

COMPANY REGISTRATION NUMBER 04846118

ARENA SPORTS MARKETING LIMITED
UNAUDITED ACCOUNTS
31 MARCH 2015

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ARENA SPORTS MARKETING LIMITED

ACCOUNTS

YEAR ENDED 31 MARCH 2015

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ARENA SPORTS MARKETING LIMITED
OFFICERS AND PROFESSIONAL ADVISERS

The director	A Dwyer
Company secretary	M Still
Registered office	The Courtyard Chapel Lane Bodicote Banbury Oxfordshire OX15 7DQ
Accountants	Shipleys LLP Chartered Accountants 10 Orange Street Haymarket London WC2H 7DQ

ARENA SPORTS MARKETING LIMITED

DIRECTOR'S REPORT

YEAR ENDED 31 MARCH 2015

The director presents his report and the unaudited accounts of the company for the year ended 31 March 2015.

BUSINESS REVIEW

Following the transfer on 1 April 2009 of the trade and assets of the company to another group company, brandRapport Limited, at a consideration equal to book value, the company has been dormant. The company will remain dormant until the directors agree on a future course of business.

DIRECTORS

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

A Dwyer
G Pinner
R Thompson

G Pinner retired as a director on 1 July 2014.

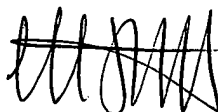
R Thompson retired as a director on 18 December 2014.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Registered office:
The Courtyard
Chapel Lane
Bodicote
Banbury
Oxfordshire
OX15 7DQ

Signed by order of the director



M STILL
Company Secretary

Approved by the director on 19/10/15

ARENA SPORTS MARKETING LIMITED

PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 MARCH 2015

	Note	2015 £	2014 £
TURNOVER		—	—
Administrative expenses		(723,629)	—
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION		<u>£(723,629)</u>	<u>—</u>
Tax on loss on ordinary activities		—	—
LOSS FOR THE FINANCIAL YEAR		<u><u>£(723,629)</u></u>	<u><u>—</u></u>

The notes on pages 5 to 6 form part of these accounts.

ARENA SPORTS MARKETING LIMITED

BALANCE SHEET

31 MARCH 2015

	Note	2015 £	2014 £
CURRENT ASSETS			
Debtors	2	—	723,629
TOTAL ASSETS		—	<u>£723,629</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	100	100
Profit and loss account	5	(100)	723,529
SHAREHOLDER'S FUNDS		—	<u>£723,629</u>

For the year ended 31 March 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

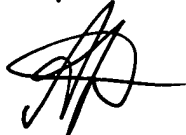
Director's responsibilities:

- The member has not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These accounts were approved and signed by the director and authorised for issue on

19/10/15



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A DWYER

Company Registration Number: 04846118

The notes on pages 5 to 6 form part of these accounts.

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ACCOUNTS

YEAR ENDED 31 MARCH 2015

1. ACCOUNTING POLICIES

Basis of accounting

The accounts have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

2. DEBTORS

	2015 £	2014 £
Amounts owed by group undertakings	<u>—</u>	<u>723,629</u>

3. RELATED PARTY TRANSACTIONS

During the year the company wrote off an intercompany balance of £723,629 with brandRapport Ltd, a company which is a subsidiary of brandRapport Group Ltd, due to group restructure.

No other transactions with related parties were undertaken such as are required to be disclosed under Financial Reporting Standards for Smaller Entities.

4. SHARE CAPITAL

Allotted, called up and fully paid:

	2015		2014	
	No	£	No	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

5. PROFIT AND LOSS ACCOUNT

	2015 £	2014 £
Balance brought forward	723,529	723,529
Loss for the financial year	<u>(723,629)</u>	<u>—</u>
Balance carried forward	<u>(100)</u>	<u>723,529</u>

ARENA SPORTS MARKETING LIMITED

NOTES TO THE ACCOUNTS

YEAR ENDED 31 MARCH 2015

6. ULTIMATE PARENT COMPANY

During the year the immediate parent of the company was Passhold Limited, a company incorporated in England. The ultimate parent company was brandRapport Group Ltd (formerly Bansols Seventy - One Ltd), a company incorporated in England. The ultimate controlling party were the directors of the parent company. No consolidated accounts were prepared for the group.