

Company Registration No. SC144716

F B Media Direction Limited

Directors' Report and Financial Statements

31 December 2010

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F B Media Direction Limited

Report and financial statements 2010

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F B Media Direction Limited

Report and financial statements 2010

Directors and advisers

Directors

S N Feather

G P Brooksbank

J L Foster (appointed 1 January 2011)

Company Secretary

E Thomas (resigned 27 August 2010)

A Moberly (appointed 27 August 2010)

Registered Office

180 Great Portland Street

London

W1W 5QZ

Bankers

National Westminster Bank plc

130 Commercial Road

Portsmouth

Hants

PO1 1ES

F B Media Direction Limited

Directors' report

The directors present their annual report and financial statements for the year ended 31 December 2010.

Review of business and principal activities

The Company is a wholly owned subsidiary of Aegis Group plc and operated as part of the group's Aegis Media division. The company has not traded and therefore no profit and loss account has been prepared and accordingly the accounts have been prepared on a basis other than a going concern.

Directors and their interests

The directors in office during the period are disclosed on page 1. No director held a direct beneficial interest in the company during the period.

By order of the Board

A handwritten signature in black ink, appearing to read 'J L Foster', written over a horizontal line.

J L Foster
Director

10 January 2011

F B Media Direction Limited

Statement of directors' responsibilities

The directors are responsible for preparing the annual report and 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). Under company law the directors must not approve the financial statements unless they are satisfied that they 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 these 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;
- state whether applicable UK Accounting Standards have been followed; and
- 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 adequate accounting records that are sufficient to show and explain the company's transactions with reasonable accuracy at any time the financial position of the company and to 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.

F B Media Direction Limited

Balance sheet

As at 31 December 2010

	Notes	2010 £	2009 £
Current assets			
Debtors: amounts falling due after more than one year	2	<u>100</u>	<u>244,674</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account	5	<u>-</u>	<u>244,574</u>
Shareholders' funds	6	<u>100</u>	<u>244,674</u>

For the year ending 31 December 2010 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements of F B Media Direction Limited, registered number SC144716, were approved by the Board of Directors on 10 January 2011.

Signed on behalf of the Board of Directors



J L Foster

Director

F B Media Direction Limited

Notes to the financial statements **Year ended 31 December 2010**

1. Accounting policies

The financial statements have been prepared under the historical cost convention and are in accordance with applicable United Kingdom law and accounting standards. The Company has been dormant for a numbers of years and does not intend to trade in the future. As required by FRS 18, accounting policies, the directors have prepared the financial statements on a basis that the Company is no longer a going concern.

2. Debtors: amounts falling due after more than one year

	2010 £	2009 £
Amount owed by group undertaking	100	100

3. Dividends

	2010 £	2009 £
Interim dividend proposed and paid of £nil per share (2009: £244,574)	-	244,574

4. Called up share capital

	2010 £	2009 £
Authorised, allotted and fully paid shares		
Equity interests:		
100 (2009: 100) ordinary shares of £1 each	100	100

5. Profit and loss account

	2010 £	2009 £
At 1 January	-	244,574
Dividend paid	-	(244,574)
At 31 December	-	244,574

6. Reconciliation of movements in shareholders' funds

	2010 £	2009 £
Dividends	-	(244,574)
Opening shareholders' funds	100	244,674
Closing shareholders' funds	100	100

F B Media Direction Limited

Notes to the financial statements Year ended 31 December 2010

7. Ultimate control and related party transactions

The Company's immediate parent undertaking is Aegis Media Limited, a company incorporated in Great Britain and registered in England and Wales. The ultimate parent undertaking and controlling party is Aegis Group plc, a company incorporated in Great Britain and registered in England and Wales, and which is the parent undertaking of the largest group to consolidate the financial statements.

The consolidated financial statements of Aegis Group plc are available to the public and may be obtained from 180 Great Portland Street, London, W1W 5QZ.

The parent undertaking of the smallest group to consolidate these accounts is Aegis Media Limited. The consolidated financial statements of Aegis Media Limited are available to the public and may be obtained from Parker Tower, 43-45 Parker Street, London, WC2B 5PS.

The Company has taken advantage of the exemptions available to go its owned subsidiaries not to disclose related party transactions with other group companies or investees of the group.

8. Cash flow statement

The financial statements of the ultimate parent company Aegis Group plc, for the year ended 31 December 2010 contains a consolidated statement of cash flows. The Company has therefore taken advantage of the exemption granted under FRS1 (revised) and not presented a cash flow statement.