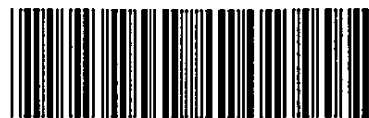


ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED

FINANCIAL STATEMENTS
For the year ended
31 December 2011

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ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED

(A Company Limited by Guarantee and
not having a Share Capital)

REPORT OF THE DIRECTOR

The directors present their report with the accounts of the company for the year ended 31 December 2010

Review of Business

On 31 May 1999, the entire undertaking was transferred to The Direct Marketing Association (UK) Limited, as permitted by the Memorandum of Association

The company did not trade during the year and is now dormant

Officers

The present officers of the company and those who served during the year are as follows

Directors	C Combemale M Lordan
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Statement of Director's 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 which 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 the Financial Reporting Standard for Smaller Entities (effective March 2000) has been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

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 to enable them to comply with the Companies Act 2006. 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.

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED

(A Company Limited by Guarantee and
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**REPORT OF THE DIRECTOR
(continued)**

Fixed Assets

Acquisitions and disposals of fixed assets during the year are recorded in the notes to the accounts

Small Company Exemption

The director's report is prepared in accordance with the provisions relating to small companies within Part 15 of the Companies Act 2006 relating to small companies

BY ORDER OF THE BOARD


**MILLIGAN
SECRETARY**

Dated this 20th day of September 2012

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED
 (A Company Limited by Guarantee and
 not having a Share Capital)

INCOME AND EXPENDITURE ACCOUNT
 for the year ended
 31st December 2011

	Note	2011 £	2010 £
TURNOVER	2(b) & 3	-	-
NET OPERATING EXPENSES	4	-	-
OPERATING PROFIT	5	-	-
INTEREST RECEIVABLE	7	-	-
FINANCE CHARGES	8	-	-
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		-	-
TAXATION	9	-	-
PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION		-	-
LOSS ON TRANSFER OF BUSINESS TO THE DIRECT MARKETING ASSOCIATION (UK) LIMITED		-	-
BALANCE BROUGHT FORWARD		-	-
BALANCE CARRIED FORWARD		-	-
		=====	=====

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED
 (A Company Limited by Guarantee and
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BALANCE SHEET
 31st December 2011

	Notes	2011 £	2011 £	2010 £	2010 £
FIXED ASSETS	10		-		-
CURRENT ASSETS					
DEBTORS	11	-	-	-	-
CASH AT BANK AND IN HAND		738		738	
		738		738	
CREDITORS - AMOUNTS FALLING DUE WITHIN ONE YEAR	12	(738)		(738)	
NET CURRENT ASSETS			-		-
TOTAL ASSETS LESS CURRENT LIABILITIES			-		-
CREDITORS - AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR	13		-		-
NET ASSETS			-		-
RESERVES					
INCOME AND EXPENDITURE ACCOUNT			-		-
MEMBERS' FUNDS			-		-

The directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the preparation and detection of fraud and other irregularities.


For the year ended 31 December 2010, the company was entitled to exemption from the requirement to have an audit under the provisions of section 477(2) of the Companies Act 2006. No notice has been deposited with the company under section 476 of that Act requiring an audit to be carried out.

The directors acknowledge their responsibility for

- (a) ensuring that the company keeps accounting records in accordance with section 386 of the Companies Act 2006, and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of its financial period and of its profit/loss for that financial period in accordance with the requirements of section 393 of the Companies Act and otherwise comply with the accounting requirements of that Act relating to accounts so far as they were applicable to the company.

These accounts have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by the Board on 20 September 2012 and signed on their behalf by:


 M LORDAN
 DIRECTOR

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED

(A Company Limited by Guarantee and
not having a Share Capital)

NOTES TO THE ACCOUNTS

for the year ended
31st December 2011

1. MEMBER'S LIABILITY

The liability of each member of the company in the event of it being wound up is limited to one pound

2. ACCOUNTING POLICIES**(a) Basis of accounting**

The accounts have been prepared under the historical cost convention. On 31 May 1999, the entire undertaking was transferred to The Direct Marketing Association (UK) Limited, as permitted by the Memorandum of Association

(b) Income

Income, which excludes Value Added Tax, represents the invoiced value of services supplied, together with contributions received from the Advertising Standards Board of Finance

(c) Leasing

The cost of assets held under finance leases is included under tangible assets, and depreciation is provided in accordance with the company's accounting policy for the class of asset concerned. Interest calculated on a reducing balance basis is charged as interest payable over the period of the leases, and the capital element of future lease creditors is included in creditors. The cost of operating leases is charged as incurred

(d) Depreciation

Depreciation is provided so as to write off the cost of fixed assets over the expected useful economic lives of the assets concerned. The principal annual rates used for this purpose are

Office Equipment	25% on cost
Motor Vehicle	25% on cost
Leasehold Property	Written off over the costs of the lease

(e) Taxation

The charge for taxation is based on the results of the year as adjusted for disallowed items and for timing differences to the extent that they are unlikely to result in a tax liability in the foreseeable future

(f) Pensions

The company operated a defined contributions scheme for some of its employees. The cost of contributions to the scheme has been charged to the income & Expenditure Account in the year in which they fell due

3. INCOME

The turnover and deficit before taxation is attributable to the one principal activity of the company and relates wholly to activities carried out in the United Kingdom

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED
 (A Company Limited by Guarantee and
 not having a Share Capital)

NOTES TO THE ACCOUNTS
(continued)
 for the year ended
 31st December 2011

4. NET OPERATING EXPENSES

	2011 £	2010 £
	-----	-----
Net Operating Expenses are made up as follows		
Administration Expenses	-	-
Other Costs and Expenses	-	-
	-----	-----
Net Operating Expenses	-	-
	=====	=====

5. OPERATING PROFIT

	2011 £	2010 £
	-----	-----
The Operating Profit is arrived at after charging		
Depreciation		
Owned Assets	-	-
Leased Assets	-	-
Loss on Disposal of Assets	-	-
Staff Costs	-	-
Auditors' remuneration	-	-
Operating lease rentals		
Land and Buildings	-	-
	-----	-----
	=====	=====

6. EMPLOYEES

	2011 £	2010 £
	-----	-----
Wages and Salaries	-	-
Social Security Costs	-	-
Other pension costs	-	-
	-----	-----
	-	-
	=====	=====
	No	No
	-----	-----
The average weekly number of employees during the year was as follows		
Administration	-	-
	-----	-----
	-	-
	=====	=====

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED
 (A Company Limited by Guarantee and
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NOTES TO THE ACCOUNTS
(continued)
 for the year ended
 31st December 2011

7. INTEREST RECEIVABLE

	2011 £	2010 £
Bank Deposit Interest	-	-
	=====	=====

8. FINANCE CHARGES

	2011 £	2010 £
Interest payable under finance leases wholly repayable within five years	-	-
	=====	=====

9. TAXATION

	2011 £	2010 £
The tax charge on the result for the year was as follows		
Corporation Tax recoverable at 20%	-	-
Prior year adjustment	-	-
	=====	=====

10. TANGIBLE FIXED ASSETS

	Short Leasehold Property £	Furniture Fittings & Equipment £	Motor Vehicle £	Total £
Cost				
At 1 January 2011	-	-	-	-
Disposals	-	-	-	-
At 31 December 2011	-	-	-	-
Depreciation				
At 1 January 2011	-	-	-	-
Disposals	-	-	-	-
At 31 December 2011	-	-	-	-

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED

(A Company Limited by Guarantee and
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NOTES TO THE ACCOUNTS**(continued)**

for the year ended
31st December 2011

10. TANGIBLE FIXED ASSETS (continued)

	Short Leasehold Property £	Furniture Fittings & Equipment £	Motor Vehicle £	Total £
Net Book Value				
At 31 December 2011				
Owned	-	-	-	-
Leased	-	-	-	-
	-	-	-	-
	=====	=====	=====	=====
At 31 December 2011				
Owned	-	-	-	-
Leased	-	-	-	-
	-	-	-	-
	=====	=====	=====	=====

11. DEBTORS

	2011 £	2010 £
Amounts falling due within one year		
Other Debtors	-	-
Corporation Tax Recoverable	-	-
Prepayments	-	-
	-	-
	=====	=====

12. CREDITORS. AMOUNTS FALLING DUE WITHIN ONE YEAR

	2011 £	2010 £
Bank Overdraft	-	-
Trade Creditors	-	-
Obligations under Finance Leases	-	-
Accruals and Deferred Income	-	-
Other Creditors	738	738
	738	738
	=====	=====

ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED
 (A Company Limited by Guarantee and
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NOTES TO THE ACCOUNTS
(continued)
 for the year ended
 31st December 2011

13. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2011 £	2010 £
	=====	=====
Obligations under finance leases	-	-
	=====	=====

14. CAPITAL COMMITMENTS

There were no capital commitments outstanding at 31 December 2011

15. OPERATING LEASE COMMITMENTS

At 31 December 2011, the Company had no annual commitments under non-cancellable operating leases