

**DATA MANAGEMENT SERVICES GROUP LIMITED**

**(Registered number 03011070)**

**ANNUAL REPORT**

**PERIOD ENDED 30 APRIL 2010**

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**DATA MANAGEMENT SERVICES GROUP LIMITED**  
**ANNUAL REPORT**  
**PERIOD ENDED 30 APRIL 2010**

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**DATA MANAGEMENT SERVICES GROUP LIMITED  
DIRECTORS' REPORT**

The directors present their report together with the financial statements for the period ended 30 April 2010

**RESULTS AND PRINCIPAL ACTIVITIES**

The company has not traded during the current or preceding period and accordingly no profit and loss account has been prepared

**DIRECTORS AND THEIR INTERESTS**

The directors who held office during the period are shown below

|             |                           |
|-------------|---------------------------|
| J Gordon    | (resigned 13 April 2010)  |
| P Banks     | (resigned 13 April 2010)  |
| M Greenlees | (appointed 13 April 2010) |
| N Manning   | (appointed 13 April 2010) |
| A Beach     | (appointed 13 April 2010) |

No director held any interests in the company's shares

The interests of the above directors in the shares of the ultimate holding company, Ebiquity Plc, are shown in that company's financial statements

**BY ORDER OF THE BOARD**



A Beach  
**Secretary**

27 January 2011

**DATA MANAGEMENT SERVICES GROUP LIMITED**  
**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the directors' 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). Under company law the directors must not approve the financial statements unless they are satisfied that they 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 these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting 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.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and 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 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.

**DATA MANAGEMENT SERVICES GROUP LIMITED**  
**BALANCE SHEET**  
**30 APRIL 2010**

Company number 03011070

|                                   |              | <u>30 April</u><br><u>2010</u><br>£ | <u>31</u><br><u>December</u><br><u>2008</u><br>£ |
|-----------------------------------|--------------|-------------------------------------|--|
|                                   | <b>Notes</b> |                                     |  |
| <b>CURRENT ASSETS</b>             |              |                                     |  |
| Debtors                           |              | <u>100</u>                          | <u>100</u>                                       |
| <b>CAPITAL AND RESERVES</b>       |              |                                     |  |
| Share capital                     | <b>2</b>     | <u>100</u>                          | <u>100</u>                                       |
| Profit and loss account           |              | <u>-</u>                            | <u>-</u>   |
| <b>EQUITY SHAREHOLDERS' FUNDS</b> |              | <u>100</u>                          | <u>100</u>                                       |

The company did not trade during the current or preceding period and accordingly no profit and loss account has been prepared. The company has not received any income or incurred any expense or recognised any other gains or losses during the current or preceding period.

For the period ended 30 April 2010 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Director's responsibilities,

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 27 January 2011.



A Beach  
Director

**DATA MANAGEMENT SERVICES GROUP LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**PERIOD ENDED 30 APRIL 2010**

**1 ACCOUNTING POLICIES**

**(a) Basis of accounting**

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards

**2 SHARE CAPITAL**

|   | <u>30</u><br><u>April</u><br><u>2010</u><br>£ | <u>31</u><br><u>December</u><br><u>2008</u><br>£ |
|---|---|--|
| <b>Authorised</b>   |   |  |
| 1,000 Ordinary shares of £1 each                                  | <u>1,000</u>                                  | <u>1,000</u>                                     |
| <b>Allotted</b>   |   |  |
| 100 Allotted, called up and fully paid ordinary shares of £1 each | <u>100</u>                                    | <u>100</u>                                       |

**3 PARENT UNDERTAKINGS AND ULTIMATE HOLDING COMPANY**

The immediate parent company is Xtreme Information Limited which is incorporated in England and Wales

Ebiquity Plc, also incorporated in England and Wales, is regarded by the directors as the ultimate parent company and is the parent undertaking of the largest and smallest group for which group accounts are prepared. Copies of the group accounts, in which this company is included, are available from 2<sup>nd</sup> Floor, The Registry, Royal Mint Court, London, EC3N 4QN