

COMPANY REGISTRATION NUMBER 06489921

AMS HOLDINGS LTD
UNAUDITED FINANCIAL STATEMENTS
31 MARCH 2012

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COMPANIES HOUSE

AMS HOLDINGS LTD
OFFICERS AND PROFESSIONAL ADVISERS

The board of directors

P R Phelps
F J Lyons
K P Leggett
A J Collins (nee Garrod)
D J Collins

Company secretary

K P Leggett

Registered office

150-158 Kings Cross Road
London
WC1X 9DH

Accountants

Shipleys LLP
Chartered Accountants
10 Orange Street
Haymarket
London
WC2H 7DQ

Bankers

Barclays Bank plc
P O Box 23
Hamilton Road
Slough
Berkshire
SL1 4NX

AMS HOLDINGS LTD
THE DIRECTORS' REPORT
YEAR ENDED 31 MARCH 2012

The directors present their annual report together with the unaudited financial statements of the company for the year ended 31 March 2012. The company is dormant and has not traded during the year.

FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES
DIRECTORS

The directors who served the company during the year were as follows:

P R Phelps
F J Lyons
K P Leggett
A J Collins (nee Garrod)
D J Collins

The interests, where applicable, of the directors in the shares of the ultimate parent company, AMS Communications Group Limited, are shown in that company's financial statements.

Registered office
150-158 Kings Cross Road
London
WC1X 9DH

Signed by order of the directors



K P LEGGETT
Company Secretary

Approved by the directors on 31 October 2012

AMS HOLDINGS LTD

BALANCE SHEET

31 MARCH 2012

	Note	2012 £	2011 £
FIXED ASSETS			
Tangible Assets	4	2,000,000	2,000,000
Investments	5	6,000,000	6,000,000
		<u>8,000,000</u>	<u>8,000,000</u>
CURRENT ASSETS			
Cash at bank and in hand		120	120
CREDITORS: Amounts falling			
Due within one year		(2,000,000)	(2,000,000)
NET CURRENT ASSETS		(1,999,880)	(1,999,880)
TOTAL ASSETS		<u>6,000,120</u>	<u>6,000,120</u>
CAPITAL AND RESERVES			
Called-up equity share capital	7	25,001	25,001
Share premium account	8	5,950,000	5,950,000
Other reserves	8	24,999	24,999
Profit and loss account		120	120
SHAREHOLDERS' FUNDS		<u>6,000,120</u>	<u>6,000,120</u>

Statements:

- (a) The directors are satisfied that the company was entitled to exemption from audit of the financial statements for the year ended 31 March 2012 by virtue of section 480 of the Companies Act 2006 relating to dormant companies, and that no member or members have requested an audit pursuant to section 476 of the Companies Act 2006
- (b) The directors acknowledge their responsibilities for
- ensuring the company keeps accounting records in accordance with Section 386, and
 - 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 and loss for the financial year in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

These financial statements were approved by the directors and authorised for issue on 31 October 2012 and are signed on their behalf by



P R PHELPS

Company Registration Number 2911764

The notes on pages 4 to 5 form part of these financial statements

AMS HOLDINGS LTD
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2012

1. DORMANT STATUS

The company was dormant (within the meaning of Section 480 of the Companies Act 2006) throughout the year ended 31 March 2012. The company has not traded during the year or during the preceding financial year. During these periods, the company received no income and incurred no expenditure and therefore made neither profit nor loss.

2. ACCOUNTING POLICIES

Investments

Investments are stated at cost less provision for impairment.

3. PROFIT AND LOSS ACCOUNT

The company did not trade during the year and has made neither a profit nor a loss. No Profit and Loss Account has therefore been prepared.

4. TANGIBLE ASSETS

	Freehold Land and Building
Net Book Value	
At 1 April, 2011	£2,000,000
	=====
At 31 March, 2012	£2,000,000
	=====

5. INVESTMENTS

	Total £
SHARES IN GROUP UNDERTAKINGS AT COST	
At 1 April 2011 and 31 March 2012	6,000,000
NET BOOK VALUE	
At 31 March 2012 and 31 March 2011	6,000,000

	Country of incorporation	Holding	Proportion of voting rights and shares held	Nature of business
AMS Media Group Limited	England	Ordinary shares	100%	Advertising Media Consultants
Whisper Agency Limited (formerly AMS Direct Media Limited)	England	Ordinary shares	50%	Social Media and Search Agency

AMS HOLDINGS LTD
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2012

6. RELATED PARTY TRANSACTIONS

No transactions with related parties were undertaken such as are required to be disclosed under Financial Reporting Standard 8

7. SHARE CAPITAL

Authorised share capital:

	2012 £	2011 £
1,200,000 Ordinary shares of £1 each	1,200,000	1,200,000
200,000 Redeemable preference shares of £1 each	<u>200,000</u>	<u>200,000</u>
	<u>1,200,000</u>	<u>1,200,000</u>

Allotted and called up:

	2012 No	£	2011 No	£
25,001 Ordinary shares fully paid of £1 00 each	<u>25,001</u>	<u>25,001</u>	<u>25,001</u>	<u>25,001</u>

The preference shares carry no voting rights or rights to dividends or interest. On redemption or winding up of the company, the preference shareholders have a right to receive, in preference to payments to ordinary shareholders, the paid up value of the share.

There were no preference shares in issue during the year.

8. RECONCILIATION OF SHAREHOLDERS' FUNDS AND MOVEMENT ON RESERVES

	Share capital £	Share premium account £	Capital redemption reserve £	Profit and loss account £	Total share-holders' funds £
Balance brought forward & carried Forward	<u>25,001</u>	<u>5,950,000</u>	<u>24,999</u>	<u>120</u>	<u>6,000,120</u>