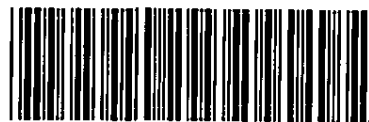


MARKETING MATTERS LIMITED
ABBREVIATED ACCOUNTS
28TH FEBRUARY 2009

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COMPANIES HOUSE

Harrisons
Chartered Accountants

MARKETING MATTERS LIMITED
ABBREVIATED ACCOUNTS
YEAR ENDED 28TH FEBRUARY 2009

CONTENTS	PAGES
Independent auditor's report to the company	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3 to 5

MARKETING MATTERS LIMITED
INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS LIMITED
UNDER SECTION 247B OF THE COMPANIES ACT 1985

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 2009 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 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 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 Auditor

4 Brackley Close
Bournemouth International Airport
Christchurch
Dorset
BH23 6SE

19th November 2009

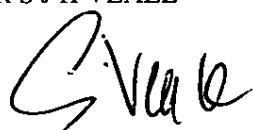
MARKETING MATTERS LIMITED
ABBREVIATED BALANCE SHEET
28TH FEBRUARY 2009

	Note	2009	2008
		£	£
FIXED ASSETS	2		
Tangible assets		75,620	104,259
CURRENT ASSETS			
Debtors		1,009,542	857,924
Cash at bank and in hand		<u>1,807</u>	<u>113,397</u>
		1,011,349	971,321
CREDITORS: Amounts falling due within one year	3	<u>811,697</u>	<u>772,691</u>
NET CURRENT ASSETS		<u>199,652</u>	<u>198,630</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		275,272	302,889
PROVISIONS FOR LIABILITIES		-	122
		<u>275,272</u>	<u>302,767</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	12,371	12,371
Other reserves		7,629	7,629
Profit and loss account		<u>255,272</u>	<u>282,767</u>
SHAREHOLDERS' FUNDS		<u>275,272</u>	<u>302,767</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 19th November 2009, and are signed on their behalf by:

MR S J H VEALE



MARKETING MATTERS LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 28TH FEBRUARY 2009

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 28TH FEBRUARY 2009

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

	Tangible Assets £
COST	
At 1st March 2008	333,457
Additions	<u>30,066</u>
At 28th February 2009	<u>363,523</u>
DEPRECIATION	
At 1st March 2008	229,198
Charge for year	<u>58,705</u>
At 28th February 2009	<u>287,903</u>
NET BOOK VALUE	
At 28th February 2009	<u>75,620</u>
At 29th February 2008	<u>104,259</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:

	2009 £	2008 £
Bank loans and overdrafts	<u>228,888</u>	<u>-</u>

4. SHARE CAPITAL

Authorised share capital:

	2009 £	2008 £
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 28TH FEBRUARY 2009

4. SHARE CAPITAL *(continued)*

Allotted, called up and fully paid:

	2009		2008	
	No	£	No	£
12,371 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.