

**The Mission Marketing Holdings Limited**  
**Annual Report**  
**Year Ended 31 December 2007**

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# **The Mission Marketing Holdings Limited**

## **Directors' Report**

For the year ended 31 December 2007

The directors present their annual report together with the unaudited accounts of the company for the year ended 31 December 2007. 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

### Profit and Loss Account

For the year ended 31 December 2007

	Note	2007 £	2006 £
Administrative expenses		-	(155,873)
Other operating income		-	93,856
		<hr/>	<hr/>
<b>Operating loss</b>	<b>3</b>	-	(62,017)
Investment income	<b>4</b>	-	940,184
Other interest receivable and similar income	<b>4</b>	-	43,729
Interest payable and similar charges	<b>5</b>	-	(54)
		<hr/>	<hr/>
<b>Profit/(loss) on ordinary activities before taxation</b>			921,842
Tax on profit/(loss) on ordinary activities	<b>6</b>	-	-
		<hr/>	<hr/>
<b>Profit/(loss) for the year</b>		-	921,842
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There are no recognized gains and losses other than those passing through the profit and loss account. The company has not traded during the 2007 year.

# The Mission Marketing Holdings Limited

## Balance Sheet

As at 31 December 2007

	Note	2007 £	2006 £
<b>Fixed Assets</b>			
Investments	8	-	9,900,979
<b>Current Assets</b>			
Cash at bank and in hand		-	2,221,659
Other debtors	9	2,702,263	-
<b>Creditors: amounts falling due within one year</b>	10	(101)	(9,420,476)
<b>Total Assets Less Current Liabilities</b>		<u>2,702,162</u>	<u>2,702,162</u>
<b>Capital and Reserves</b>			
Called-up equity share capital	11	201	201
Share premium account		2,704,299	2,704,299
Profit and loss account		(2,338)	(2,338)
<b>Shareholders' Funds</b>	12	<u>2,702,162</u>	<u>2,702,162</u>

- (a) For the year ended 31 December 2007 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
- ensuring the company keeps accounting records which comply with section 221, 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 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 April 2008

and signed on their behalf by

J Shurville  
Director

# The Mission Marketing Holdings Limited

## Notes to the Financial Statements

Year Ended 31 December 2007

### 1. Dormant Status

The company was dormant (within the meaning of section 250 of the Companies Act 1985) throughout the year ended 31 December 2007. The company has not traded during the year and 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 (2006: £9,420,375 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. Operating loss

	2007 £	2006 £
Operating loss is stated after charging		
Directors' remuneration	-	78,205
Operating lease rentals	-	6,959
Auditors' remuneration	-	7,265
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### 4. Investment income

	2007 £	2006 £
Income from fixed asset investments	-	940,184
Other interest	-	43,729
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	-	983,913

### 5. Interest payable

	2007 £	2006 £
On bank loans and overdrafts	-	54
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# The Mission Marketing Holdings Limited

## Notes to the Financial Statements

Year Ended 31 December 2007

### 6. Taxation

	2007 £	2006 £
<b>Factors affecting the tax charge for the year</b>		
Profit/(loss) on ordinary activities before taxation	-	921,842
Profit/(loss) on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 30.00%	-	276,553
Effect of Group relief	-	5,653
Dividends and distributions received	-	(282,206)
Current tax charge	-	-

### 7. Dividends

	2007 £	2006 £
Ordinary interim paid	-	259,842

### 8. Investments

	Investments in subsidiary undertakings £
<b>Cost</b>	
At 1 January 2007	9,900,979
Transferred to The Mission Marketing Group Plc	(9,900,979)
As at 31 December 2007	-

### 9. Other debtors

	2007 £	2006 £
Amounts owed by group undertakings	2,702,263	-

### 10. Creditors: amounts falling due within one year

	2007 £	2006 £
Trade creditors	101	101
Amounts owed by group undertakings	-	9,420,375

# The Mission Marketing Holdings Limited

## Notes to the Financial Statements

Year Ended 31 December 2007

### 11. Share Capital

	2007 £	2006 £
<b>Authorised share capital</b>		
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>
 <b>Allotted, called up and fully paid</b>		
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>

On 10 April 2006, 100% of the share capital was purchased by The Mission Marketing Group Plc

### 12. Reconciliation of movement in shareholders' funds

	2007 £	2006 £
Profit/(loss) for the financial year	-	921,842
Dividends	-	(259,842)
	<u>-</u>	<u>662,000</u>
Net addition to shareholders' funds		
Opening shareholders' funds	2,702,162	2,040,162
Closing shareholders' funds	<u>2,702,162</u>	<u>2,702,162</u>

### 13. 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, Mandy Cardiff, CF14 3UZ.