

COMPANY REGISTRATION NUMBER 04474711

The Mission Marketing Holdings Limited
Annual Report
Year Ended 31 December 2008

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The Mission Marketing Holdings Limited

Directors' Report

For the year ended 31 December 2008

The directors present their annual report together with the unaudited accounts of the company for the year ended 31 December 2008. The company is dormant and has not traded during the year.

Principle activities and review of the business

The company has not traded during the year.

Directors

The directors who served the company during the year were as follows:

M Banbury
J Shurville
I Ferguson
T Alderson

The company is a wholly owned subsidiary and the interests of the group directors are disclosed in the financial statements of the ultimate parent company.

Signed by order of the directors



J Shurville
Director

The Mission Marketing Holdings Limited

Balance Sheet

As at 31 December 2008

| | Note | 2008 £ | 2007 £ |
|-------------------------------------------------------|------|------------------|------------------|
| Current Assets | | | |
| Other debtors | 4 | 2,702,263 | 2,702,263 |
| Creditors: amounts falling due within one year | 5 | (101) | (101) |
| Total Assets Less Current Liabilities | | <u>2,702,162</u> | <u>2,702,162</u> |
| Capital and Reserves | | | |
| Called-up equity share capital | 6 | 201 | 201 |
| Share premium account | | 2,704,299 | 2,704,299 |
| Profit and loss account | | <u>(2,338)</u> | <u>(2,338)</u> |
| Shareholders' Funds | | <u>2,702,162</u> | <u>2,702,162</u> |

- (a) For the year ended 31 December 2008 the company was entitled to exemption under section 249AA(1) of the Companies Act 1985.
- (b) Members have not required the company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985.
- (c) The directors acknowledge their responsibility for:
- i) ensuring the company keeps accounting records which comply with section 221; 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 the Companies Act relating to accounts, so far as applicable to the company.

Approved by the board of directors on 16 March 2009

and signed on their behalf by

J Shurville
Director



The Mission Marketing Holdings Limited

Notes to the Financial Statements

Year Ended 31 December 2008

1. Dormant Status

The company was dormant (within the meaning of section 250 of the Companies Act 1985) throughout the year ended 31 December 2008. The company has not traded during the year or during the preceding financial year. During these periods, the company received no income and incurred no expenditure and therefore made neither profit or loss.

2. Related Party Transactions

The company has taken advantage of the exemption in Financial Reporting Standard Number 8 from the requirement to disclose transactions with group companies on the grounds that consolidated financial statements are prepared by the ultimate parent company.

As at year end, a balance of £2,702,263 was due from The Mission Marketing Group Plc, the ultimate holding company (2007: £2,702,263 due to the parent company).

During 2007 the investments in Big Communications Limited and Fuse Digital Limited were transferred at net book value of £9,900,979 to The Mission Marketing Group Plc. In addition, £2,221,659 cash was transferred to The Mission Marketing Group Plc.

3. Investments

Investments in subsidiary undertakings £

Cost

At 1 January 2007

9,900,979

Transferred to The Mission Marketing Group Plc

(9,900,979)

As at 31 December 2007

-

As at 31 December 2008

-

4. Other debtors

2008
£

2007
£

Amounts owed by group undertakings

2,702,263

2,702,263

5. Creditors: amounts falling due within one year

2008
£

2007
£

Trade creditors

101

101

The Mission Marketing Holdings Limited

Notes to the Financial Statements

Year Ended 31 December 2008

6. Share Capital

| | 2008 £ | 2007 £ |
|-----------------------------------------------|----------------|----------------|
| Authorised share capital | | |
| 4,999,800,000 Ordinary shares of 0.01p each | 499,980 | 499,980 |
| 200,000 'A' – 'T' shares of 0.01p each | 20 | 20 |
| | <u>500,000</u> | <u>500,000</u> |
| Allotted, called up and fully paid | | |
| 2,000,000 Ordinary shares of 0.01p each | 200 | 200 |
| 10,000 'A' – 'T' shares of 0.01p each | 1 | 1 |
| | <u>201</u> | <u>201</u> |

7. Ultimate Parent Company

The ultimate parent company is The Mission Marketing Group plc, a company incorporated in England and Wales. The consolidated accounts of this company are available from Companies' House, Maindy Cardiff, CF14 3UZ.