

COMPANY REGISTRATION NUMBER 04474711

The Mission Marketing Holdings Limited

Annual Report

Year Ended 31 December 2009

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The Mission Marketing Holdings Limited

Directors' Report

For the year ended 31 December 2009

The directors present their annual report together with the unaudited accounts of the company for the year ended 31 December 2009. 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:

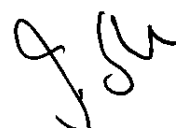
J Shurville

I Ferguson (Resigned 15 April 2010)

T Alderson (Resigned 15 April 2010)

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 2009

	Note	2009 £	2008 £
Current Assets			
Other debtors	3	2,702,263	2,702,263
Creditors: amounts falling due within one year	4	(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	5	201	201
Share premium account		2,704,299	2,704,299
Profit and loss account		(2,338)	(2,338)
Shareholders' Funds		<u>2,702,162</u>	<u>2,702,162</u>

For the year ended 31 December 2009 the company was entitled to exemption from audit under section 447 of the Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements 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, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

Approved by the board of directors on 20 July 2010

and signed on their behalf by

J Shurville
Director



Company registration number 04474711

The Mission Marketing Holdings Limited

Notes to the Financial Statements

Year Ended 31 December 2009

1 Dormant Status

The company was dormant (within the meaning of section 480 of the Companies Act 2006) throughout the year ended 31 December 2009. 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 (2008: £2,702,263 due to the parent company).

3 Other debtors	2009 £	2008 £
Amounts owed by group undertakings	2,702,263	2,702,263

4 Creditors amounts falling due within one year	2009 £	2008 £
Trade creditors	101	101

5 Share Capital	2009 £	2008 £
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>

The Mission Marketing Holdings Limited

Notes to the Financial Statements

Year Ended 31 December 2009

6 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.