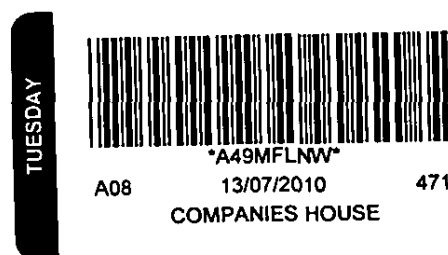


**Prodant Limited**  
Financial statements  
For the period ended 31 March 2010

**COMPANIES HOUSE**



**Company no 04799385**

## Company information

**Company registration number:** 04799385

**Registered office:** Archite House  
Century Road  
Peatmoor  
SWINDON  
Wiltshire  
SN5 5YN

**Directors:** R B Langdon  
K J Sadler

**Secretary:** K J Sadler

**Bankers:** Barclays Bank plc  
1 Princes Street  
IPSWICH  
IP1 1PB

**Auditor:** Grant Thornton UK LLP  
Registered Auditor  
Chartered Accountants  
2 Broadfield Court  
SHEFFIELD  
S8 0XF

## Index to the financial statements

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## Report of the directors

The directors present their report and the financial statements of the company for the period ended 31 March 2010

### **Principal activities and business review**

The company is dormant

### **Directors**

The directors who served the company during the year, except where stated, were as follows

A R Gardner	(resigned 26 February 2010)
R B Langdon	(appointed 1 January 2010)
K J Sadler	(appointed 1 January 2010)

### **Directors' responsibilities**

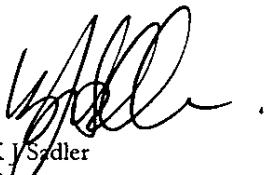
The directors are responsible for preparing the report of the directors and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that year. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE BOARD



K J Sadler  
Director  
1 July 2010

## Profit and loss account

	Note	2010 £	2009 £
Turnover	1	-	125,677
Cost of sales		-	(80,256)
Gross profit		-	45,421
Administrative expenses		-	(31,058)
<b>Operating profit</b>	2	-	14,363
Interest receivable		-	65
<b>Profit on ordinary activities before taxation</b>		-	14,428
Tax on profit on ordinary activities	6	-	(4,076)
<b>Profit for the financial year</b>		-	10,352

The company has no recognised gains or losses other than the results for the period as set out above

The accompanying accounting policies and notes form an integral part of these financial statements

## Balance sheet


	Note	2010 £	2009 £
<b>Current assets</b>			
Debtors	8	<u>200</u>	<u>200</u>
<b>Total net assets</b>		<u>200</u>	<u>200</u>
<b>Capital and reserves</b>			
Called up share capital	9	<u>200</u>	<u>200</u>

For the period ended 31 March 2010 the company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies

Directors responsibilities,

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with Section 476 of the Companies Act 2006
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These financial statements were approved by the directors on 1 July 2010 and are signed on their behalf by

  
K J Sadler

**Director**

Company number 04799385

The accompanying accounting policies and notes form an integral part of these financial statements

## Notes to the financial statements

### **1 Turnover**

The company was dormant during the year

### **2 Operating profit**

Operating profit is stated after charging

	2010 £	2009 £
Depreciation of owned fixed assets	-	1,125

### **3 Directors and employees**

The average number of staff employed by the company during the financial year amounted to

	2010 Number	2009 Number
Information strategists	-	6
Management and administration staff	-	1
	-	7

The aggregate payroll costs of the above were

	2010 £	2009 £
Wages and salaries	-	73,286
Social security costs	-	6,655
	-	79,941

### **4 Directors**

Remuneration in respect of directors was as follows

	2010 £	2009 £
Emoluments receivable	-	-

No directors received contributions to company pension schemes during the period

## Notes to the financial statements

### 5 Interest receivable and similar income

	2010 £	2009 £
Interest payable on bank borrowing	-	65

### 6 Tax on ordinary activities

#### (a) Analysis of charge in the year

Current tax	2010 £	2009 £
In respect of the year		
UK corporation tax based on the results for the year at nil% (2009 22%)	-	4,076
Total current tax	-	4,076
Deferred tax		
Origination and reversal of timing differences	-	-
Tax on profit on ordinary activities	-	4,076

#### (b) Factors affecting current tax charge

The tax assessed on the profit on ordinary activities for the year is lower than the standard rate of corporation tax in the UK of nil% (2009 21%)

	2010 £	2009 £
Profit on ordinary activities before taxation	-	14,428
Profit on ordinary activities by rate of tax	-	3,030
Expenses not allowable for tax purposes	-	1,046
Total current tax (note 6 (a))	-	4,076

### 7 Dividends

No dividends were paid during the year (2009 £10,000)

### 8 Debtors

	2010 £	2009 £
Amounts due from group undertakings	200	200



## Notes to the financial statements

### **9 Share capital**

Authorised share capital

	2010	2009
	£	£
90,000 Ordinary shares of £1 each	90,000	90,000
10,000 Ordinary "A" shares of £1 each	10,000	10,000
	<u>100,000</u>	<u>100,000</u>

Allotted, called up and fully paid

	2010		2009	
	No	£	No	£
100 Ordinary shares of £1 each	100	100	100	100
100 Ordinary "A" shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

### **10 Transactions with related parties**

As a wholly owned subsidiary of Digital Marketing Group plc, the company is exempt from the requirements of FRS 8 to disclose transactions with other members of the group headed by that company

### **11 Capital commitments**

There were no capital commitments at 31 March 2010 or at 31 March 2009

### **12 Contingent liabilities**

There were no contingent liabilities at 31 March 2010 or at 31 March 2009

### **13 Ultimate parent undertaking**

The ultimate parent undertaking of this company is Digital Marketing Group plc. The immediate parent undertaking is Alphanumeric Group Holdings Limited by virtue of its 100% ownership of the company's share capital.

The largest and smallest group of undertakings for which group accounts have been drawn up is that headed by Digital Marketing Group plc. Copies of the group accounts can be obtained at Arclite House, Century Road, Peatmoor, SWINDON, SN5 5YN.