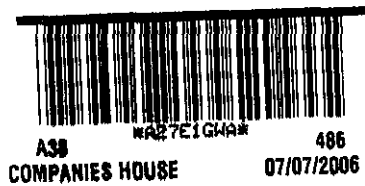


Company Registration No. 4339257 (England and Wales)

**SIMPLICITY MARKETING LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2005**



# **SIMPLICITY MARKETING LIMITED**

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# SIMPLICITY MARKETING LIMITED

## ABBREVIATED BALANCE SHEET AS AT 31 DECEMBER 2005

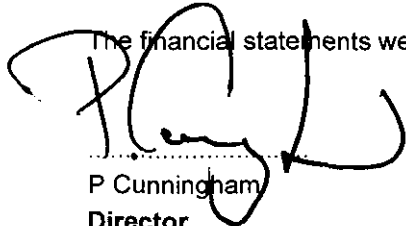
	Notes	2005 £	£	2004 £	£
<b>Fixed assets</b>					
Tangible assets	2		2,699		3,952
<b>Current assets</b>					
Debtors		115,701		75,651	
Cash at bank and in hand		321,038		135,105	
		436,739		210,756	
<b>Creditors: amounts falling due within one year</b>		(121,316)		(77,192)	
<b>Net current assets</b>			315,423		133,564
<b>Total assets less current liabilities</b>			318,122		137,516
<b>Capital and reserves</b>					
Called up share capital	3		100		100
Profit and loss account			318,022		137,416
<b>Shareholders' funds</b>			318,122		137,516

In preparing these abbreviated accounts:

- (a) The director is 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 director acknowledges his 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 29 June 2006

  
P Cunningham  
Director

# SIMPLICITY MARKETING LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2005

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### 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 January 2005)*.

The financial statements have been prepared on the going concern basis and the director confirms the company's ability to continue as a going concern for the period of at least 12 months from the date of approval of these financial statements.

#### 1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

#### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	50% Straight line
Fixtures, fittings & equipment	25% Reducing balance

#### 1.4 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>Tangible assets £</b>
<b>Cost</b>	
At 1 January 2005	7,916
Additions	3,087
	<hr/>
At 31 December 2005	11,003
	<hr/>
<b>Depreciation</b>	
At 1 January 2005	3,964
Charge for the year	4,340
	<hr/>
At 31 December 2005	8,304
	<hr/>
<b>Net book value</b>	
At 31 December 2005	2,699
	<hr/>
At 31 December 2004	3,952
	<hr/>

# **SIMPLICITY MARKETING LIMITED**

## **NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2005**

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<b>3</b>	<b>Share capital</b>	<b>2005</b>	<b>2004</b>
		<b>£</b>	<b>£</b>
	<b>Authorised</b>		
	1,000 Ordinary shares of £1 each	1,000	1,000
		<hr/>	<hr/>
	<b>Allotted, called up and fully paid</b>		
	100 Ordinary shares of £1 each	100	100
		<hr/>	<hr/>