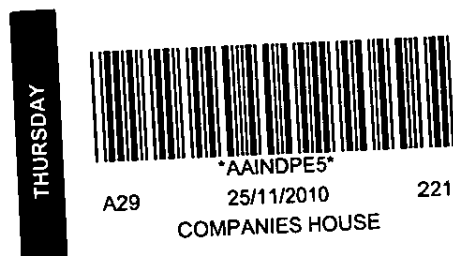


COMPANY REGISTRATION NUMBER 2386192

MARKETING MATTERS LIMITED
ABBREVIATED ACCOUNTS
28TH FEBRUARY 2010



Harrisons
Chartered Accountants

MARKETING MATTERS LIMITED
ABBREVIATED ACCOUNTS
YEAR ENDED 28TH FEBRUARY 2010

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MARKETING MATTERS LIMITED

INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS LIMITED

IN ACCORDANCE WITH CHAPTER 3 OF SECTION 16 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 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 3 of Section 16 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.



MR M R G MAGRATH (Senior
Statutory Auditor)
For and on behalf of
HARRISONS
Chartered Accountants
& Statutory Auditor

4 Brackley Close
Bournemouth International Airport
Christchurch
Dorset
BH23 6SE

18th November 2010

MARKETING MATTERS LIMITED
ABBREVIATED BALANCE SHEET
28TH FEBRUARY 2010

	Note	2010 £	2009 £
FIXED ASSETS	2		
Tangible assets		39,416	75,620
CURRENT ASSETS			
Debtors		1,039,723	1,009,542
Cash at bank and in hand		52,465	1,807
		<u>1,092,188</u>	<u>1,011,349</u>
CREDITORS: Amounts falling due within one year	3	<u>905,520</u>	<u>811,697</u>
NET CURRENT ASSETS		<u>186,668</u>	<u>199,652</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>226,084</u>	<u>275,272</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	12,371	12,371
Other reserves		7,629	7,629
Profit and loss account		206,084	255,272
SHAREHOLDERS' FUNDS		<u>226,084</u>	<u>275,272</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 by the directors and authorised for issue on 18th November 2010, and are signed on their behalf by

MR S J H VEALE

Company Registration Number 2386192

MARKETING MATTERS LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 28TH FEBRUARY 2010

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

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 2010

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 2009	363,523
Additions	<u>1,274</u>
At 28th February 2010	<u>364,797</u>
DEPRECIATION	
At 1st March 2009	287,903
Charge for year	<u>37,478</u>
At 28th February 2010	<u>325,381</u>
NET BOOK VALUE	
At 28th February 2010	<u>39,416</u>
At 28th February 2009	<u>75,620</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

	2010 £	2009 £
Bank loans and overdrafts	<u>-</u>	<u>228,888</u>

4. SHARE CAPITAL

Allotted, called up and fully paid:

	2010 No	£	2009 No	£
12,371 Ordinary shares of £1 each	<u>12,371</u>	<u>12,371</u>	<u>12,371</u>	<u>12,371</u>

MARKETING MATTERS LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 28TH FEBRUARY 2010

5. ULTIMATE PARENT COMPANY

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