

## **Primesight Airport Advertising Limited**

Report and Unaudited Financial Statement

Year Ended

31 December 2010

Company Number 1950228

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# **Primesight Airport Advertising Limited**

**Report and financial statement  
for the year ended 31 December 2010**

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## **Directors**

Naren Patel  
Paul Daniels

## **Secretary and registered office**

Monica MacKinnon, The Met Building, 22 Percy Street, London, W1T 2UB

## **Company number**

1950228

# **Primesight Airport Advertising Limited**

## **Report of the directors for the year ended 31 December 2010**

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The directors present their report together with the financial statement for the year ended 31 December 2010

### **Results and principal activities**

The company has not traded during the current or preceding financial year and, accordingly, no profit and loss account has been prepared

### **Directors**

The directors of the company during the year were

Naren Patel  
Paul Daniels

No director holds any beneficial interest in the share capital of the company

In preparing this directors' report advantage has been taken of the small companies' exemption

### **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). 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 judgements and accounting 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.

By order of the Board



Monica MacKinnon  
Secretary

28 September 2011

# Primesight Airport Advertising Limited

## Balance sheet at 31 December 2010

<b>Company number 1950228</b>	<b>Note</b>	<b>2010 £'000</b>	<b>2009 £'000</b>
<b>Current assets</b>		-	-
Debtors	2	-	-
		<hr/>	<hr/>
<b>Capital and reserves</b>		-	-
Called up share capital	3	-	-
		<hr/>	<hr/>
<b>Shareholders' funds</b>		-	-
		<hr/>	<hr/>

The company did not trade during the current or preceding year and, accordingly, no profit and loss account has been prepared. The company has not received any income or incurred any expense or recognised any other gains or losses during the current or preceding year.

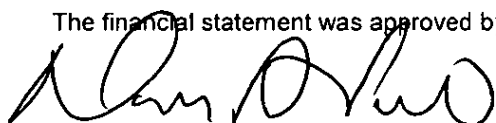
For the year ended 31 December 2010, the company was entitled to exemption from audit under section 480 of the Companies Act 2006 ("the Act") relating to dormant companies.

The members have not required the company to obtain an audit of its financial statements for the financial year in question in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statement was approved by the Board of Directors and authorised for issue on 28 September 2011.



Naren Patel  
Director

The notes on page 3 form part of this financial statement.

# Primesight Airport Advertising Limited

## Notes forming part of the financial statements for the year ended 31 December 2010

### 1 Accounting policies

The financial statements have been prepared under the historical cost convention

### 2 Debtors

	2010 £	2009 £
Amounts owed by group undertakings	-	-

All amounts shown under debtors fall due for payment within one year

### 3 Share capital

	Authorised		Allotted, called up and fully paid	
	2010 £	2009 £	2010 £	2009 £
100 ordinary shares of £1 each	100	100	100	100

### 4 Ultimate parent company

The immediate parent undertaking is Primesight Communications Limited

The ultimate parent undertaking and controlling party is Bell Holdco Limited, which is the parent undertaking of the smallest and largest group to consolidate these financial statements. Copies of Bell Holdco Limited consolidated financial statements for the year ended 31 December 2010 are available and can be obtained from the company secretary at the Met Building, 22 Percy Street, London W1T 2UB