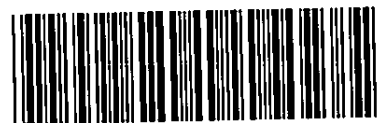


COMPANY REGISTRATION NUMBER 2386192

**MARKETING MATTERS LIMITED**  
**ABBREVIATED ACCOUNTS**  
**29TH FEBRUARY 2008**

**Harrisons**  
**Chartered Accountants**

FRIDAY



A65      \*AXGWW5SC\*      358  
19/12/2008  
COMPANIES HOUSE

# **MARKETING MATTERS LIMITED**

## **ABBREVIATED ACCOUNTS**

**YEAR ENDED 29TH FEBRUARY 2008**

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# **MARKETING MATTERS LIMITED**

## **INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS LIMITED**

### **UNDER SECTION 247B OF THE COMPANIES ACT 1985**

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We have examined the abbreviated accounts set out on pages 2 to 5, together with the financial statements of Marketing Matters Limited for the year ended 29th February 2008 prepared under Section 226 of the Companies Act 1985.

This report is made solely to the company, in accordance with Section 247B of the Companies Act 1985. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's 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 for our audit work, for this report, or for the opinions we have formed.

#### **RESPECTIVE RESPONSIBILITIES OF THE DIRECTORS AND THE AUDITOR**

The directors are responsible for preparing the abbreviated accounts 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 accounts prepared in accordance with Sections 246(5) and (6) of the Act to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with those provisions and to report our opinion to you.

#### **BASIS OF OPINION**

We conducted our work in accordance with Bulletin 2006/3 "The special auditor's report on abbreviated accounts in the United Kingdom" issued by the Auditing Practices Board. In accordance with that Bulletin 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 accounts and that the abbreviated accounts to be delivered are properly prepared.

#### **OPINION**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985, and the abbreviated accounts have been properly prepared in accordance with those provisions.



**HARRISONS**  
Chartered Accountants  
& Registered Auditors

4 Brackley Close  
Bournemouth International Airport  
Christchurch  
Dorset  
BH23 6SE

15th December 2008

**MARKETING MATTERS LIMITED****ABBREVIATED BALANCE SHEET****29TH FEBRUARY 2008**

	Note	2008	2007
		£	£
<b>FIXED ASSETS</b>	<b>2</b>		
Tangible assets		104,259	142,856
<b>CURRENT ASSETS</b>			
Debtors		857,924	760,133
Cash at bank and in hand		113,397	506
		<u>971,321</u>	<u>760,639</u>
<b>CREDITORS: Amounts falling due within one year</b>	<b>3</b>	<u>772,691</u>	<u>666,955</u>
<b>NET CURRENT ASSETS</b>		<u>198,630</u>	<u>93,684</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>302,889</u>	<u>236,540</u>
<b>PROVISIONS FOR LIABILITIES</b>		<u>122</u>	<u>-</u>
		<u>302,767</u>	<u>236,540</u>
<b>CAPITAL AND RESERVES</b>			
Called-up equity share capital	<b>4</b>	12,371	12,371
Other reserves		7,629	7,629
Profit and loss account		<u>282,767</u>	<u>216,540</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>302,767</u>	<u>236,540</u>

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

These abbreviated accounts were approved by the directors and authorised for issue on 15th December 2008, and are signed on their behalf by:

MR S J H VEALE



**MARKETING MATTERS LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 29TH FEBRUARY 2008**

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**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

**Turnover**

Turnover is the total amount receivable by the company for goods supplied and services provided, excluding VAT and trade discounts.

In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

**Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Motor vehicles - 4 years straight line  
Studio computer equipment - 2 years straight line  
Other computer equipment - 3 years straight line  
Fixtures and fittings - 7 years straight line  
Leasehold improvements - 4 / 5 years straight line

**Hire purchase agreements**

Assets held under hire purchase agreements are capitalised and disclosed under tangible fixed assets at their fair value. The capital element of the future payments is treated as a liability and the interest is charged to the profit and loss account on a straight line basis.

**Operating lease agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

**Pension costs**

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

**Deferred taxation**

Deferred tax arises as a result of including items of income and expenditure in taxation computations in periods different from those in which they are included in the company's accounts. Deferred tax is provided in full on timing differences which result in an obligation to pay more (or less) tax at a future date, at the average tax rates that are expected to apply when the timing differences reverse, based on current tax rates and laws.

Deferred tax is not provided on timing differences arising from the revaluation of fixed assets where there is no commitment to sell the asset.

**MARKETING MATTERS LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 29TH FEBRUARY 2008**

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**1. ACCOUNTING POLICIES** *(continued)*

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

**2. FIXED ASSETS**

	<b>Tangible Assets £</b>
<b>COST</b>	
At 1st March 2007	381,393
Additions	55,702
Disposals	<u>(103,638)</u>
<b>At 29th February 2008</b>	<b><u>333,457</u></b>
<b>DEPRECIATION</b>	
At 1st March 2007	238,537
Charge for year	60,340
On disposals	<u>(69,679)</u>
<b>At 29th February 2008</b>	<b><u>229,198</u></b>
<b>NET BOOK VALUE</b>	
<b>At 29th February 2008</b>	<b><u>104,259</u></b>
At 28th February 2007	<u>142,856</u>

**3. CREDITORS: Amounts falling due within one year**

The following liabilities disclosed under creditors falling due within one year are secured by the company:

	<b>2008 £</b>	<b>2007 £</b>
Bank loans and overdrafts	<u>-</u>	<u>173,469</u>

**4. SHARE CAPITAL**

**Authorised share capital:**

	<b>2008 £</b>	<b>2007 £</b>
50,000 Ordinary shares of £1 each	<u>50,000</u>	<u>50,000</u>

**MARKETING MATTERS LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 29TH FEBRUARY 2008**

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**4. SHARE CAPITAL** *(continued)*

Allotted, called up and fully paid:

	2008		2007	
	No	£	No	£
Ordinary shares of £1 each	<u>12,371</u>	<u>12,371</u>	<u>12,371</u>	<u>12,371</u>

**5. ULTIMATE PARENT COMPANY**

Marketing Matters (Holdings) Limited, a company incorporated in the United Kingdom, owns 100% of the share capital of the company.