

COMPANY REGISTRATION NUMBER 06242596

**MARKETING MATTERS
(HOLDINGS) LIMITED
ABBREVIATED ACCOUNTS
28 FEBRUARY 2010**



**Harrisons
Chartered Accountants**

62964

MARKETING MATTERS (HOLDINGS) LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 28 FEBRUARY 2010

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MARKETING MATTERS (HOLDINGS) LIMITED
INDEPENDENT AUDITOR'S REPORT TO MARKETING MATTERS
(HOLDINGS) LIMITED

IN ACCORDANCE WITH CHAPTER 3 OF SECTION 16 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 2 to 3, together with the financial statements of Marketing Matters (Holdings) Limited for the year ended 28 February 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 3 of Section 16 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company for our work, for this report, or for the opinions we have formed

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR

The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you

BASIS OF OPINION

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared

OPINION

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section



MR M R G MAGRATH (Senior
Statutory Auditor)
For and on behalf of
HARRISONS
Chartered Accountants
& Statutory Auditor

4 Brackley Close
Bournemouth International Airport
Christchurch
Dorset
BH23 6SE

18 November 2010

MARKETING MATTERS (HOLDINGS) LIMITED

ABBREVIATED BALANCE SHEET

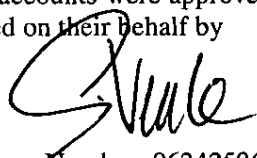
28 FEBRUARY 2010

	Note	2010 £	2009 £
FIXED ASSETS			
Investments	2	<u>811,265</u>	<u>811,265</u>
CURRENT ASSETS			
Cash at bank and in hand		398	613
CREDITORS: Amounts falling due within one year		<u>288,731</u>	<u>322,631</u>
NET CURRENT LIABILITIES		(288,333)	(322,018)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>522,932</u>	<u>489,247</u>
CREDITORS: Amounts falling due after more than one year		<u>484,605</u>	<u>484,605</u>
		<u>38,327</u>	<u>4,642</u>
CAPITAL AND RESERVES			
Called-up equity share capital	3	5,645	5,645
Profit and loss account		<u>32,682</u>	<u>(1,003)</u>
SHAREHOLDERS' FUNDS		<u>38,327</u>	<u>4,642</u>

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on 18 November 2010, and are signed on their behalf by

MR S J H VEALE
Director



Company Registration Number 06242596

The notes on page 3 form part of these abbreviated accounts.

MARKETING MATTERS (HOLDINGS) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28 FEBRUARY 2010

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements 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 instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Consolidation

The company and its subsidiary comprise a small group. The company has therefore taken advantage of the exemption provided by section 399(1) of the Companies Act 2006 not to prepare group accounts.

Investments

Investments held as fixed assets are stated at cost unless, in the opinion of the directors, this is considered to be in excess of recoverable amount, in which case an appropriate adjustment is made through the profit and loss account.

2. FIXED ASSETS

	Investments £
COST	
At 1 March 2009 and 28 February 2010	<u>811,265</u>
NET BOOK VALUE	
At 28 February 2010	<u>811,265</u>
At 28 February 2009	<u>811,265</u>

The company owns 100% of the issued ordinary share capital of Marketing Matters Limited, a company incorporated in the United Kingdom.

Aggregate capital and reserves

	2010 £	2009 £
Marketing Matters Limited	226,084	275,272
Profit and (loss) for the year		
	2010 £	2009 £
Marketing Matters Limited	812	(27,495)

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2010		2009	
	No	£	No	£
5,645 Ordinary shares of £1 each	<u>5,645</u>	<u>5,645</u>	<u>5,645</u>	<u>5,645</u>