



**E PRINCIPALS PLC**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED**  
**28 FEBRUARY 2011**

## **E PRINCIPALS PLC**

### **FINANCIAL STATEMENTS**

For the year ended 28 February 2011

Company registration number	3861085
Registered office	6 York Street London W1U 6PL
Director	Dean Wright
Company Secretary	Colin Brigden

**E PRINCIPALS PLC**

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## **E PRINCIPALS PLC**

### **REPORT OF THE DIRECTOR**

For the year ended 28 February 2011

The director presents his report together with the financial statements for the year ended 28 February 2011

#### **Principal activity**

The company did not trade throughout both the current and comparative years, apart from the impairment of investments in subsidiary undertakings in the comparative year

#### **Director**

The membership of the board for the period from 1 March 2010 is set as below

Bruce Winfield – ceased to be a director 21 March 2011

Dean Wright – appointed 3 May 2011

BY ORDER OF THE BOARD



Dean Wright  
Director  
1 August 2011

## E PRINCIPALS PLC

### BALANCE SHEET AT 28 FEBRUARY 2011

	Note	2011 £'000	2010 £'000
<b>Fixed assets</b>			
Investments	2	-	-
<b>Total assets less current liabilities</b>		-	-
<b>Creditors' amounts falling due after one year</b>	3	(56)	(56)
<b>Net liabilities</b>		<u>(56)</u>	<u>(56)</u>
<b>Capital and reserves</b>			
Called up share capital	4	50	50
Profit and loss account	5	(106)	(106)
<b>Shareholders' deficit</b>		<u>(56)</u>	<u>(56)</u>

For the year ended 28 February 2011

- the company was entitled to exemption from audit under section 480 AA(1) of the Companies Act 2006
- the members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476B(2) of Companies Act 2006

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with section 386 and 387 of the Companies Act 2006 and
- 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 394 and 395 of the Companies Act 2006, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as is applicable to the company

The financial statements were approved by the Board of Directors on 1 August 2011 and were signed on its behalf by



Dean Wright  
Director  
Company number 3861085

The accompanying accounting policies and notes form an integral part of these financial statements

# E PRINCIPALS PLC

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 28 February 2011

### 1 ACCOUNTING POLICIES

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

The policies have remained unchanged from the previous year

### 2 INVESTMENTS

Shares in  
subsidiary  
undertakings  
£'000

At 1 March 2010 and 28 February 2011

-

The Company directly owns 100% of the issued share capital of the following subsidiary undertaking, which is registered in England and Wales

Subsidiary undertaking	Principal activity
Four Ninety Limited	Photography, design, communications and marketing services consultancy

### 3 CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2011 £'000	2010 £'000
Amounts owed to group undertakings	<u>56</u>	<u>56</u>

### 4 CALLED UP SHARE CAPITAL

Number	Class	Nominal Value £	2011 £	2010 £
<b>Authorised</b>				
100,000 shares (2010 100,000)	Ordinary	1	<u>100,000</u>	<u>100,000</u>
<b>Allotted, issued and fully paid</b>				
50,000 shares (2010 50,000)	Ordinary	1	<u>50,000</u>	<u>50,000</u>

**E PRINCIPALS PLC**

**NOTES TO THE FINANCIAL STATEMENTS**

For the year ended 28 February 2011

**5 RESERVES**

**Profit and  
loss  
account  
£'000**

At 1 March 2010 and 28 February 2011

**(106)**

**6 ULTIMATE PARENT UNDERTAKING**

The ultimate parent undertaking and controlling party is Media Square plc

The largest and smallest group of undertakings for which accounts have been drawn up is that headed by Media Square plc. Copies of the group accounts can be obtained from the Company Secretary