

Company Registration No. 3430136 (England and Wales)

**AD EVOLUTION LIMITED**  
**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2004**



# AD EVOLUTION LIMITED

## COMPANY INFORMATION

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**Directors**

M Lewis  
J E Thompson

**Secretary**

L.G.Secretaries Limited

**Company number**

3430136

**Registered office**

38 Wigmore Street  
London  
W1U 2HA

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# AD EVOLUTION LIMITED

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# AD EVOLUTION LIMITED

## DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2004

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The directors present their report and financial statements for the year ended 31 December 2004.

### Principal activities

The principal activity of the company continued to be that of administrative agent in the field of sponsoring, marketing and advertising.

### Directors

The following directors have held office since 1 January 2004:

M Lewis  
J E Thompson

### Directors' interests

The directors' interests in the shares of the company were as stated below:

	Ordinary shares of £ 1 each	
	31 December 2004	1 January 2004
M Lewis	-	-
J E Thompson	-	-

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

On behalf of the board



M Lewis

Director  
30 SEP 2005

# AD EVOLUTION LIMITED

## PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2004

	Notes	2004 £	2003 £
Turnover		8,935	4,700
Administrative expenses		(7,002)	(2,635)
Operating profit		1,933	2,065
Interest payable and similar charges		-	(33)
Profit on ordinary activities before taxation		1,933	2,032
Tax on profit on ordinary activities	2	(580)	(670)
Profit on ordinary activities after taxation	6	1,353	1,362

# AD EVOLUTION LIMITED

## BALANCE SHEET AS AT 31 DECEMBER 2004

	Notes	2004 £	£	2003 £	£
<b>Current assets</b>					
Debtors	3	25,569		861	
Cash at bank and in hand		12,234		180,839	
		<u>37,803</u>		<u>181,700</u>	
<b>Creditors: amounts falling due within one year</b>	4	<u>(24,089)</u>		<u>(169,339)</u>	
<b>Total assets less current liabilities</b>			<u>13,714</u>		<u>12,361</u>
<b>Capital and reserves</b>					
Called up share capital	5		1,000		1,000
Profit and loss account	6		12,714		11,361
<b>Shareholders' funds</b>			<u>13,714</u>		<u>12,361</u>

In preparing these 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.

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective June 2002).

The financial statements were approved by the Board on 30 SEP 2005



M Lewis  
Director

# AD EVOLUTION LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2004

### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective June 2002).

#### 1.2 Turnover

Turnover represents income wholly derived from the company's principal activity.

#### 1.3 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

<b>2</b>	<b>Taxation</b>	<b>2004</b>	<b>2003</b>
		<b>£</b>	<b>£</b>
	<b>Domestic current year tax</b>		
	U.K. corporation tax	580	670
		<u>580</u>	<u>670</u>
	<b>Current tax charge</b>	<u>580</u>	<u>670</u>
<b>3</b>	<b>Debtors</b>	<b>2004</b>	<b>2003</b>
		<b>£</b>	<b>£</b>
	Other debtors	25,569	861
		<u>25,569</u>	<u>861</u>
<b>4</b>	<b>Creditors: amounts falling due within one year</b>	<b>2004</b>	<b>2003</b>
		<b>£</b>	<b>£</b>
	Corporation tax	1,249	1,170
	Shareholders' loans	6,243	6,243
	Other creditors	16,492	162,821
	Accruals and deferred income	105	(895)
		<u>24,089</u>	<u>169,339</u>

# AD EVOLUTION LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2004

5	Share capital	2004	2003
		£	£
	<b>Authorised</b>		
	1,000 Ordinary shares of £1 each	1,000	1,000
	<b>Allotted, called up and fully paid</b>		
	1,000 Ordinary shares of £1 each	1,000	1,000
6	Statement of movements on profit and loss account		Profit and loss account £
	Balance at 1 January 2004		11,361
	Retained profit for the year		1,353
	Balance at 31 December 2004		12,714

### 7 Related party transactions

The ultimate controlling party is not known to the director. The following balances existed with related parties at 31 December 2004:

a) Loan from shareholders - £6,243 (2003: £6,243).



# AD EVOLUTION LIMITED

## DETAILED TRADING AND PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2004

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	2004	2003
	£	£
Turnover		
Commissions receivable	8,935	4,700
Administrative expenses	(7,002)	(2,635)
Operating profit	1,933	2,065
Interest payable		
Interest on overdue tax paid	-	(33)
Profit before taxation	1,933	2,032

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# AD EVOLUTION LIMITED

## SCHEDULE OF ADMINISTRATIVE EXPENSES FOR THE YEAR ENDED 31 DECEMBER 2004

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	2004	2003
	£	£
<b>Administrative expenses</b>		
Accountancy Fees	1,000	750
Other Administrative Expenses	6,002	1,685
Fines	-	200
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	7,002	2,635
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