

Company Registration No. 06026039 (England and Wales)

**SPORTS DIRECT BRANDS LIMITED**  
**DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 APRIL 2010**



# **SPORTS DIRECT BRANDS LIMITED**

## **COMPANY INFORMATION**

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

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# **SPORTS DIRECT BRANDS LIMITED**

## **CONTENTS**

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	<b>Page</b>
Directors' report	1
Balance sheet	2
Notes to the financial statements	3

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# **SPORTS DIRECT BRANDS LIMITED**

## **DIRECTORS' REPORT**

**FOR THE YEAR ENDED 30 APRIL 2010**

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The directors present their report and financial statements for the year ended 30 April 2010. The company is dormant and has not traded during the year.

### **Directors**

The following directors have held office since 1 May 2009:

M J W Ashley  
R F Mellors

### **Directors' responsibilities**

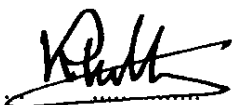
The directors are responsible for preparing the financial statements in accordance with applicable law and regulations.

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 Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). 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 period. In preparing those 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 proper 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



R F Mellors

Director 7/5/10

## **PROFIT AND LOSS ACCOUNT**

**FOR THE YEAR ENDED 30 APRIL 2010**

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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 2010

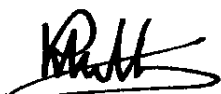
	Notes	2010 £	£	2009 £	£
<b>Current assets</b>					
Debtors	2	1		1	
<b>Total assets less current liabilities</b>			<u>1</u>		<u>1</u>
<b>Capital and reserves</b>					
Called up share capital	3		<u>1</u>		<u>1</u>
<b>Shareholders' funds</b>			<u>1</u>		<u>1</u>

In preparing these financial statements

- (a) For the year ending 30 April 2010 the company was entitled to exemption under section 480 of the Companies Act 2006. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- (b) The directors acknowledge their responsibilities for
- (i) ensuring that 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. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

Approved by the Board and authorised for issue on

7/5/10



R F Mellors  
Director

Company No 06026039

# SPORTS DIRECT BRANDS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2010

### 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	2010 £	2009 £
Other debtors	1	1

3 Share capital	2010 £	2009 £
<b>Authorised</b>		
1,000 Ordinary shares of £1 each	1,000	1,000
<b>Allotted, called up and fully paid</b>		
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.