

Company Registration No. 06026039 (England and Wales)

SPORTS DIRECT BRANDS LIMITED
DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2012



SPORTS DIRECT BRANDS LIMITED

COMPANY INFORMATION

| | |
|-------------------|---|
| Directors | M J W Ashley R F Mellors |
| Secretary | R L Tylee-Birdsall |
| Company number | 06026039 |
| Registered office | Unit A Brook Park East Shirebrook NG20 8RY |

SPORTS DIRECT BRANDS LIMITED

CONTENTS

| | Page |
|-----------------------------------|------|
| Directors' report | 1 |
| Balance sheet | 2 |
| Notes to the financial statements | 3 |

SPORTS DIRECT BRANDS LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 30 APRIL 2012

The directors present their report and unaudited financial statements for the year ended 30 April 2012. The company is dormant and has not traded during the year.

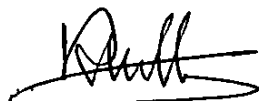
Directors

The following directors have held office since 1 May 2011:

M J W Ashley

R F Mellors

On behalf of the board



R F Mellors

Director
31/10/12

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 30 APRIL 2012

The company has not traded during the year or the preceding financial year. During these years, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

SPORTS DIRECT BRANDS LIMITED

BALANCE SHEET

AS AT 30 APRIL 2012

| | Notes | 2012 £ | £ | 2011 £ | £ |
|--|-------|-----------|----------|-----------|----------|
| Current assets | | | | | |
| Debtors | 2 | 1 | | 1 | |
| Total assets less current liabilities | | | <u>1</u> | | <u>1</u> |
| Capital and reserves | | | | | |
| Called up share capital | 3 | | <u>1</u> | | <u>1</u> |
| Shareholder's funds | | | <u>1</u> | | <u>1</u> |

For the financial year ended 30 April 2012 the company was entitled to exemption from audit under section 477 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 that 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 sections 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.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board and authorised for issue on 31/10/12



R F Mellors
Director

Company Registration No. 06026039

SPORTS DIRECT BRANDS LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2012

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

| 2 Debtors | 2012 £ | 2011 £ |
|---------------|-----------|-----------|
| Other debtors | 1 | 1 |

| 3 Share capital | 2012 £ | 2011 £ |
|---|-----------|-----------|
| Allotted, called up and fully paid | | |
| 1 Ordinary shares of £1 each | 1 | 1 |

4 Control

The ultimate controlling party is M J W Ashley, by virtue of his 100% ownership of Mash Holdings Limited, the ultimate parent company. Mash Holdings Limited holds the majority of shares in Sports Direct International plc, who own 100% of the share capital of Sportsdirect.com Retail Limited (the immediate parent company).

Sports Direct International plc is the largest and smallest company to consolidate these accounts. Sports Direct International plc is a company registered in England and Wales. A copy of the group accounts can be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ.