

Registered Number 04474711

THE MISSION MARKETING HOLDINGS LIMITED

Abbreviated Accounts

31 October 2010

**THE MISSION MARKETING HOLDINGS LIMITED**

**Registered Number 04474711**

**Balance Sheet as at 31 October 2010**

	Notes	2010	2009
		£	£
<b>Current assets</b>			
Debtors	1	2,702,263	
Total current assets		<u>1</u>	<u>2,702,263</u>
<b>Creditors: amounts falling due within one year</b>			(101)
Net current assets		1	2,702,162
Total assets less current liabilities		<u>1</u>	<u>2,702,162</u>
Total net Assets (liabilities)		1	2,702,162
<b>Capital and reserves</b>			
Called up share capital		1	201
Share premium account			2,704,299
Profit and loss account			<u>(2,338)</u>
Shareholders funds		<u>1</u>	<u>2,702,162</u>

- a. For the year ending 31 October 2010 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
  - i. ensuring the company keeps accounting records which comply with Section 386; 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 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 08 November 2010

And signed on their behalf by:

Jerram Shurville, Director

**This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.**

**Notes to the abbreviated accounts**

For the year ending 31 October 2010

**1 Accounting policies**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

The company did not trade in the period. During the period the company wrote back to profit the creditor of £101 shown in its balance sheet at 31 December 2009. During the period the company filed capital reduction, reducing its issued ordinary share capital from £201 to £1, and its share premium account from £2,704,299 to £nil.

**Turnover**

Nil

**2 Transactions with directors**

Nil

**3 Related party disclosures**

During the period the company paid a dividend of £2,702,262, via intercompany loan account offset, to its parent, The Mission Marketing Group Plc