COMPANY REGISTRATION NUMBER 03793821

PERCEPTION ADVERTISING LIMITED

ABBREVIATED FINANCIAL STATEMENTS

YEAR ENDED

30TH JUNE 2002



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COMPANIES HOUSE 27/01/03

EDMUND CARR
Chartered Accountants & Registered Auditors
146 New London Road
Chelmsford
Essex
CM2 0AW

PERCEPTION ADVERTISING LIMITED

ABBREVIATED FINANCIAL STATEMENTS

YEAR ENDED 30TH JUNE 2002

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PERCEPTION ADVERTISING LIMITED

INDEPENDENT AUDITORS' REPORT TO THE COMPANY

PURSUANT TO SECTION 247B OF THE COMPANIES ACT 1985

We have examined the abbreviated accounts on pages 2 to 5, together with the financial statements of the company for the year ended 30th June 2002 prepared under Section 226 of the Companies Act 1985.

RESPECTIVE RESPONSIBILITIES OF THE DIRECTORS AND THE AUDITORS

The directors are responsible for preparing the abbreviated accounts in accordance with section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with sections 246(5) and (6) of the Act to the registrar of companies and whether the accounts to be delivered are properly prepared in accordance with those provisions and report our opinion to you.

BASIS OF OPINION

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. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the financial statements.

OPINION

In our opinion the company is entitled to deliver abbreviated accounts prepared inaccordance with sections 246(5) and (6) of the Act, and the abbreviated accounts on pages 2 to 5 are properly prepared in accordance with those provisions.

146 New London Road
Chelmsford
Essex
CM2 0AW

19th November 2002

EDMUND CARR
Chartered Accountants
& Registered Auditors

PERCEPTION ADVERTISING LIMITED

ABBREVIATED BALANCE SHEET

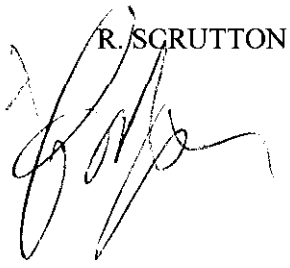
30TH JUNE 2002

	Note	2002 £	£	2001 £	£
FIXED ASSETS	**2**				
Tangible assets			18,218		30,493
CURRENT ASSETS					
Debtors		74,251		238,118	
Cash at bank and in hand		123		81,213	
		74,374		319,331	
CREDITORS: Amounts falling due within one year		(109,060)		(315,686)	
NET CURRENT (LIABILITIES)/ASSETS			(34,686)		3,645
TOTAL ASSETS LESS CURRENT LIABILITIES			(16,468)		34,138
PROVISIONS FOR LIABILITIES AND CHARGES			(1,450)		(3,000)
			(17,918)		31,138
CAPITAL AND RESERVES					
Called-up share capital	**4**		4		6
Profit and Loss Account			(17,922)		31,132
(DEFICIENCY)/SHAREHOLDERS' FUNDS			(17,918)		31,138

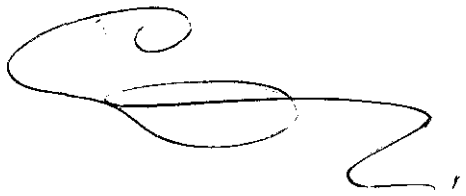
These accounts have been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

These financial statements were approved by the directors on the 19th November 2002 and are signed on their behalf by:

R. SCRUTTON



C. ROBERTSON



The notes on pages 3 to 5 form part of these financial statements.

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 June2002).

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Improvements to property	-	10% on cost
Office Equipment	-	25-33% on cost
Fixtures & Fittings	-	25% on cost
Motor Vehicles	-	25% on cost

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the Profit and Loss Account.

1. ACCOUNTING POLICIES *(continued)*

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions:

* provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold;

* provision is made for deferred tax that would arise on remittance of the retained earnings of overseas subsidiaries, associates and joint ventures only to the extent that, at the balance sheet date, dividends have been accrued as receivable;

* deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on a discounted/an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st July 2001	65,457
Additions	11,328
Disposals	(3,420)
At 30th June 2002	73,365
DEPRECIATION	
At 1st July 2001	34,964
Charge for year	21,925
On disposals	(1,742)
At 30th June 2002	55,147
NET BOOK VALUE	
At 30th June 2002	18,218
At 30th June 2001	30,493

3. TRANSACTIONS WITH THE DIRECTORS

At the year end the company owed its directors £18,017 (2001 - £9,627).

4. SHARE CAPITAL

Authorised share capital:

	2002	2001
	£	£
100 Ordinary Class A shares of £1 each	100	100
3 Ordinary Class B shares of £1 each	3	3
	103	103

Allotted, called up and fully paid:

	2002		2001	
	No.	£	No.	£
Ordinary Class A shares	2	2	3	3
Ordinary Class B shares	2	2	3	3
	4	4	6	6

The ordinary class B shares are non equity and have no voting rights.