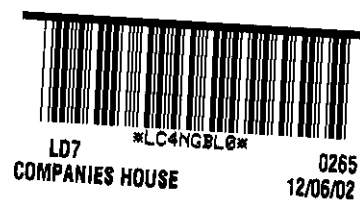


REGISTRAR'S  
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**THE PROMOTIONS FACTORY LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2002**



# THE PROMOTIONS FACTORY LIMITED

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# THE PROMOTIONS FACTORY LIMITED

## ABBREVIATED BALANCE SHEET AS AT 31 MARCH 2002

|                                                       | Notes | 2002<br>£        | £              | 2001<br>£        | £              |
|-------------------------------------------------------|-------|------------------|----------------|------------------|----------------|
| <b>Fixed assets</b>                                   |       |                  |                |                  |                |
| Tangible assets                                       | 2     |                  | 12,587         |                  | 20,491         |
| <b>Current assets</b>                                 |       |                  |                |                  |                |
| Debtors                                               |       | 58,343           |                | 29,176           |                |
| Cash at bank and in hand                              |       | 560,885          |                | 454,052          |                |
|                                                       |       | <u>619,228</u>   |                | <u>483,228</u>   |                |
| <b>Creditors: amounts falling due within one year</b> |       | <u>(246,402)</u> |                | <u>(178,661)</u> |                |
| <b>Net current assets</b>                             |       |                  | 372,826        |                  | 304,567        |
| <b>Total assets less current liabilities</b>          |       |                  | <u>385,413</u> |                  | <u>325,058</u> |
| <b>Capital and reserves</b>                           |       |                  |                |                  |                |
| Called up share capital                               | 3     |                  | 200            |                  | 200            |
| Profit and loss account                               |       |                  | 385,213        |                  | 324,858        |
| <b>Shareholders' funds</b>                            |       |                  | <u>385,413</u> |                  | <u>325,058</u> |

In preparing these abbreviated accounts:

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The directors acknowledge their responsibilities for:
  - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, 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 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the board on 21 May 2002

  
R Jaffe  
Director

# THE PROMOTIONS FACTORY LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2002

### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective March 2000).

#### 1.2 Turnover

Turnover represents fees receivable for marketing, promotions and public relations services net of VAT.

#### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

|                                |                                 |
|--------------------------------|---------------------------------|
| Computers and office equipment | straight line over 3 years      |
| Fixtures and fittings          | 20% per annum on net book value |
| Motor vehicles                 | 25% per annum on net book value |

### 2 Fixed assets

|                       | <b>Tangible<br/>assets<br/>£</b> |
|-----------------------|----------------------------------|
| <b>Cost</b>           |                                  |
| At 1 April 2001       | 35,446                           |
| Additions             | 1,422                            |
|                       | <hr/>                            |
| At 31 March 2002      | 36,868                           |
|                       | <hr/>                            |
| <b>Depreciation</b>   |                                  |
| At 1 April 2001       | 14,955                           |
| Charge for the year   | 9,326                            |
|                       | <hr/>                            |
| At 31 March 2002      | 24,281                           |
|                       | <hr/>                            |
| <b>Net book value</b> |                                  |
| At 31 March 2002      | 12,587                           |
|                       | <hr/>                            |
| At 31 March 2001      | 20,491                           |
|                       | <hr/>                            |

# THE PROMOTIONS FACTORY LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2002

| 3 | Share capital                                  | 2002<br>£ | 2001<br>£ |
|---|------------------------------------------------|-----------|-----------|
|   | <b>Authorised</b>                              |           |           |
|   | 900 Ordinary shares of £ 1 each                | 900       | 900       |
|   | 100 'B' Non-voting Ordinary shares of £ 1 each | 100       | 100       |
|   |                                                | <hr/>     | <hr/>     |
|   |                                                | 1,000     | 1,000     |
|   |                                                | <hr/>     | <hr/>     |
|   | <b>Allotted, called up and fully paid</b>      |           |           |
|   | 100 Ordinary shares of £ 1 each                | 100       | 100       |
|   | 100 'B' Non-voting Ordinary shares of £ 1 each | 100       | 100       |
|   |                                                | <hr/>     | <hr/>     |
|   |                                                | 200       | 200       |
|   |                                                | <hr/>     | <hr/>     |

Shareholders' funds attributable to non-equity interests comprise 100 "B" non-voting ordinary shares. These shares carry no voting rights. On a winding up the capital paid-up shall be repaid, pari-passu with all other classes of shares, but there shall be no right to participate in the profits or the assets of the company. Dividends are at the discretion of the directors of the company. Upon relinquishing the shares they will be forfeited and cancelled.