

Company No. 2812161

Marketing Reflex Limited

Abbreviated Financial Statements

for the period from 23 April 1993 to 31 July 1994

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**REGISTRAR OF COMPANIES COPY**

**Return to HAZLEMS FENTON**

**When approved and signed**

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Hazlems Fenton  
Chartered Accountants  
Palladium House  
1-4 Argyll Street  
London W1V 2LD

# Marketing Reflex Limited

## Company Information

Directors	G R N Filleul K R Bryant
Secretary	K R Bryant
Company Number	2812161
Registered Office	25 Ecclestone Square London SW1V 1NS
Auditors	Hazlems Fenton Chartered Accountants Palladium House 1-4 Argyll Street London W1V 2LD

Marketing Reflex Limited

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## Marketing Reflex Limited

### Auditors' Report to Marketing Reflex Limited Pursuant to Paragraph 24 of Schedule 8 to the Companies Act 1985

We have examined the abbreviated accounts on pages 3 to 5 together with the financial statements of Marketing Reflex Limited prepared under section 226 of the Companies Act 1985 for the period ended 31 July 1994.

#### Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with Schedule 8 to the Companies Act 1985. It is our responsibility to form an independent opinion as to the company's entitlement to the exemptions claimed in the directors' statement on the balance sheet and whether the abbreviated accounts have been properly prepared in accordance with that Schedule.

#### Basis of opinion

We have carried out the procedures we considered necessary to confirm, by reference to the audited financial statements, that the company is entitled to the exemptions and that the abbreviated accounts have been properly prepared from those financial statements. The scope of our work for the purpose of this report does not include examining or dealing with events after the date of our report on the full financial statements.

#### Opinion

In our opinion the company is entitled under sections 246 and 247 of the Companies Act 1985 to the exemptions conferred by Section A of Part III of Schedule 8 to that Act, in respect of the period ended 31 July 1994, and the abbreviated accounts on pages 3 to 5 have been properly prepared in accordance with that Schedule.

#### Other information

On 3rd May 1995, we reported, as auditors of Marketing Reflex Limited, to the members on the financial statements prepared under section 226 of the Companies Act 1985 for the period ended 31 July 1994, and our audit report was as follows:

'We have audited the financial statements on pages 4 to 8 which have been prepared under the historical cost convention and the accounting policies set out on page 6.

#### Respective responsibilities of directors and auditors

As described in the directors' report the company's directors are responsible for the preparation of financial statements. It is our responsibility to form an independent opinion, based on our audit, on those statements and to report our opinion to you.

Marketing Reflex Limited

Auditors' Report to Marketing Reflex Limited  
Pursuant to Paragraph 24 of Schedule 8 to the Companies Act 1985 (continued)

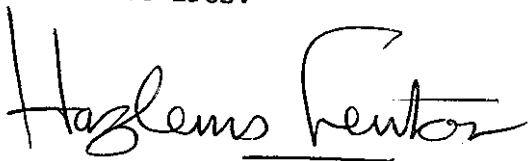
Basis of opinion

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 judgments 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 as at 31 July 1994 and of its loss for the period then ended and have been properly prepared in accordance with the Companies Act 1985.'



Hazlems Fenton

3rd May 1995

Chartered Accountants  
Registered Auditor  
Palladium House  
1-4 Argyll Street  
London W1V 2LD

Marketing Reflex Limited

Abbreviated Balance Sheet  
as at 31 July 1994

	Notes	1994 £	£
<b>Fixed Assets</b>			
Tangible assets	2		155
<b>Current Assets</b>			
Debtors		1,936	
		<u>1,936</u>	
Creditors: amounts falling due within one year		(33,101)	
<b>Net Current Liabilities</b>			<u>(31,165)</u>
<b>Total Assets Less Current Liabilities</b>			<u>£ (31,010)</u>
<b>Capital and Reserves</b>			
Called up share capital	3		2
Profit and loss account			<u>(31,012)</u>
			<u>£ (31,010)</u>

In preparing these abbreviated financial statements:

- (a) Advantage has been taken of the exemptions conferred by Section A of Part III of Schedule 8 to the Companies Act 1985, and
- (b) In the directors' opinion the company is entitled to these exemptions as a small company.

The financial statements were approved by the Board on 2nd May 1995

G R N Filleul

Director

The notes on pages 4 to 5 form part of these abbreviated financial statements.

K R Bryant

Director

Marketing Reflex Limited

Notes to the Abbreviated Financial Statements  
for the period ended 31 July 1994

1. Accounting Policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and include the results of the company's operations as indicated in the directors' report, all of which are continuing.

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a small company.

1.2 Turnover

Turnover represents amounts receivable for goods and services provided in the UK net of VAT and trade discounts.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment	-	25% Reducing balance
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1.4 Deferred taxation

Provision is made for deferred taxation using the liability method to take account of timing differences between the incidence of income and expenditure for taxation and accounting purposes except to the extent that the directors consider that a liability to taxation is unlikely to crystallise.

# Marketing Reflex Limited

## Notes to the Abbreviated Financial Statements for the period ended 31 July 1994

### 2. Fixed Assets

	Tangible assets
Cost	£
Additions	207
At 31 July 1994	<u>207</u>
Depreciation	
Charge for period	52
At 31 July 1994	<u>52</u>
Net book values	
At 31 July 1994	<u>£ 155</u>

### 3. Share Capital

	1994 £
Authorised	
100 Ordinary shares of £1 each	<u>100</u>
Allotted, called up and fully paid	
2 Ordinary shares of £1 each	<u>2</u>

During the period 2 ordinary shares of £1 each were allotted and fully paid at par for cash consideration to provide initial working capital.