

REGISTERED NUMBER. 3470348

**REPORT OF THE DIRECTORS AND  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2007  
FOR  
THE LONDON MINT OFFICE LIMITED**

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**THE LONDON MINT OFFICE LIMITED**  
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**FOR THE YEAR ENDED 31 DECEMBER 2007**

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**THE LONDON MINT OFFICE LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

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<b>DIRECTORS</b>	S Mellinger J W de Nie
<b>SECRETARY</b>	W K Corporate Services Limited
<b>REGISTERED OFFICE</b>	3rd Floor, Jessica House Red Lion Square Wandsworth High Street London SW18 4LS
<b>REGISTERED NUMBER</b>	3470348
<b>AUDITORS</b>	KPMG LLP Chartered Accountants Registered Auditors 1 Forest Gate Brighton Road Crawley RH 11 9PT
<b>BANKERS</b>	DNB Nor Bank ASA 20 St Dunstons Hill London EC3R 8HY

**THE LONDON MINT OFFICE LIMITED**  
**REPORT OF THE DIRECTORS**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

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The directors present their report with the financial statements of the company for the year ended 31 December 2007

**PRINCIPAL ACTIVITY**

The principal activity of the company in the year under review was that of supplying coins for collection to the general public

**REVIEW OF BUSINESS**

The results for the year and financial position of the company are as shown in the annexed financial statements

The London Mint Office Ltd is a wholly owned subsidiary of the Samlerhuset Group, a pan-European organisation specialising in the marketing and distribution of commemorative and historical coins to coin collectors. New customers are obtained through direct response advertising and offered a variety of products, drawn from national and private mints throughout the world, mainly on an ongoing subscription basis, by means of a variety of direct marketing channels and techniques. The company's objective is to create new coin collectors in the market - not just service existing numismatists - who will provide long-term customer value over many years and thereby establish the business as the market leading distributor of collectible coins in two to four years.

To achieve this objective the business will need to contend with various economic uncertainties such as the possible impact of a downturn in consumer spending on non-essentials and fluctuations in precious metal prices - the majority of our sales being in silver and gold. The business is also subject to external influences as new name acquisition is chiefly driven by major national events - particularly relating to the monarchy and military anniversaries. A key focus point will be to emulate our sister companies in other markets by extending the appeal of coin collecting outside such traditional areas and using a broader scope of themes to attract new customers. Such ambitions have required substantial investment on the part of our parent company and whilst our business is still dependent on their support, the business achieved break-even status in Q4 2007.

However, the most critical issue in maximising profitability surrounds our customer relationships - encouraging multiple customer subscriptions and minimising returns and attrition by delivering optimum customer service quality and providing a broad palette of attractive product offerings at a wide range of price levels. Significant investment has been - and will continue to be - made in the standard of our customer service infrastructure and data profiling techniques together with developing strong relationships with our key suppliers. Our success in achieving our objectives is constantly measured according to a variety of key performance indicators - the most important being earnings per subscriber (Gross Margin divided by the number of starters to any particular collection), returns rates, turnover by subscription sales relative to single product sales, cost per new name acquired as well as traditional P&L and working capital measurements.

Results for this financial year demonstrate the considerable improvements that have been made to the infrastructure of the business and the second half of the year was significantly more successful than the first. Fundamental changes to processes and operational activities during the course of the year, but specifically in June 2007, have allowed us to realistically contemplate achieving profitability during 2008. The majority of our principal targets for 2007 (including the reduction of debtor days, reduction of bad debt, reduction of returns and attrition, reduction in stock holdings and substantial reduction in cost of goods) were all comfortably achieved whilst building the active subscriber base by 28%.

It should be noted that, on January 1st 2008, our German and Austrian sister companies, MDM Munzhandelsgesellschaft mbH, Deutsche Munze and IMM Munz-Institut für Munz- und Medaillenkunst GmbH, together with the logistics business Alta Dienstleistungs GmbH für den Versandhandel, were demerged leading to changes in the structure and ownership of the Samlerhuset Group.

**DIVIDENDS**

The directors do not recommend the payment of a dividend.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 January 2007 to the date of this report.

S Mellinger  
J W de Nie

**THE LONDON MINT OFFICE LIMITED**  
**REPORT OF THE DIRECTORS**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

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**FINANCIAL INSTRUMENTS**  
**Financial risk management**

The company operations expose it to certain financial risks such as currency fluctuation and interest rate risk. These risks are mitigated by the use of the Group financing facility provided by the Group bankers.

**Currency fluctuation**

As borrowings are provided on a group basis the rate control rests with the group.

**Liquidity risk**

As the company is a wholly owned subsidiary it relies upon group support and has a share in a group financing facility.

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Directors' report and 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 they have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice). The financial statements are required by law to 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 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 proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that its financial statements comply with the Companies Act 1985. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

The directors who held office at the date of the approval of this directors report confirm that, so far as they are each aware, there is no relevant audit information of which the Company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

**AUDITORS**

The auditors, KPMG LLP, will be proposed for re-appointment in accordance with Section 385 of the Companies Act 1985.

**ON BEHALF OF THE BOARD**



S Mellinger - Director

Date 11<sup>th</sup> July 2008

**REPORT OF THE INDEPENDENT AUDITORS TO THE SHAREHOLDERS OF  
THE LONDON MINT OFFICE LIMITED**

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We have audited the financial statements of The London Mint Office Limited for the year ended 31 December 2007 which comprise the profit and loss account, the balance sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of directors and auditors**

The directors' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities on page three.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Report of the Directors is consistent with the financial statements.

In addition, we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the Report of the Directors and consider the implications for our report if we become aware of any apparent misstatements within it.

**Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

**Opinion**

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the company's affairs as at 31 December 2007 and of its loss for the year then ended,
- the financial statements have been properly prepared in accordance with the Companies Act 1985, and
- the information given in the Report of the Directors is consistent with the financial statements.

*KPMG LLP*

KPMG LLP  
Chartered Accountants  
Registered Auditors  
1 Forest Gate  
Brighton Road  
Crawley  
RH 11 9PT

Date *15 July 2008*

**THE LONDON MINT OFFICE LIMITED**  
**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

	Notes	2007 £	£	2006 £	£
<b>TURNOVER</b>			9,340,112		8,225,799
Cost of sales			<u>4,528,401</u>		<u>7,325,902</u>
<b>GROSS PROFIT</b>			4,811,711		899,897
Distribution costs		1,837,247		5,158,588	
Administrative expenses		<u>4,507,654</u>		<u>3,067,323</u>	
			<u>6,344,901</u>		<u>8,225,911</u>
<b>OPERATING LOSS</b>	3		(1,533,190)		(7,326,014)
Interest receivable and similar income			<u>30,717</u>		<u>9,126</u>
			(1,502,473)		(7,316,888)
Interest payable and similar charges	4		<u>538,142</u>		<u>411,643</u>
<b>LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>			(2,040,615)		(7,728,531)
Tax on loss on ordinary activities	5		<u>-</u>		<u>129,523</u>
<b>LOSS FOR THE FINANCIAL YEAR AFTER TAXATION</b>			<u>(2,040,615)</u>		<u>(7,858,054)</u>

**CONTINUING OPERATIONS**

None of the company's activities were acquired or discontinued during the current year or previous year

**TOTAL RECOGNISED GAINS AND LOSSES**

The company has no recognised gains or losses other than the losses for the current year or previous year

The notes form part of these financial statements

THE LONDON MINT OFFICE LIMITED

BALANCE SHEET  
31 DECEMBER 2007

	Notes	2007 £	2006 £
<b>FIXED ASSETS</b>			
Intangible assets	6	46,006	59,502
Tangible assets	7	649,660	87,632
Investments	8	200	-
		<u>695,866</u>	<u>147,134</u>
<b>CURRENT ASSETS</b>			
Stocks	9	1,601,632	1,630,556
Debtors	10	1,609,170	1,548,165
Cash at bank		<u>259,449</u>	<u>369,584</u>
		3,470,251	3,548,305
<b>CREDITORS</b>			
Amounts falling due within one year	11	<u>6,922,356</u>	<u>11,894,056</u>
<b>NET CURRENT LIABILITIES</b>		<u>(3,452,105)</u>	<u>(8,345,751)</u>
<b>NET LIABILITIES</b>		<u>(2,756,239)</u>	<u>(8,198,617)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	14	7,483,993	1,000
Profit and loss account	15	<u>(10,240,232)</u>	<u>(8,199,617)</u>
<b>SHAREHOLDERS' DEFICIT</b>	18	<u>(2,756,239)</u>	<u>(8,198,617)</u>

The financial statements were approved by the Board of Directors on 11<sup>th</sup> July 2008 and were signed on its behalf by

  
S Mellinger - Director

The notes form part of these financial statements



**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

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**1 ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements disclose net liabilities and a loss for the year ended 31 December 2007. They have been prepared on a going concern basis due to the continued support extended by the ultimate parent company, in particular the use of a Group financing facility provided by the Group bankers, DNB Nor Bank ASA. These stakeholders have confirmed their willingness to continue this support as necessary for the next twelve months, and until such time as the company returns to profitability.

**Accounting convention**

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

Under Financial Reporting Standard 1, the company is exempt from the requirement to prepare a cash flow statement on the grounds that a parent undertaking includes the company in its own published consolidated information.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**Intangible fixed assets**

Business names and trade marks are capitalised at cost and amortised over five years, being the deemed economic life of the asset.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Coin dies	- 25% on reducing balance
Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 25% - 33% on cost

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Taxation**

The charge for taxation is based on the loss for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes.

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes which have arisen but not reversed by the balance sheet date, except as otherwise required by FRS 19.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Contributions payable for the year are charged to the profit and loss account.

**Leases**

Operating lease rentals are charged to the profit and loss account on a straight line basis over the period of the lease.

**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

**2 STAFF COSTS**

	2007 £	2006 £
Wages and salaries	1,361,216	807,070
Social security costs	153,827	94,873
Other pension costs	<u>-</u>	<u>3,250</u>
	<u>1,515,043</u>	<u>905,193</u>

The average monthly number of employees during the year was as follows

	2007	2006
Administration	<u>32</u>	<u>14</u>

**3 OPERATING LOSS**

The operating loss is stated after charging/(crediting)

	2007 £	2006 £
Depreciation - owned assets	112,388	23,909
Business names and trade marks amortisation	15,247	13,358
Auditors' remuneration – Audit of these financial statements	35,300	39,300
Foreign exchange differences	56,846	(33,874)
Operating lease costs - other	<u>55,751</u>	<u>7,000</u>
Directors' emoluments	<u>153,224</u>	<u>130,156</u>

The number of directors to whom retirement benefits were accruing was as follows

	<u>1</u>	<u>1</u>
Money purchase schemes		

In addition to the salary and benefits paid above, £10,500 (2006 £9,625) was paid into personal money purchase pension schemes on behalf of directors

**4 INTEREST PAYABLE AND SIMILAR CHARGES**

	2007 £	2006 £
Bank interest	518,609	362,795
Group interest	<u>19,533</u>	<u>48,848</u>
	<u>538,142</u>	<u>411,643</u>

**5 TAXATION**

**Analysis of the tax charge**

The tax charge on the loss on ordinary activities for the year was as follows

	2007 £	2006 £
Deferred tax	<u>-</u>	<u>129,523</u>
Tax on loss on ordinary activities	<u>-</u>	<u>129,523</u>

**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

**5 TAXATION - continued**

**Factors affecting the tax charge**

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below

	2007 £	2006 £
Loss on ordinary activities before tax	<u>(2,040,615)</u>	<u>(7,728,531)</u>
Loss on ordinary activities multiplied by the standard rate of corporation tax in the UK of 30% (2006 - 30%)	(612,185)	(2,318,559)
Effects of		
Capital allowances in excess of depreciation	(23,204)	(4,199)
Unutilised taxation losses carried forward	626,174	2,316,013
Disallowed expenditure	-	4,007
Current year loss relief	<u>9,215</u>	<u>2,738</u>
Current tax charge	<u>-</u>	<u>-</u>

**Factors that may affect future tax charges**

The company has tax losses available to carry forward against future profits of £10,516,290 (2006 £8,398,330)

**6 INTANGIBLE FIXED ASSETS**

	Business names and trade marks £
<b>COST</b>	
At 1 January 2007	72,860
Additions	<u>1,751</u>
At 31 December 2007	<u>74,611</u>
<b>AMORTISATION</b>	
At 1 January 2007	13,358
Amortisation for year	<u>15,247</u>
At 31 December 2007	<u>28,605</u>
<b>NET BOOK VALUE</b>	
At 31 December 2007	<u>46,006</u>
At 31 December 2006	<u>59,502</u>

**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

**7 TANGIBLE FIXED ASSETS**

	Coin dies £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 January 2007	-	10,171	221,221	231,392
Additions	<u>20,780</u>	<u>66,645</u>	<u>586,991</u>	<u>674,416</u>
At 31 December 2007	<u>20,780</u>	<u>76,816</u>	<u>808,212</u>	<u>905,808</u>
<b>DEPRECIATION</b>				
At 1 January 2007	-	5,732	138,028	143,760
Charge for year	<u>2,353</u>	<u>10,817</u>	<u>99,218</u>	<u>112,388</u>
At 31 December 2007	<u>2,353</u>	<u>16,549</u>	<u>237,246</u>	<u>256,148</u>
<b>NET BOOK VALUE</b>				
At 31 December 2007	<u>18,427</u>	<u>60,267</u>	<u>570,966</u>	<u>649,660</u>
At 31 December 2006	<u>-</u>	<u>4,439</u>	<u>83,193</u>	<u>87,632</u>

**8 FIXED ASSET INVESTMENTS**

	Shares in group undertakings £
<b>COST</b>	
Additions	<u>200</u>
At 31 December 2007	<u>200</u>
<b>NET BOOK VALUE</b>	
At 31 December 2007	<u>200</u>

The company's investments at the balance sheet date in the share capital of companies include the following

**The Crown Collections Limited**  
Nature of business Dormant

	% holding
Class of shares	100 00
Ordinary	

**London Mint Limited**  
Nature of business Dormant

	% holding
Class of shares	100 00
Ordinary	

**9 STOCKS**

	2007 £	2006 £
Finished goods	<u>1,601,632</u>	<u>1,630,556</u>

**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

**10 DEBTORS AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2007	2006
	£	£
Trade debtors	1,440,951	1,426,600
Amounts owed by group undertakings	28,465	84,253
Other debtors	-	16,705
Prepayments and accrued income	<u>139,754</u>	<u>20,607</u>
	<u>1,609,170</u>	<u>1,548,165</u>

**11 CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2007	2006
	£	£
Bank loans and overdrafts (see note 12)	5,278,116	10,266,077
Trade creditors	723,292	828,470
Amounts owed to group undertakings	422,621	367,349
Social security and other taxes	242,684	93,043
Accruals and deferred income	<u>255,643</u>	<u>339,117</u>
	<u>6,922,356</u>	<u>11,894,056</u>

**12 LOANS**

An analysis of the maturity of loans is given below

	2007	2006
	£	£
Amounts falling due within one year or on demand		
Bank overdrafts	<u>5,278,116</u>	<u>10,266,077</u>

The overdraft with the bank is secured by way of offset against the group balances held by the bank. The company has a share of a group financing facility dated 19 December 2006. The company's maximum liability is capped at €22,000,000.

**13 OPERATING LEASE COMMITMENTS**

The following annual operating lease payments are committed to be paid within one year

		Land and buildings
	2007	2006
	£	£
Expiring		
Between one and five years	-	7,000
In more than five years	<u>84,575</u>	<u>-</u>
	<u>84,575</u>	<u>7,000</u>

**THE LONDON MINT OFFICE LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2007**

**14 CALLED UP SHARE CAPITAL**

Authorised Number	Class	Nominal value	2007 £	2006 £
1,000	Ordinary	£1	1,000	1,000
10,000,000	Redeemable ordinary	£1	<u>10,000,000</u>	<u>-</u>
			<u>10,001,000</u>	<u>1,000</u>

Allotted, issued and fully paid Number	Class	Nominal value	2007 £	2006 £
1,000	Ordinary	£1	1,000	1,000
7,482,993	Redeemable ordinary	£1	<u>7,482,993</u>	<u>-</u>
			<u>7,483,993</u>	<u>1,000</u>

7,482,993 Redeemable ordinary shares of £1 each were allotted and fully paid for cash at par during the year

**15 RESERVES**

	Profit and loss account £
At 1 January 2007	(8,199,617)
Loss for the year	<u>(2,040,615)</u>
At 31 December 2007	<u>(10,240,232)</u>

**16 ULTIMATE PARENT COMPANY**

The immediate parent company is International Coins B V, a company registered in The Netherlands. The ultimate parent company is Samlerhuset Group B V, a company incorporated in The Netherlands.

**17 RELATED PARTY DISCLOSURES**

The company has taken advantage of the exemptions conferred by FRS8, whereby the results of this company are consolidated into a group of companies and that these accounts are publicly available.

Consolidated accounts are available from Samlerhuset Group BV, Versterkerstaat 4, Almere, The Netherlands.

**18 RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS**

	2007 £	2006 £
Loss for the financial year	(2,040,615)	(7,858,054)
Shares issued in the year	<u>7,482,993</u>	<u>-</u>
<b>Net addition/(reduction) to shareholders' deficit</b>	<b>5,442,378</b>	<b>(7,858,054)</b>
Opening shareholders' deficit	<u>(8,198,617)</u>	<u>(340,563)</u>
<b>Closing shareholders' deficit</b>	<b><u>(2,756,239)</u></b>	<b><u>(8,198,617)</u></b>

**THE LONDON MINT OFFICE LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2007**

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**19 DEFERRED TAXATION**

The company had an unprovided deferred taxation asset of £3,154,000 (2006 £2,518,000) This relates to the tax effect of losses available and has not been provided due to uncertainty over the timing of future profits