

REGISTERED NUMBER OC318221

**DNA EVENT DESIGN LLP**  
**FINANCIAL STATEMENTS**  
**31 MARCH 2007**

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COMPANIES HOUSE

**DNA EVENT DESIGN LLP**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2007**

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**DNA EVENT DESIGN LLP**  
**THE REPORT OF THE MEMBERS**  
**YEAR ENDED 31 MARCH 2007**

The members have pleasure in presenting their report and the unaudited financial statements of the LLP for the year ended 31 March 2007

**PRINCIPAL ACTIVITIES**

The principal activity of the company during the year was

**RESULTS FOR THE YEAR AND ALLOCATION TO MEMBERS**

The profit for the year available for distribution to members was €30,292

**DESIGNATED MEMBERS**

The following were designated members during the year

AD2 Consulting Limited  
Rathlidge Marketing Limited

**POLICY WITH RESPECT TO MEMBERS' DRAWINGS AND SUBSCRIPTION AND REPAYMENTS OF AMOUNTS SUBSCRIBED OR OTHERWISE CONTRIBUTED BY MEMBERS**

Members are permitted to make drawings in anticipation of profits which will be allocated to them. The amount of such drawings is set at the beginning of each financial year, taking into account the anticipated cash needs of the LLP.

New members are required to subscribe a minimum level of capital and in subsequent years members are invited to subscribe for further capital, the amounts of which is determined by the performance and seniority of those members. On retirement, capital is repaid to members.

**SMALL LLP PROVISIONS**

This report has been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985 (as applied to limited liability partnerships by regulation 3 of the Limited Liability Partnerships Regulations 2001).

Registered office  
4th Floor  
3 Tenterden Street  
Hanover Square  
London  
W1S 1TD

Signed on behalf of the members



AD2 Consulting Limited

Designated member

Approved by the members on 04 March 2008

**DNA EVENT DESIGN LLP**  
**PROFIT AND LOSS ACCOUNT**  
**YEAR ENDED 31 MARCH 2007**

	2007 €
<b>TURNOVER</b>	<b>641,282</b>
Cost of sales	<u>577,450</u>
<b>GROSS PROFIT</b>	<b>63,832</b>
Administrative expenses	<u>33,540</u>
<b>PROFIT FOR THE FINANCIAL YEAR BEFORE MEMBERS' REMUNERATION AND PROFIT SHARES AVAILABLE FOR DISCRETIONARY DIVISION AMONG MEMBERS</b>	<b><u>30,292</u></b>

The LLP's turnover and expenses all relate to continuing operations

# DNA EVENT DESIGN LLP

## BALANCE SHEET

31 MARCH 2007

	Note	€	2007 €
<b>CURRENT ASSETS</b>			
Cash at bank		7,717	
<b>CREDITORS: Amounts falling due within one year</b>	3	<u>20,225</u>	
<b>NET CURRENT LIABILITIES</b>			(12,508)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(12,508)</u>
<b>NET LIABILITIES ATTRIBUTABLE TO MEMBERS</b>			<u>(12,508)</u>
 <b>REPRESENTED BY:</b>			
<b>Loans and other debts due to members</b>			
Other amounts	5		30,292
<b>EQUITY</b>			
Members' other interests - members' capital	6		(42,800)
			<u>(12,508)</u>
 <b>TOTAL MEMBERS' INTERESTS</b>			
Loans and other debts due to members	5		30,292
Members' other interests	6		(42,800)
			<u>(12,508)</u>

The members are satisfied that the LLP is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 as modified by the Limited Liability Partnerships Regulations 2001 for the year ended 31 March 2007

The members acknowledge their responsibilities for

- (i) ensuring that the LLP keeps proper accounting records which comply with section 221 of the Companies Act 1985 as modified by the Limited Liability Partnerships Regulations 2001, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the LLP 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 226, and which otherwise comply with the requirements of the Companies Act 1985 as modified by the Limited Liability Partnerships Regulations 2001 relating to financial statements, so far as applicable to the LLP.

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 as modified by the Limited Liability Partnerships Regulations 2001 relating to small LLPs

These financial statements were approved by the members and authorised for issue on 03 March 2008, and are signed on their behalf by

.....  
**AD2 CONSULTING LIMITED**  
Designated Member

**DNA EVENT DESIGN LLP**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2007**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of financial instruments, and in accordance with applicable UK accounting standards and the requirements of the Statement of Recommended Practice 'Accounting by Limited Liability Partnerships' issued in March 2006 (SORP 2006)

**Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year

**Fixed assets**

All fixed assets are initially recorded at cost

**Members' participation rights**

Members' participation rights are the rights of a member against the LLP that arise under the members' agreement (for example, in respect of amounts subscribed or otherwise contributed, remuneration and profits)

Members' participation rights in the earnings or assets of the LLP are analysed between those that are, from the LLP's perspective, either a financial liability or equity, in accordance with FRS 25 (IAS 32) Financial Instruments Disclosure and Presentation and UITF abstract 39 Members' shares in co-operative entities and similar instruments. A member's participation right results in a liability unless the right to any payment is discretionary on the part of the LLP.

Amounts subscribed or otherwise contributed by members, for example members' capital, are classed as equity if the LLP has an unconditional right to refuse payment to members. If the LLP does not have such an unconditional right, such amounts are classified as liabilities.

Where profits are automatically divided as they arise, so the LLP does not have an unconditional right to refuse payment, the amounts arising that are due to members are in the nature of liabilities. They are therefore treated as an expense in the Profit and Loss Account in the relevant year. To the extent that they remain unpaid at the year end, they are shown as liabilities in the Balance Sheet.

Conversely, where profits are divided only after a decision by the LLP or its representative, so that the LLP has an unconditional right to refuse payment, such profits are classed as an appropriation of equity rather than as an expense. They are therefore shown as a residual amount available for discretionary division among members in the Profit and Loss Account and are equity appropriations in the Balance Sheet.

**DNA EVENT DESIGN LLP**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2007**

**1. ACCOUNTING POLICIES** *(continued)*

Other amounts applied to members, for example remuneration paid under an employment contract and interest on capital balances, are treated in the same way as all other divisions of profits, as described above, according to whether the LLP has, in each case, an unconditional right to refuse payment

All amounts due to members that are classified as liabilities are presented in the Balance Sheet within 'Loans and other debts due to members' and are charged to the Profit and Loss Account within 'Members' remuneration charged as an expense' Amounts due to members that are classified as equity are shown in the Balance Sheet within 'Members' other interests'

**2. INFORMATION IN RELATION TO MEMBERS**

	<b>2007</b>
	<b>No</b>
The average number of members during the year was	<u>2</u>
	<b>2007</b>
	<b>€</b>
The average members remuneration during the year was	<u>—</u>

**3. CREDITORS: Amounts falling due within one year**

	<b>2007</b>
	<b>€</b>
Trade creditors	<b>18,000</b>
Other creditors	<b><u>2,225</u></b>
	<b><u>20,225</u></b>

**4. RELATED PARTY TRANSACTIONS**

In the opinion of the members there is no controlling party as defined by financial reporting Standard No 8 "Related party disclosures"

**5. LOANS AND OTHER DEBTS DUE TO MEMBERS**

	<b>2007</b>
	<b>€</b>
Amounts owed to members in respect of profits	<b><u>30,292</u></b>

**DNA EVENT DESIGN LLP**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2007**

**6. MEMBERS' INTERESTS**

	<b>Members' other interests</b>				
	<b>Members' capital (classified as equity) €</b>	<b>Other reserves €</b>	<b>Total members' other interests €</b>	<b>Other debts due to members €</b>	<b>Total €</b>
Profit for the financial year available for discretionary division amongst members	—	<u>30,292</u>	<u>30,292</u>	—	<u>30,292</u>
Members' interests after profit for the year	-	30,292	30,292	-	30,292
Other division of profits		(30,292)	(30,292)	30,292	-
Introduced by members	9,800		9,800	-	9,800
Repayments of capital	<u>(52,600)</u>	—	<u>(52,600)</u>	—	<u>(52,600)</u>
Balance at 31 March 2007	<u>(42,800)</u>	<u>-</u>	<u>(42,800)</u>	<u>30,292</u>	<u>(12,508)</u>



**DNA EVENT DESIGN LLP**  
**DETAILED PROFIT AND LOSS ACCOUNT**  
**YEAR ENDED 31 MARCH 2007**

	2007
	€
<b>TURNOVER</b>	<b>641,282</b>
<b>COST OF SALES</b>	
Direct costs	<u>577,450</u>
<b>GROSS PROFIT</b>	<b>63,832</b>
<b>OVERHEADS</b>	
Administrative expenses	<u>33,540</u>
<b>PROFIT FOR THE FINANCIAL YEAR BEFORE MEMBERS'</b>	
<b>REMUNERATION AND PROFIT SHARES AVAILABLE FOR</b>	
<b>DISCRETIONARY DIVISION AMONG MEMBERS</b>	<u><b>30,292</b></u>
<b>DIVIDED AS FOLLOWS:</b>	
<b>SPLIT OF PROFIT:</b>	
AD2 Consulting Limited	<b>28,777</b>
Rathlidge Marketing Limited	<u><b>1,515</b></u>
	<u><b>30,292</b></u>

**DNA EVENT DESIGN LLP**  
**NOTES TO THE DETAILED PROFIT AND LOSS ACCOUNT**  
**YEAR ENDED 31 MARCH 2007**

	2007	
	€	€
<b>ADMINISTRATIVE EXPENSES</b>		
General expenses		
Other office administrative expenses	1,225	
Consultancy Fees	30,000	
Accountancy fees	1,604	
	<u>          </u>	
		32,829
<b>Financial costs</b>		
Bank charges		711
		<u>33,540</u>