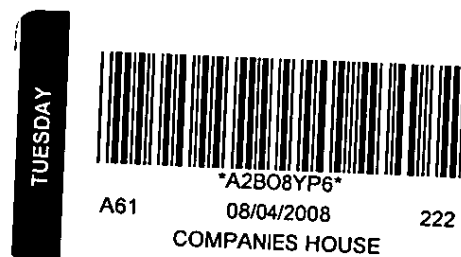


COMPANY REGISTRATION NUMBER 3856607

Virtual Brand Planning Limited
Unaudited abbreviated accounts
31 January 2008



Virtual Brand Planning Limited

Abbreviated accounts

Year ended 31 January 2008

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Virtual Brand Planning Limited

Abbreviated balance sheet

31 January 2008

	Note	2008 £	£	2007 £
Fixed assets	1			
Tangible assets			4,108	5,427
Investments			<u>440,000</u>	<u>440,000</u>
			<u>444,108</u>	<u>445,427</u>
Current assets				
Debtors		116,440		147,810
Cash at bank and in hand		<u>118</u>		<u>2,105</u>
		116,558		149,915
Creditors: amounts falling due within one year		<u>954</u>		<u>35,736</u>
Net current assets			<u>115,604</u>	<u>114,179</u>
Total assets less current liabilities			<u>559,712</u>	<u>559,606</u>
Capital and reserves				
Called-up equity share capital	2		1	1
Profit and loss account			<u>559,711</u>	<u>559,605</u>
Shareholders' funds			<u>559,712</u>	<u>559,606</u>

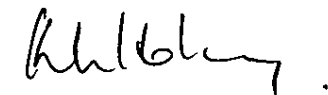
The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 1985 (the Act) relating to the audit of the financial statements for the year by virtue of section 249A(1), and that no member or members have requested an audit pursuant to section 249B(2) of the Act

The director acknowledges her responsibility for

- (i) ensuring that the company keeps proper accounting records which comply with section 221 of the Act, and
- (ii) preparing financial statements 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 the Act relating to financial statements, so far as applicable to the company

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

These abbreviated accounts were approved and signed by the director and authorised for issue on 1 April 2008



K L Holloway

The accounting policies and notes on pages 2 to 3 form part of these abbreviated accounts

Virtual Brand Planning Limited

Accounting policies

Year ended 31 January 2008

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 January 2007)

Turnover

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

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

Fixtures & Fittings	-	20% reducing balance
Computer Equipment	-	3 yrs straight line

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.

Virtual Brand Planning Limited

Notes to the abbreviated accounts

Year ended 31 January 2008

1. Fixed assets

	Tangible Assets £	Investments £	Total £
Cost			
At 1 February 2007 and 31 January 2008	<u>15,665</u>	<u>440,000</u>	<u>455,665</u>
Depreciation			
At 1 February 2007	10,238	—	10,238
Charge for year	1,319	—	1,319
At 31 January 2008	<u>11,557</u>	<u>—</u>	<u>11,557</u>
Net book value			
At 31 January 2008	<u>4,108</u>	<u>440,000</u>	<u>444,108</u>
At 31 January 2007	<u>5,427</u>	<u>440,000</u>	<u>445,427</u>

2 Share capital

Authorised share capital:

	2008 £	2007 £
100,000 Ordinary shares of £0.01 each	<u>1,000</u>	<u>1,000</u>

Allotted, called up and fully paid

	2008 No	£	2007 No	£
Ordinary shares of £0.01 each	<u>100</u>	<u>1</u>	<u>100</u>	<u>1</u>