

**Bank of Ireland Direct Marketing Limited**  
**Annual report**  
**for the year ended 31 March 2008**



# **Bank of Ireland Direct Marketing Limited**

## **Annual report for the year ended 31 March 2008**

	<b>Pages</b>
Directors	1
Directors' report	2
Balance sheet	3
Notes to the financial statements	4

# **Bank of Ireland Direct Marketing Limited**

1

## **Directors**

### **Directors**

P F Morris  
S H Matchett

### **Secretary**

T B McAreavey

### **Registered office**

36 Queen Street  
London  
EC4R 1HJ

## **Directors' report for the year ended 31 March 2008**

The directors present their report and financial statements for the year ended 31 March 2008

### **Review of business and future developments**

The company did not trade during the year

The financial position of the company is shown in the attached financial statements. It is not intended that the company will undertake any business in the foreseeable future.

The directors do not recommend the payment of a dividend.

### **Directors**

The directors who served during the year are shown on page 1.

### **Statement of Directors' responsibilities**

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business, in which case there should be supporting assumptions or qualifications as necessary.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the Board



T McAreevey

Secretary

Date

7/8/08

## Balance sheet at 31 March 2008

	Notes	2008 £	2007 £
<b>Current assets</b>			
Debtors	3	19,131	19,131
Creditors amounts falling due within one year	4	(10,439)	(10,439)
<b>Net assets</b>		<b>8,692</b>	<b>8,692</b>
<b>Capital and reserves</b>			
Called up share capital	5	2	2
Profit and loss account		8,690	8,690
<b>Equity shareholders' funds</b>		<b>8,692</b>	<b>8,692</b>

For the year ended 31 March 2008 the company was entitled to the exemption under section 249AA(1) of the Companies Act 1985

Members have not required the company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985

The directors acknowledge their responsibility for

- (i) ensuring the company keeps accounting records which comply with section 221, and
- (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit and loss for the financial year, in accordance with section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the company

The financial statements on page 3 to 4 were approved by the Board on 7 August 2008 and were signed on its behalf by



S H Matchett  
Director

## Notes to the financial statements for the year ended 31 March 2008

### 1 Accounting policies

These financial statements have been prepared on the going concern basis under the historical cost convention, and in accordance with the Companies Act 1985 and applicable accounting standards

### 2 Profit and loss account

The company did not trade during the year and hence incurred neither a profit nor a loss. As such no separate profit and loss account is presented.

There were no employees during the year (2007 Nil) and the directors received no emoluments (2007 Nil).

### 3 Debtors

	2008 £	2007 £
Amounts owed by group undertakings	19,131	19,131

### 4 Creditors: amounts falling due within one year

	2008 £	2007 £
Amounts owed to group undertakings	10,439	10,439

### 5 Called up share capital

	2008 £	2007 £
<b>Authorised</b>		
1,000 ordinary shares of £1 each	1,000	1,000
<b>Allotted and fully paid</b>		
2 ordinary shares of £1 each	2	2

### 6 Related party transaction

Transactions with other companies within the Bank of Ireland Group are not disclosed as the company has taken account of the exemption allowed by FRS 8 Related Party Disclosures. The consolidated accounts of Bank of Ireland in which the company is included are available at the address shown in note 7.

### 7 Ultimate parent company

The company is a wholly owned subsidiary of Bank of Ireland Britain Holdings Limited, a company registered in England and Wales. The smallest group of which the company is a member and for which group accounts are prepared is Bank of Ireland UK Holdings plc, a company registered in Northern Ireland. Consolidated financial statements of Bank of Ireland UK Holdings plc for the year ended 31 March 2008 may be obtained from the Company Secretary at 36 Queen Street, London, EC4R 1HJ.

The ultimate parent undertaking of Bank of Ireland UK Holdings plc, and hence of the company, is the Governor and Company of Bank of Ireland, a company incorporated by Royal Charter and registered in the Republic of Ireland. Copies of the consolidated financial statements of the Bank of Ireland for the year ended 31 March 2008 may be obtained from the Company Secretary at Bank of Ireland, Group Head Office, Lower Baggot Street, Dublin 2, Republic of Ireland.