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SAGA MEDIA LIMITED

ANNUAL REPORT AND ACCOUNTS

31 JANUARY 2011

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SAGA MEDIA LIMITED
Director's report

Director S M Howard

Secretary J Davies

Registered Office Enbrook Park, Folkestone, Kent, CT20 3SE

Company Registration no 3023527

The Director presents his report together with the accounts for the year ended 31 January 2011

Principal activity and review of business developments

The Company has not traded during the year

Director

The Director of the Company during the year is listed above

By order of the Board

A handwritten signature in black ink, appearing to be 'S M Howard', written in a cursive style.

S M Howard
Director
28 June 2011

SAGA MEDIA LIMITED
Balance sheet as at 31 January 2011

	2011 £	2010 £
Debtors		
Amount due from parent undertaking	1	1
Net assets	<u>1</u>	<u>1</u>
Capital and reserves		
Allotted, called up and fully paid share capital		
1 Ordinary Shares of £1 each	1	1
Profit and loss account	-	-
Shareholders' funds	<u>1</u>	<u>1</u>

- (a) For the year ending 31 January 2011 the Company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.
- (b) Director's responsibilities
- (i) The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476, and
 - (ii) The Director acknowledges their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts
- (c) These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

Signed for and on behalf of the Board by



S M Howard
 Director
 28 June 2011

SAGA MEDIA LIMITED

Notes to the accounts

1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards as defined in the Companies Act 2006 s 464

2 Profit and loss account

No profit and loss account has been prepared as the Company has not traded during the year

3 Cash flow statement

The Director has taken advantage of the exemption available under FRS 1 (Cash flow statements) of the requirement to prepare a cash flow statement as a consolidated cash flow statement has been presented in the financial statements of the ultimate parent undertaking, Acromas Holdings Limited

4 Related party transactions

The Company has taken advantage of the exemption within FRS 8 (Related party disclosures) in not disclosing transactions with other entities in the Acromas group of companies

5 Ultimate parent undertaking

The immediate parent undertaking is Saga Group Limited, a company which is registered in England. The financial statements of the Company have been consolidated in the group financial statements of Acromas Holdings Limited, the ultimate parent undertaking, a company which is registered in England

6 Ultimate controlling party

The Director considers the ultimate controlling party to be funds advised by Charterhouse General Partners, CVC Capital Partners and Permira Advisers acting in concert