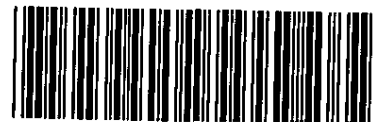


COMPANY REGISTRATION NUMBER 04846118

ARENA SPORTS MARKETING LIMITED
UNAUDITED ACCOUNTS
31 MARCH 2012

TUESDAY



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04/12/2012

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COMPANIES HOUSE

ARENA SPORTS MARKETING LIMITED

ACCOUNTS

YEAR ENDED 31 MARCH 2012

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ARENA SPORTS MARKETING LIMITED
OFFICERS AND PROFESSIONAL ADVISERS

The board of directors	A Dwyer G Pinner R Thompson
Company secretary	M Still
Registered office	Greencoat House Francis Street London SW1P 1DH
Accountants	Shipleys LLP Chartered Accountants 10 Orange Street Haymarket London WC2H 7DQ

ARENA SPORTS MARKETING LIMITED

THE DIRECTORS' REPORT

YEAR ENDED 31 MARCH 2012

The directors present their annual report together with the unaudited accounts of the company for the year ended 31 March 2012. The company is dormant and has not traded during the year.

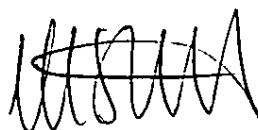
DIRECTORS

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

A Dwyer
G Pinner
R Thompson

Registered office
Greencoat House
Francis Street
London
SW1P 1DH

Signed by order of the directors



M STILL
Company Secretary

Approved by the directors on 26/11/12

ARENA SPORTS MARKETING LIMITED

BALANCE SHEET

31 MARCH 2012

	Note	2012 £	2011 £
CURRENT ASSETS			
Debtors	3	723,629	723,629
TOTAL ASSETS		<u>£723,629</u>	<u>£723,629</u>
CAPITAL AND RESERVES			
Called-up equity share capital	5	100	100
Profit and loss account		723,529	723,529
SHAREHOLDER'S FUNDS		<u>£723,629</u>	<u>£723,629</u>

Statements:

- (a) The directors are satisfied that the company was entitled to exemption from audit of the accounts for the year ended 31 March 2012 by virtue of section 480 of the Companies Act 2006 relating to dormant companies, and that no member or members have requested an audit pursuant to section 476 of the Companies Act 2006
- (b) The directors acknowledge their responsibilities for
- (i) ensuring the company keeps accounting records in accordance 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 and loss for the financial year in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company

These accounts were approved by the directors and authorised for issue on 26/11/12 ,
and are signed on their behalf by


R THOMPSON

Company Registration Number 04846118

The notes on page 4 form part of these accounts.

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ACCOUNTS

YEAR ENDED 31 MARCH 2012

1. DORMANT STATUS

The company was dormant (within the meaning of Section 480 of the Companies Act 2006) throughout the year ended 31 March 2012. 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 nor loss.

2. PROFIT AND LOSS ACCOUNT

The company did not trade during the year and has made neither a profit nor a loss. No Profit and Loss Account has therefore been prepared.

3. DEBTORS

	2012 £	2011 £
Amounts owed by group undertakings	<u>723,629</u>	<u>723,629</u>

4. RELATED PARTY TRANSACTIONS

No transactions with related parties were undertaken such as are required to be disclosed under FRS 8.

5. SHARE CAPITAL

Allotted, called up and fully paid:

	2012		2011	
	No	£	No	£
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

6. ULTIMATE PARENT COMPANY

At 31 March 2012 the immediate parent of the company was Passhold Limited, a company incorporated in England and Wales. The ultimate parent company is Ingenious Media Active Capital Limited, a company incorporated in Guernsey.

The largest group in which the results of the company are consolidated is that headed by Ingenious Media Active Capital Limited, incorporated in Guernsey. The smallest group in which they are consolidated is that headed by brandRapport Group Limited, incorporated in England and Wales. The consolidated accounts are available to the public and may be obtained from Companies House.