

**OPTIMAL MEDIA LIMITED**

**DIRECTORS REPORT AND ACCOUNTS  
FOR THE PERIOD ENDED 30 JUNE 2000**



**COMPANY NO : 3390704**

# **OPTIMAL MEDIA LIMITED**

## **REPORT OF THE DIRECTORS FOR THE PERIOD ENDED 30 JUNE 2000**

The directors presents their report and the company's accounts for the year ended 30 June 2000.

### **PRINCIPAL ACTIVITY**

The principal activity of the company is the provision of media consultancy services.

### **DIRECTORS**

The directors of the company at 30 June 2000 and their interests in the share capital of the company were as follows:

	Ordinary shares of £1 each	
	30/6/2000	30/6/1999
M Lench	1	1
H Lench	1	1

### **DIRECTORS RESPONSIBILITIES**

Company law requires the directors to prepare accounts for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that year. In preparing those accounts, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable standards have been followed, subject to any material departures described and explained in the accounts;
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business.

**OPTIMAL MEDIA LIMITED**

**REPORT OF THE DIRECTORS  
FOR THE PERIOD ENDED 30 JUNE 2000 (Continued)**

**DIRECTORS RESPONSIBILITIES (Continued)**

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the accounts comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**SMALL COMPANY EXEMPTIONS**

The directors report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

By order of the Board.

A handwritten signature in black ink, appearing to read 'H Lench', with a stylized flourish at the end.

**H LENCH**  
Secretary

27 April 2001

**OPTIMAL MEDIA LIMITED****PROFIT AND LOSS ACCOUNT  
FOR THE PERIOD ENDED 30 JUNE 2000**

	Notes	2000 £	1999 £
TURNOVER		72,221	69,530
Administrative expenses		(51,435)	(17,630)
		<hr/>	<hr/>
OPERATING PROFIT	2	20,786	51,900
Interest payable		(8)	(21)
		<hr/>	<hr/>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		20,778	51,879
Taxation on profit on ordinary activities		(4,456)	(11,138)
		<hr/>	<hr/>
PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION		16,322	40,741
Dividends		-	(5,000)
		<hr/>	<hr/>
		16,322	35,741
		<hr/>	<hr/>

During the period ended 30 June 2000, the company had no recognised gains and losses other than those shown in its profit and loss account. Accordingly, a separate Statement of Recognised Gains and Losses has not been presented.

The company's turnover and other items credited or charged in arriving at its operating profit arose entirely from its continuing operations.

# OPTIMAL MEDIA LIMITED

## BALANCE SHEET AS AT 30 JUNE 2000

	Notes	£	2000 £	£	1999 £
<b>FIXED ASSETS</b>					
Tangible assets	3		815		1,212
<b>CURRENT ASSETS</b>					
Debtors	4	129,329		131,881	
Cash at bank & in hand		3,156		4	
		132,485		131,885	
<b>CREDITORS - amounts falling due within one year</b>	5	(27,436)		(43,555)	
<b>NET CURRENT ASSETS</b>			105,049		88,330
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
			105,864		89,542
<b>CAPITAL AND RESERVES</b>					
Called up share capital	6		2		2
Profit and loss account	7		105,862		89,540
			105,864		89,542

### Statement by the Directors required by section 249B(4) of the Companies Act 1985

During the financial period ended 30 June 2000, the company was entitled to the exemption from audit granted by section 249A(1) of the Companies Act 1985.

**OPTIMAL MEDIA LIMITED**

**BALANCE SHEET AS AT 30 JUNE 2000 (Continued)**

**Statement by the Directors required by section 249B(4) of the Companies Act 1985 (Continued)**

No notice under section 249B(2) of the Companies Act 1985 from the shareholders requiring an audit of the accounts for the financial year has been deposited at the company's registered office.

The directors acknowledge their responsibility for:

- ensuring that the company keeps accounting records which comply with section 221 of the Companies Act 1985, and
- preparing accounts which give a true and fair view of the state of affairs of the company 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 of the Companies Act 1985, and which otherwise comply with the requirements of the Companies Act 1985 relating to accounts, as far as they are applicable to the company.

The accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities.

Approved by the Board on 27 April 2001



**M LENCH**  
Director

# OPTIMAL MEDIA LIMITED

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2000

### 1. ACCOUNTING POLICIES

#### a) Accounting Convention

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities.

#### b) Depreciation

All fixed assets are stated at cost to the company and are depreciated over their expected useful lives at a rate of 20% per annum on cost.

#### c) Deferred Tax

Deferred tax is provided in respect of all timing differences using the liability method except to the extent that these are not expected to reverse in the foreseeable future.

### 2. OPERATING PROFIT

Operating profit is stated after charging:

	2000	1999
	£	£
Depreciation		
Owned assets	397	397
Directors remuneration	15,000	-
Pension costs	9,340	-
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# OPTIMAL MEDIA LIMITED

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2000 (Continued)

### 3. TANGIBLE FIXED ASSETS

	Computer Equipment £	Office Equipment £	Total £
<b>COST</b>			
At 1 July 1999 & 30 June 2000	1,686	298	1,984
	<hr/>	<hr/>	<hr/>
<b>DEPRECIATION</b>			
At 1 July 1999	674	98	772
Charge for the year	337	60	397
	<hr/>	<hr/>	<hr/>
At 30 June 2000	1,011	158	1,169
	<hr/>	<hr/>	<hr/>
<b>NET BOOK VALUE</b>			
At 30 June 2000	675	140	815
	<hr/>	<hr/>	<hr/>
At 30 June 1999	1,012	200	1,212
	<hr/>	<hr/>	<hr/>

### 4. DEBTORS

	2000 £	1999 £
Trade debtors	16,856	15,240
Section 419 tax recoverable	1,082	-
Amount owed by related company	111,391	116,641
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	129,329	131,881
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# OPTIMAL MEDIA LIMITED

## NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 30 JUNE 2000 (Continued)

### 5. CREDITORS - amounts falling due within one year

	2000	1999
	£	£
Bank loans & overdrafts	-	3
Directors current account	6,992	13,525
Social security & other taxes	502	844
Other creditors	1,952	1,963
Current taxation	15,272	25,502
Accruals	2,718	1,718
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	27,436	43,555
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### 6. CALLED UP SHARE CAPITAL

	Ordinary shares of £1 each 2000 & 1999	
	No	£
Authorised	1,000	1,000
	<hr/>	<hr/>
Allotted & fully paid	2	2
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### 7. RESERVES AND RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS

	Share capital allotted & fully paid £	Profit & loss account £	Total shareholders' funds £
At 30 June 1998	2	53,799	53,801
Retained profits	-	40,741	40,741
Dividends paid		(5,000)	(5,000)
	<hr/>	<hr/>	<hr/>
At 30 June 1999	2	89,540	89,542
Retained profits	-	16,322	16,322
	<hr/>	<hr/>	<hr/>
	2	105,862	105,864
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## **OPTIMAL MEDIA LIMITED**

### **NOTES TO THE ACCOUNTS**

#### **FOR THE PERIOD ENDED 30 JUNE 2000 (Continued)**

##### **8. PROVISIONS FOR LIABILITIES & CHARGES**

Deferred tax has not been provided for as in accordance with note 1c to the accounts no liability is expected to arise in the foreseeable future.

##### **9. CONTINGENT LIABILITIES**

The company had no contingent liabilities at 30 June 2000 (1999 : nil).

##### **10. FINANCIAL COMMITMENTS**

###### Capital Commitments

There were no capital or other financial commitments at 30 June 2000 (1999 : nil).

##### **11. RELATED PARTY TRANSACTIONS**

At 30 June 2000 the company was owed £111,391 (1999: £116,641) by an associate company, Optimal Limited, which is controlled by M. Lench & H. Lench. There were no trading transactions between the two companies.

The company is controlled by its directors M. Lench & H. Lench who together own all of the share capital in the company.

There were no material transactions between the company and its director requiring disclosure by Financial Reporting Standard No. 8.