

**A.M.F. ADVERTISING MEDIA FASHION LIMITED**

**ABBREVIATED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**



18975-BPX-2003

*8/2/04*

**Registered Office**  
6th Floor, 94 Wigmore Street  
London

**A.M.F. ADVERTISING MEDIA FASHION LIMITED**

**ABBREVIATED BALANCE SHEET  
AS AT 31 DECEMBER 2003**


	Notes	2003 £	£	2002 £	£
<b>Fixed assets</b>					
Investments	2		5		5
<b>Current assets</b>					
Debtors		24,461		11,616	
Cash at bank and in hand		3,723		7,105	
		<u>28,184</u>		<u>18,721</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(6,695)</u>		<u>(7,069)</u>	
<b>Net current assets</b>			21,489		11,652
<b>Total assets less current liabilities</b>			<u>21,494</u>		<u>11,657</u>
<b>Capital and reserves</b>					
Called up share capital	3	2,000		2,000	
Profit and loss account		19,494		9,657	
<b>Shareholders' funds - equity interests</b>			<u>21,494</u>		<u>11,657</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 abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the Board on 22/12/03

  
L R Taylor  
Director

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2003**

**1 Accounting policies**

**1.1 Accounting convention**

The financial statements are prepared under the historical cost convention, and in accordance with applicable accounting standards.

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

**1.2 Turnover**

Turnover represents the company's share of income derived from its principal activity.

**1.3 Investments**

Fixed asset investments are stated at cost less provision for diminution in value.

**1.4 Deferred taxation**

Deferred taxation is provided at appropriate rates on all timing differences using the liability method only to the extent that, in the opinion of the directors, there is a reasonable probability that a liability or asset will crystallise in the foreseeable future.

**1.5 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.

**2 Fixed assets**

	<b>Investments</b>
	<b>£</b>
<b>Cost</b>	
At 1 January 2003 & at 31 December 2003	5
	<u>5</u>
At 31 December 2002	5
	<u>5</u>

The investment represents a 5% holding in Media Fashion Group, and is stated at cost.

<b>3 Share capital</b>	<b>2003</b>	<b>2002</b>
	<b>No.</b>	<b>No.</b>
<b>Authorised</b>		
10,000 ordinary £1 shares	10,000	10,000
	<u>10,000</u>	<u>10,000</u>
	<b>2003</b>	<b>2002</b>
	<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid</b>		
2,000 ordinary £1 shares	2,000	2,000
	<u>2,000</u>	<u>2,000</u>