NET CURRENT ASSETS:</b>			135,610		133,131
<b>TOTAL ASSETS LESS CURRENT LIABILITIES:</b>			151,867		151,727
<b>PROVISIONS FOR LIABILITIES AND CHARGES:</b>			1,513		1,461
			<u>£150,354</u>		<u>£150,266</u>
<b>CAPITAL AND RESERVES:</b>					
Called up share capital	3		10,000		10,000
Profit and loss account			140,354		140,266
<b>SHAREHOLDERS' FUNDS:</b>			<u>£150,354</u>		<u>£150,266</u>

These abbreviated financial statements have 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:**



Capt B J Alexander - DIRECTOR

Approved by the Board on 26th June 2001

The notes form part of these financial statements

Notes to the Abbreviated Financial Statements  
for the Year Ended 31st May 2001

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention.

**Financial Reporting Standard Number 1**

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

**Turnover**

Turnover represents net invoiced sales of services, excluding value added tax.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Leasehold property - 25% on reducing balance

Office Equipment - 15% on reducing balance

Computer equipment - 30% on reducing balance

**Pensions**

The company operates a defined contribution pension scheme. Contributions payable for the year are charged in the profit and loss account.

**2. TANGIBLE FIXED ASSETS**

	Total
	£
<b>COST:</b>	
At 1st June 2000	69,003
Additions	2,038
	<hr/>
At 31st May 2001	71,041
	<hr/>
<b>DEPRECIATION:</b>	
At 1st June 2000	50,407
Charge for year	4,377
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At 31st May 2001	54,784
	<hr/>
<b>NET BOOK VALUE:</b>	
At 31st May 2001	16,257
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At 31st May 2000	18,596
	<hr/>

**3. CALLED UP SHARE CAPITAL**

Authorised, allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.5.01	31.5.00
			£	£
10,000	Ordinary	1	<u>10,000</u>	<u>10,000</u>