

28
COMPANY REGISTRATION NUMBER 02386192

MARKETING MATTERS LIMITED
ABBREVIATED ACCOUNTS
29TH FEBRUARY 2012



Harrisons
Chartered Accountants

MARKETING MATTERS LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 29TH FEBRUARY 2012

CONTENTS	PAGES
Independent auditor's report to the company	1 to 2
Abbreviated balance sheet	3
Notes to the abbreviated accounts	4 to 6

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 3 to 6, together with the financial statements of Marketing Matters Limited for the year ended 29th February 2012 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 DIRECTOR AND AUDITOR

The director is 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.

OTHER INFORMATION

On 26th November 2012 we reported as auditor to the members of the company on the financial statements prepared under Section 396 of the Companies Act 2006 and our report included the following paragraph:

MARKETING MATTERS LIMITED

INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS LIMITED (continued)

UNDER SECTION 449 OF THE COMPANIES ACT 2006

EMPHASIS OF MATTER - GOING CONCERN

In forming our opinion on the financial statements, which is not modified, we have considered the adequacy of the disclosure made in note 1 to the financial statements concerning the company's ability to continue as a going concern. Owing to a bad debt provision of £228,088 the company incurred a net loss of £197,038 during the year ended 29 February 2012. This, taken in conjunction with the other matters explained in note 1 to the financial statements, indicates the existence of a material uncertainty which may cast significant doubt about the company's ability to continue as a going concern. The financial statements do not include the adjustments that would result if the company was unable to continue as a going concern.



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

26th November 2012

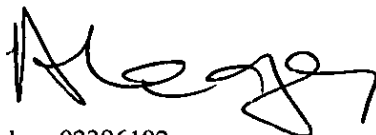
MARKETING MATTERS LIMITED**ABBREVIATED BALANCE SHEET****29TH FEBRUARY 2012**

	Note	2012	2011
		£	£
FIXED ASSETS	2		
Tangible assets		37,846	34,303
CURRENT ASSETS			
Debtors		334,763	616,469
Cash at bank and in hand		12,851	40,848
		<u>347,614</u>	<u>657,317</u>
CREDITORS: Amounts falling due within one year	3	<u>347,187</u>	<u>456,309</u>
NET CURRENT ASSETS		<u>427</u>	<u>201,008</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>38,273</u>	<u>235,311</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	12,371	12,371
Other reserves		7,629	7,629
Profit and loss account		18,273	215,311
SHAREHOLDERS' FUNDS		<u>38,273</u>	<u>235,311</u>

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 and signed by the director and authorised for issue on 26th November 2012

MR A R LEGG



Company Registration Number 02386192

MARKETING MATTERS LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 29TH FEBRUARY 2012

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 - 3 / 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 29TH FEBRUARY 2012

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.

Going concern

Since the balance sheet date the company has experienced a deterioration in trade which has had an adverse impact upon post year end trading figures. The directors believe that the company remains a going concern owing to the positive alternative strategies which they have adopted.

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st March 2011	381,275
Additions	22,276
Disposals	(489)
At 29th February 2012	<u>403,062</u>
DEPRECIATION	
At 1st March 2011	346,972
Charge for year	18,448
On disposals	(204)
At 29th February 2012	<u>365,216</u>
NET BOOK VALUE	
At 29th February 2012	<u>37,846</u>
At 28th February 2011	<u>34,303</u>

MARKETING MATTERS LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS****YEAR ENDED 29TH FEBRUARY 2012**

3. CREDITORS: Amounts falling due within one year

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

	2012	2011
	£	£
Bank loans and overdrafts	<u>37,727</u>	<u>17,318</u>

4. SHARE CAPITAL

Allotted, called up and fully paid:

	2012		2011	
	No	£	No	£
12,371 Ordinary shares of £1 each	12,371	12,371	12,371	12,371

5. ULTIMATE PARENT COMPANY

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