COMPANY REGISTRATION NUMBER 02386192

MARKETING MATTERS LIMITED

ABBREVIATED ACCOUNTS

28TH FEBRUARY 2011

WEDNESDAY

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Harrisons
Chartered Accountants

MARKETING MATTERS LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 28TH FEBRUARY 2011

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MARKETING MATTERS LIMITED

INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

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 28th February 2011 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006 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 work, for this report, or for the opinions we have formed

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR
The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006 It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you

BASIS OF OPINION
We conducted our work in accordance with Bulletin 2008/4 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 Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section

MARK MAGRATH (Senior Statutory Auditor)
For and on behalf of
HARRISONS
Chartered Accountants
& Statutory Auditor

4 Brackley Close
Bournemouth International Airport
Christchurch
Dorset
BH23 6SE

29th November 2011

MARKETING MATTERS LIMITED

ABBREVIATED BALANCE SHEET

28TH FEBRUARY 2011

	Note	2011 £	2011 £	2010 £	2010 £
FIXED ASSETS	2				
Tangible assets			34,303		39,416
CURRENT ASSETS					
Debtors		616,469		1,039,723	
Cash at bank and in hand		40,848		52,465	
		657,317		1,092,188	
CREDITORS: Amounts falling due within one year	3	456,309		905,520	
NET CURRENT ASSETS			201,008		186,668
TOTAL ASSETS LESS CURRENT LIABILITIES			235,311		226,084
CAPITAL AND RESERVES					
Called-up equity share capital	4		12,371		12,371
Other reserves			7,629		7,629
Profit and loss account			215,311		206,084
SHAREHOLDERS' FUNDS			235,311		226,084

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on 29th November 2011, and are signed on their behalf by

MR A R LEGG

Company Registration Number 02386192

MARKETING MATTERS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28TH FEBRUARY 2011

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 April 2008)

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 / 5 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

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

MARKETING MATTERS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28TH FEBRUARY 2011

1. ACCOUNTING POLICIES *(continued)*

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities Financial liabilities are presented as such in the balance sheet Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account Finance costs are calculated so as to produce a constant rate of return on the outstanding liability

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument Dividends and distributions relating to equity instruments are debited direct to equity

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st March 2010	364,797
Additions	16,478
At 28th February 2011	381,275
DEPRECIATION	
At 1st March 2010	325,381
Charge for year	21,591
At 28th February 2011	346,972
NET BOOK VALUE	
At 28th February 2011	34,303
At 28th February 2010	39,416

3. CREDITORS: Amounts falling due within one year

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

	2011 £	2010 £
Bank loans and overdrafts	17,318	-

4. SHARE CAPITAL

Allotted, called up and fully paid:

	2011 No	2011 £	2010 No	2010 £
12,371 Ordinary shares of £1 each	12,371	12,371	12,371	12,371

MARKETING MATTERS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28TH FEBRUARY 2011

5. ULTIMATE PARENT COMPANY

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