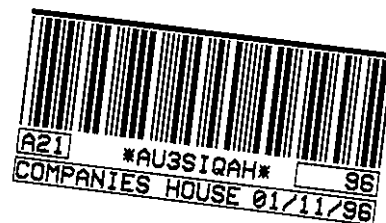


Company No. 2812161

**Marketing Reflex Limited**  
**Report and Abbreviated Financial Statements**  
**for the period**  
**from 1 August 1994 -- 31 January 1996**



**Marketing Reflex Limited**

**Company Information**

<b>Directors</b>	G.R.N. Filleul K.R. Bryant
<b>Secretary</b>	K.R. Bryant
<b>Company Number</b>	2812161
<b>Registered Office</b>	25 Eccleston Square London SW1V 1NS

Marketing Reflex Limited

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Marketing Reflex Limited

Abbreviated Balance Sheet  
as at 31 January 1996

	Notes	£	1996 £	£	1995 £
<b>Fixed Assets</b>					
Tangible assets	2		188		155
<b>Current Assets</b>					
Stocks		30,066		-	
Debtors		7,061		1,936	
		<u>37,127</u>		<u>1,936</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(122,119)</u>		<u>(33,101)</u>	
<b>Net Current Liabilities</b>			<u>(84,992)</u>		<u>(31,165)</u>
<b>Total Assets Less Current Liabilities</b>			<u>£ (84,804)</u>		<u>£ (31,010)</u>
<b>Capital and Reserves</b>					
Called up share capital	3		100		2
* Profit and loss account			<u>(84,904)</u>		<u>(31,012)</u>
			<u>£ (84,804)</u>		<u>£ (31,010)</u>

The directors' statements set out on page 2 form an integral part of the abbreviated balance sheet.

The notes on pages 3 to 4 form part of these abbreviated financial statements.

Marketing Reflex Limited

Abbreviated Balance Sheet (continued)  
as at 31 January 1996

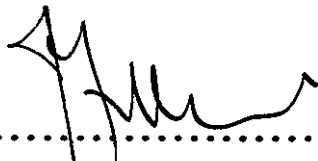
The directors' statements set out below form an integral part of the abbreviated balance sheet.

In preparing these abbreviated financial statements:

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The directors acknowledge their responsibilities for:
  - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, 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 or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

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.



.....  
G.R.N. Filleul



.....  
K.R. Bryant

23rd October 1996

## **Marketing Reflex Limited**

### **Notes to the Abbreviated Financial Statements for the period ended 31 January 1996**

#### **1. Accounting Policies**

##### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention, on a going concern basis which is dependent upon the continued financial support of the company's bankers, creditors and directors 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 Leasing**

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

##### **1.5 Stock**

Stock is valued at the lower of cost and net realisable value.

##### **1.6 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 January 1996

### 2. Fixed Assets

	Tangible assets
<b>Cost</b>	£
At 1 August 1994	207
Additions	95
	<hr/>
At 31 January 1996	302
	<hr/>
<b>Depreciation</b>	
At 1 August 1994	52
Charge for period	62
	<hr/>
At 31 January 1996	114
	<hr/>
<b>Net book values</b>	
At 31 January 1996	£ 188
	<hr/>
At 31 July 1994	£ 155
	<hr/>

### 3. Share Capital

	1996 £	1995 £
<b>Authorised</b>		
100 Ordinary shares of £1 each	100	100
	<hr/>	<hr/>
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	100	2
	<hr/>	<hr/>

During the period 98 ordinary shares of £1 each were allotted and fully paid at par for cash consideration to provide additional working capital.