

**E PRINCIPALS PLC**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED**  
**28 FEBRUARY 2010**

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COMPANIES HOUSE

*Company No 3861085*

# **E PRINCIPALS PLC**

## **FINANCIAL STATEMENTS**

For the year ended 28 February 2010

Company registration number	3861085
Registered office	6 York Street London W1U 6PL
Director	Bruce Winfield
Joint secretaries	Colin Brigden Bruce Winfield

**E PRINCIPALS PLC**

**FINANCIAL STATEMENTS**

For the year ended 28 February 2010

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**E PRINCIPALS PLC)**

**REPORT OF THE DIRECTOR**

For the year ended 28 February 2010

The director presents his report together with the financial statements for the year ended 28 February 2010

**Principal activity**

The company was dormant throughout both the current and comparative periods

**Director**

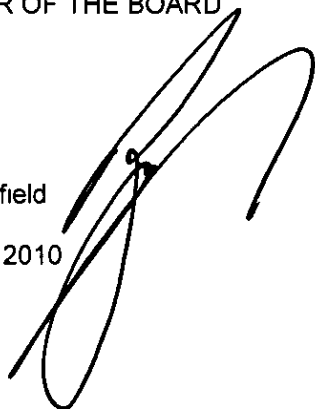
The present membership of the Board is set out below

Bruce Winfield – appointed on 8 June 2009

Graeme Burns - resigned on 30 June 2009

BY ORDER OF THE BOARD

Bruce Winfield  
Director  
17 August 2010

A large, stylized handwritten signature in black ink, consisting of several loops and a long horizontal stroke, positioned over the printed name and date.

## E PRINCIPALS PLC

### BALANCE SHEET AT 28 FEBRUARY 2009

	Note	2010 £'000	2009 £'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 2010

- 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 476 (B)(2) of the Companies Act 2006

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with Section 386 and Section 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 Section 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 17 August 2010 and were signed on its behalf by

Bruce Winfield  
Director

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 2010

### 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 2009 and 28 February 2010

-

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

	2010 £'000	2009 £'000
Amounts owed to group undertakings	<u>56</u>	<u>56</u>

### 4 CALLED UP SHARE CAPITAL

Number	Class	Nominal Value £	2010 £	2009 £
<b>Authorised</b>				
100,000 shares (2009 100,000)	Ordinary	1	<u>100,000</u>	<u>100,000</u>
<b>Allotted, issued and fully paid</b>				
50,000 shares (2009 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 2010

**5 RESERVES**

**Profit and  
loss  
account  
£'000**

At 1 March 2009 and 28 February 2010

**(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