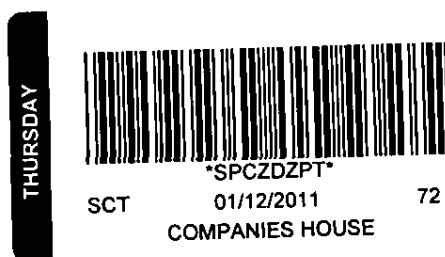


COMPANY REGISTRATION NUMBER SC277039

THE OPTIMA VALUE GROUP LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED
31 MARCH 2011



NELSON GILMOUR SMITH
Chartered Accountants & Statutory Auditor
Mercantile Chambers
53 Bothwell Street
Glasgow
G2 6TB

THE OPTIMA VALUE GROUP LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

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THE OPTIMA VALUE GROUP LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE OPTIMA VALUE GROUP LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts, together with the financial statements of The Optima Value Group Limited for the year ended 31 March 2011 prepared under Section 396 of the Companies Act 2006.

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin 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.

We have undertaken the audit in accordance with the requirements of APB Ethical Standards including APB Ethical Standard - Provisions Available for Small Entities, in the circumstances set out in note 5 to the financial statements.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

Mercantile Chambers
53 Bothwell Street
Glasgow
G2 6TB

30.11.2011

Robert Gubb Gillies

ROBERT GIBB GILLIES (Senior
Statutory Auditor)
For and on behalf of
NELSON GILMOUR SMITH
Chartered Accountants
& Statutory Auditor

THE OPTIMA VALUE GROUP LIMITED

ABBREVIATED BALANCE SHEET

31 MARCH 2011

	Note	2011 £	2010 £
Fixed assets	2		
Tangible assets		54,841	67,612
Investments		<u>2</u>	<u>2</u>
		54,843	67,614
Current assets			
Debtors		194,531	157,036
Cash at bank and in hand		<u>233,435</u>	<u>227,111</u>
		427,966	384,147
Creditors: Amounts falling due within one year	3	<u>186,903</u>	<u>246,949</u>
Net current assets		241,063	137,198
Total assets less current liabilities		295,906	204,812
Creditors: Amounts falling due after more than one year	4	32,796	40,091
Provisions for liabilities		<u>7,988</u>	<u>9,549</u>
		255,122	155,172
Capital and reserves			
Called-up equity share capital	7	1,000	1,000
Profit and loss account		<u>254,122</u>	<u>154,172</u>
Shareholders' funds		255,122	155,172

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

These abbreviated accounts were approved by the directors and authorised for issue on 29/11/2011, and are signed on their behalf by:

I.N. Rippin
Director



Company Registration Number: SC277039

The notes on pages 3 to 5 form part of these abbreviated accounts.

THE OPTIMA VALUE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

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 April 2008).

Turnover

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

Fixed assets

All fixed assets are initially recorded at cost.

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:

Leasehold Property	- 33 1/3% Straight line
Furniture & Fittings	- 15% Straight line
PC's & Software	- 25% Straight line

Leasing and hire purchase commitments

Assets held under finance leases, which are leases where substantially all the risks and rewards of ownership of the asset have passed to the company, and hire purchase contracts, are capitalised in the balance sheet and are depreciated over their useful lives. The capital elements of future obligations under the leases and hire purchase contracts are included as liabilities in the balance sheet.

The interest elements of the rental obligations are charged in the profit and loss account over the periods of the leases and hire purchase contracts and represent a constant proportion of the balance of capital repayments outstanding.

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.

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.

Deferred tax is measured on 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.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

Investments

Investments are included at cost less amounts written off. Profits or losses arising from disposals of fixed asset investments are treated as part of the result from ordinary activities.

THE OPTIMA VALUE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

2. Fixed assets

	Tangible Assets £	Investments £	Total £
Cost			
At 1 April 2010	149,539	2	149,541
Additions	15,543	–	15,543
At 31 March 2011	165,082	2	165,084
Depreciation			
At 1 April 2010	81,927	–	81,927
Charge for year	28,314	–	28,314
At 31 March 2011	110,241	–	110,241
Net book value			
At 31 March 2011	54,841	2	54,843
At 31 March 2010	67,612	2	67,614

The company owns 100% of the issued share capital of the companies listed below,

Aggregate capital and reserves

	2010 £	2009 £
iMarketing Solutions Limited (dormant)	1	1
Pacific Shelf 1496 Limited (dormant)	1	1
Profit and (loss) for the year		
iMarketing Solutions Limited (dormant)	–	–
Pacific Shelf 1496 Limited (dormant)	–	–

Under the provision of section 398 of the Companies Act 2006 the company is exempt from preparing consolidated accounts and has not done so, therefore the accounts show information about the company as an individual entity.

3. Creditors: Amounts falling due within one year

The following liabilities disclosed under creditors falling due within one year are secured by the company:

	2011 £	2010 £
Bank loans and overdrafts	7,500	7,500

The bank loans and overdrafts shown above are secured by a bond and floating charge over the assets of the company. There is also a DTI Guarantee in respect of 75% of the bank term loan outstanding at any time.

THE OPTIMA VALUE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

4. Creditors: Amounts falling due after more than one year

The following liabilities disclosed under creditors falling due after more than one year are secured by the company:

	2011 £	2010 £
Bank loans and overdrafts	<u>26,250</u>	<u>33,750</u>

The bank loans and overdrafts shown above are secured by a bond and floating charge over the assets of the company. There is also a DTI Guarantee in respect of 75% of the bank term loan outstanding at any time.

Included within creditors falling due after more than one year is an amount of £Nil (2010 - £3,750) in respect of liabilities which fall due for payment after more than five years from the balance sheet date.

5. APB ethical standards

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

6. Transactions with the directors

During the year the company provided loans to directors' related parties as follows:

The balance owed by Optima Partners, a partnership controlled by Alan Crawley, at 31 March 2011 amounted to £64,875 (2010 - £72,127). The maximum overdrawn during the year was £72,129. Sales made to and purchases from Optima Partners during the year amounted to £426,897 and £116,748 respectively.

The balance owed by Delivering CRM, a partnership controlled by Ian Rippin, at 31 March 2011 amounted to £19,062 (2010 - £19,062). The maximum overdrawn during the year was £19,062.

The balance owed by Optima Communication Limited, a company in which Alexander McIntosh and James McIntosh are both Directors, at 31 March 2011 amounted to £26,532 (2010 - (£212)). The maximum overdrawn during the year was £26,532. Sales made to and purchases from Optima Communication Limited during the year amounted to £22,898 and £1,475 respectively.

7. Share capital

Authorised share capital:

	2011 £	2010 £
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

Allotted, called up and fully paid:

	2011 No	£	2010 No	£
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>