

COMPANY REGISTRATION NUMBER 05209715

**OPTIMAL MEDIA SALES LIMITED**  
**ABBREVIATED FINANCIAL STATEMENTS**  
**FOR**  
**THE YEAR ENDED**  
**30 SEPTEMBER 2006**

WEDNESDAY



\*ANOZNTVV\*

A35

17/10/2007

120

COMPANIES HOUSE

**OPTIMAL MEDIA SALES LIMITED**  
**ABBREVIATED FINANCIAL STATEMENTS**  
**PERIOD ENDED 30 SEPTEMBER 2006**

<b>CONTENTS</b>	<b>PAGE</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2-3</b>
<b>Notes to the abbreviated financial statements</b>	<b>4-6</b>

## **OPTIMAL MEDIA SALES LIMITED**

### **COMPANY INFORMATION**

#### **PERIOD ENDED 30 SEPTEMBER 2006**

The directors have pleasure in presenting their report and the unaudited financial statements of the company for the period from 1<sup>st</sup> October 2005 to 30<sup>th</sup> September 2006

#### **PRINCIPAL ACTIVITIES**

The principal activities of the company during the period were the provision of consultancy services and sales representation in the advertising media sector

#### **THE DIRECTORS AND THEIR INTERESTS IN THE SHARES OF THE COMPANY**

The directors who served the company during the period together with their beneficial interests in the shares of the company were as follows

	Ordinary Shares of £1 each	
	At 30 September 2006	At 30 September 2005
Mr M Lench	75	75
Mr I Davis	75	75
Mr G Foord (resigned 31 March 2006)	-	25
Mr J Doyle (resigned 31 December 2006)	25	25
Mrs L Ellicott (resigned 28 February 2007)	Nil	Nil
Mr D Fitchett	Nil	Nil

#### **Registered Office**

Commonwood Farm  
Commonwood  
Kings Langley  
Hertfordshire  
WD4 9BB

Approved by M Lench on 28 September 2007

**OPTIMAL MEDIA SALES LIMITED**

**ABBREVIATED BALANCE SHEET  
AT 30 SEPTEMBER 2006**

		2006		2005	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible assets	2		42,559		53,436
<b>CURRENT ASSETS</b>					
Debtors			122,514		122,283
Other debtors			1,376		1,264
Prepayments			14,716		3,925
			<u>138,606</u>		<u>127,472</u>
<b>CREDITORS</b>					
Amounts falling due within one year	3		<u>330,729</u>		<u>238,291</u>
<b>NET CURRENT (LIABILITIES)</b>			<u>(192,123)</u>		<u>(110,819)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(149,564)</u>		<u>(57,383)</u>
<b>CAPITAL AND RESERVES</b>					
Share Capital	4		175		200
Profit and loss account			<u>(149,739)</u>		<u>(57,583)</u>
<b>SHAREHOLDERS FUNDS</b>			<u>(149,564)</u>		<u>(57,383)</u>

## OPTIMAL MEDIA SALES LIMITED

### ABBREVIATED BALANCE SHEET AT 30 SEPTEMBER 2006 (continued)

#### Statement by the Directors

The Directors have taken advantage of the exemptions conferred by Section A of Part III of Schedule 8 to the Companies Act 1985 on the basis that the company qualifies as a small company

The exemptions conferred by Section 249A(1) Companies Act 1985 not to have accounts audited apply to the company and the directors confirm that no notice under Section 249B(2) Companies Act 1985 has been deposited with the company

The directors acknowledge their responsibility for ensuring that

- (a) The company keeps accounting records that comply with Section 221 Companies Act 1985, and
- (b) The accounts give a true and fair view of the state of affairs of the company as at 30 September 2006 and of its loss for the period then ended in accordance with the requirements of Section 226 Companies Act 1985 and that, insofar as they are applicable to the company, the accounts comply with the requirements of the Companies Act 1985 as relate to accounts



M Lench  
28 September 2007

## **OPTIMAL MEDIA SALES LIMITED**

### **NOTES TO THE ABBREVIATED ACCOUNTS**

**PERIOD ENDED 30 SEPTEMBER 2006**

#### **1. ACCOUNTING POLICIES**

##### **Basis of accounting**

The abbreviated financial statements have been prepared under historical cost accounting rules. The company has taken advantage of the exemption from preparing a cash flow statement conferred by the Financial Reporting Standard No. 1 on the grounds that it is entitled to the exemptions available in section 246 to 247 Companies Act 1985 for small companies.

##### **Turnover**

The turnover shown in the profit and loss account represents amounts invoiced and accrued during the financial 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 Improvements	33% reducing balance
Fixtures Fittings and Office Furniture	20% reducing balance
Equipment and Computer Software	33% reducing balance

**OPTIMAL MEDIA SALES LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**

**PERIOD ENDED 30 SEPTEMBER 2006**

**2. FIXED ASSETS**

	<b>Tangible Assets £</b>
<b>COST</b>	
At 1st October 2005	77,476
Additions in period	8,188
<b>At 30th September 2006</b>	<b>85,664</b>
<b>DEPRECIATION</b>	
At 1st October 2005	24,040
Charge for the period	19,065
<b>At 30th September 2006</b>	<b>43,105</b>
<b>NET BOOK VALUE</b>	
<b>At 30th September 2006</b>	<b>42,559</b>

**3. CREDITORS: Amounts falling due within one year**

	<b>2006 £</b>	<b>2005 £</b>
Loan Notes	30,000	45,000
Director's Loan	20,000	-
Loan	50,000	50,000
Bank Overdraft	64,333	32,196
Trade Creditors	44,806	20,748
Corporation Tax	-	-
PAYE and social security	28,595	35,849
VAT	20,541	36,391
Other creditors and accruals	72,454	18,107
	<b>330,729</b>	<b>238,291</b>

**OPTIMAL MEDIA SALES LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**

**PERIOD ENDED 30 SEPTEMBER 2006**

**4. SHARE CAPITAL**

<b>Authorised share capital</b>	<b>2006</b>	
	<b>£</b>	
10,000 Ordinary shares of £1 each	<b>10,000</b>	
<b>Allotted, called up and fully paid:</b>	<b>2006</b>	
	<b>No</b>	<b>£</b>
Ordinary shares of £1 each	<b>175</b>	<b>175</b>