

2476161

# **Bank of Ireland Direct Marketing Limited**

## **Report and Accounts**

**12 Months to 31 March 2000**



## **BANK OF IRELAND DIRECT MARKETING LIMITED**

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# **BANK OF IRELAND DIRECT MARKETING LIMITED**

## **DIRECTORS, OFFICERS AND AUDITORS**

### **Directors**

J B Clifford  
A Rogers

### **Secretary and Registered Office**

D P Solan  
36 Queen Street  
London  
EC4R 1HJ

### **Auditors**

PricewaterhouseCoopers  
Chartered Accountants  
31 Great George Street  
Bristol  
BS1 5QD

**Registered number 2476161**

# **BANK OF IRELAND DIRECT MARKETING LIMITED**

## **REPORT OF THE DIRECTORS**

The directors present their report and the audited financial statements of the Company for the year ended 31 March 2000.

## **REVIEW OF BUSINESS**

The company did not trade during the year and as such there were no movements in shareholders' funds.

The financial position of the company is shown in the attached financial statements. The directors do not recommend the payment of dividend.

## **FUTURE DEVELOPMENT OF THE BUSINESS**

It is not intended that the company will undertake any business in the foreseeable future.

## **DIRECTORS AND THEIR INTERESTS**

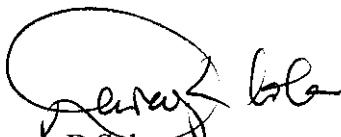
The present members of the board are set out on page 2.

Neither of the directors had any beneficial interest in the share capital of the company.

## **Auditors**

A resolution to reappoint PricewaterhouseCoopers as auditors will be proposed at the annual general meeting.

By order of the board

  
D Solan  
Secretary


28 April 2000

# BANK OF IRELAND DIRECT MARKETING LIMITED

## Balance Sheet at 31 March 2000

		2000	1999
	Notes	£	£
<b>Current assets</b>			
Debtors - due within one year	3	19,131	19,131
<b>Creditors - due within one year</b>	4	(10,439)	(10,439)
		<hr/>	<hr/>
<b>Total assets less current liabilities</b>		8,692	8,692
		<hr/>	<hr/>
<b>Capital and reserves</b>			
Called up share capital	5	2	2
Profit & loss account		8,690	8,690
		<hr/>	<hr/>
<b>Equity shareholders' funds</b>		8,692	8,692
		<hr/>	<hr/>

Approved by the Board on 28 April 2000

  
A Rogers (Director)

The notes on pages 5 and 6 form an integral part of these financial statements.

# BANK OF IRELAND DIRECT MARKETING LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### 1. Accounting Policies

#### Accounting Convention

The financial statements have been prepared under the historical cost convention and in accordance with 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. Audit fees are borne by the ultimate parent company

There were no employees during the year (1999: Nil) and the directors received no emoluments (1999: Nil)

### 3. Debtors - due within one year

	2000 £	1999 £
Amounts owed by immediate parent company	19,131	19,131

### 4. Creditors - due within one year

	2000 £	1999 £
Amount owed to ultimate parent company	10,439	10,439

### 5. Called Up Share Capital

	2000 £	1999 £
Authorised share capital, 1000 ordinary shares of £1 each	1,000	1,000
Allotted, issued and fully paid, ordinary shares of £1 each	2	2

# **BANK OF IRELAND DIRECT MARKETING LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **6. Ultimate Parent Company**

The immediate parent company is Bank of Ireland Britain Holdings Limited, registered in England. The company's ultimate parent company and ultimate controlling party is The Governor and Company of the Bank of Ireland, a charter company incorporated in the Republic of Ireland.

A copy of the Bank of Ireland Group accounts may be obtained from Bank of Ireland, Lower Baggot Street, Dublin 2. These accounts represent both the smallest and largest groups into which the results of the company are consolidated.

### **7. Related Party Transactions**

Transactions with other companies within the group are not disclosed as the company has taken advantage of the exemption under Financial Reporting Standard No. 8 "Related Party Disclosures" as the consolidated financial statements of Bank of Ireland, in which the company is included are available at the address shown in note 6.

No other material transactions with related parties have been undertaken by the company.

# **BANK OF IRELAND DIRECT MARKETING LIMITED**

## **STATEMENT OF DIRECTORS' RESPONSIBILITIES**

Company law requires the directors to prepare financial statements for each financial year that 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.

The directors confirm that suitable accounting policies have been used and applied consistently. They also confirm that reasonable and prudent judgements and estimates have been made in preparing the financial statements for the year ended 31 March 2000 and that applicable accounting standards have been followed.

The directors are responsible for keeping proper accounting records that 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.

# **BANK OF IRELAND DIRECT MARKETING LIMITED**

## **AUDITORS' REPORT TO THE MEMBERS OF BANK OF IRELAND DIRECT MARKETING LIMITED**

We have audited the financial statements on pages 4 to 6 which have been prepared under the historical cost convention and the accounting policies set out on page 5.

### **Respective responsibilities of directors and auditors**

The directors are responsible for preparing the Annual Report. As described on page 7, this includes responsibility for preparing the financial statements, in accordance with applicable United Kingdom accounting standards. Our responsibilities as independent auditors, are established in the United Kingdom by statute, the Auditing Practices Board and our professions ethical guidance.

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the United Kingdom Companies Act. We also report to you if, in our opinion, the directors' report is not consistent with the financial statements, if the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if the information specified by law regarding directors' remuneration and transactions is not disclosed.

We read the other information contained in the Annual Report and consider the implications for our report if we become aware of any apparent misstatement or material inconsistencies with the financial statements.

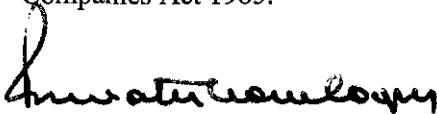
### **Basis of audit opinion**

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

### **Opinion**

In our opinion the financial statements give a true and fair view of the state of the company's affairs at 31 March 2000 and have been properly prepared in accordance with the Companies Act 1985.



PricewaterhouseCoopers  
Chartered Accountants and  
Registered Auditors  
Bristol

28 April 2000