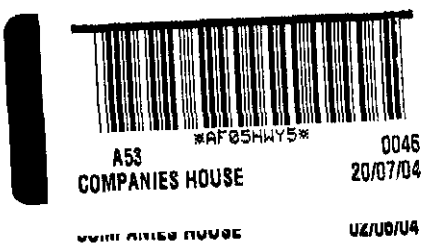


ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31ST DECEMBER 2003

FOR

MARKETING GROUP (2001) LIMITED



6

**MARKETING GROUP (2001) LIMITED**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
for the Year Ended 31st December 2003**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Report of the Independent Auditors on the Abbreviated Accounts</b>	<b>2</b>
<b>Abbreviated Balance Sheet</b>	<b>3</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>

**MARKETING GROUP (2001) LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 31st December 2003**

**DIRECTOR:** N Winn

**SECRETARY:** S Gould

**REGISTERED OFFICE:** Stonebridge House,  
Rowley Drive,  
Baginton,  
Warwickshire,  
CV3 4FG.

**REGISTERED NUMBER:** 04262601

**AUDITORS:** Beeley Hawley & Co. Ltd  
Chartered Accountants  
Registered Auditors  
44 Nottingham Road  
Mansfield  
Nottinghamshire  
NG18 1BL

**REPORT OF THE INDEPENDENT AUDITORS TO  
MARKETING GROUP (2001) LIMITED  
UNDER SECTION 247B OF THE COMPANIES ACT 1985**

We have examined the abbreviated accounts on pages three to six, together with the full financial statements of the company for the year ended 31st December 2003 prepared under Section 226 of the Companies Act 1985.

This report is made solely to the company, in accordance with Section 247B of the Companies Act 1985. 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 auditors' 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 director and auditors**

The director is responsible for preparing the abbreviated accounts in accordance with Section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Act to the Registrar of Companies and whether the accounts to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

**Basis of opinion**

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. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the full financial statements.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985, and the abbreviated accounts on pages three to six are properly prepared in accordance with those provisions.

*Beeley Hawley & Co. Ltd*

Beeley Hawley & Co. Ltd  
Chartered Accountants  
Registered Auditors  
44 Nottingham Road  
Mansfield  
Nottinghamshire  
NG18 1BL

Date: *28 May 2004*


**MARKETING GROUP (2001) LIMITED**

**ABBREVIATED BALANCE SHEET**  
**31st December 2003**

	Notes	2003	2002
		£	£
<b>FIXED ASSETS</b>			
Investments	2	1,813,753	2,064,497
<b>CURRENT ASSETS</b>			
Debtors		-	984
Cash at bank		-	4,036
		-	5,020
<b>CREDITORS</b>			
Amounts falling due within one year	3	<u>673,085</u>	<u>699,767</u>
<b>NET CURRENT LIABILITIES</b>		<u>(673,085)</u>	<u>(694,747)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		1,140,668	1,369,750
<b>CREDITORS</b>			
Amounts falling due after more than one year	3	<u>1,066,258</u>	<u>1,064,229</u>
		<u>74,410</u>	<u>305,521</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	4	100,000	117,647
Share premium		132,353	132,353
Capital redemption reserve		22,911	5,264
Profit and loss account		<u>(180,854)</u>	<u>50,257</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>74,410</u>	<u>305,521</u>

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

**ON BEHALF OF THE BOARD:**

  
.....  
N Winn - Director

Approved by the Board on ..... 27/5/04 .....

The notes form part of these abbreviated accounts

# MARKETING GROUP (2001) LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS for the Year Ended 31st December 2003

### 1. ACCOUNTING POLICIES

#### Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective June 2002).

#### Turnover

Turnover represents net charges made for services to subsidiaries during the year.

#### Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

#### Costs of raising debt finance

Costs wholly attributable to the raising of debt finance are charged to the profit and loss account at a constant rate over the repayment term.

#### Consolidation

The company and its subsidiaries comprise a small group. The company has therefore taken advantage of the exemption provided by section 248 of the Companies Act 1985 not to prepare group accounts.

#### Going Concern

The financial statements have been prepared on a going concern basis, the validity of which is dependent upon the continued financial support of its bankers.

### 2. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
<b>COST</b>	
At 1st January 2003	2,064,497
Provision for permanent diminution in value	<u>(250,744)</u>
At 31st December 2003	<u>1,813,753</u>
<b>NET BOOK VALUE</b>	
At 31st December 2003	<u>1,813,753</u>
At 31st December 2002	<u>2,064,497</u>

The company's investments at the balance sheet date in the share capital of companies include the following:

#### Bridge Group Limited

Nature of business: Marketing, communications & design consultancy

	% holding
Class of shares:	
Ordinary	100.00

	2003 £	2002 £
Aggregate capital and reserves	211,303	169,819
Profit for the year	<u>41,484</u>	<u>94,357</u>

The company's investment in its subsidiary represents the costs of acquisition of the whole of its ordinary share capital.

**MARKETING GROUP (2001) LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
for the Year Ended 31st December 2003

**2. FIXED ASSET INVESTMENTS - continued**

**Bridge Communications 2003 Limited**

Nature of business: Public relations consultants

	%		
Class of shares:	holding		
Ordinary	100.00		
		2003	2002
		£	£
Aggregate capital and reserves		134,938	65,779
Profit for the year		<u>69,159</u>	<u>4,211</u>

The company's investment in its subsidiary represents the costs of acquisition of the whole of its ordinary share capital.

**3. CREDITORS**

The following secured debts are included within creditors:

	2003	2002
	£	£
Bank loans	<u>1,293,333</u>	<u>1,533,333</u>

**4. CALLED UP SHARE CAPITAL**

Authorised:

Number:	Class:	Nominal value:	2003	2002
			£	£
52,632	A Ordinary	£1	52,632	52,632
947,368	B Ordinary	£1	947,368	47,368
(2002 - 47,368)				
NIL	C Ordinary	£1	-	900,000
(2002 - 900,000)				
			<u>1,000,000</u>	<u>1,000,000</u>

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2003	2002
			£	£
52,632	A Ordinary	£1	52,632	52,632
47,368	B Ordinary	£1	47,368	47,368
NIL	C Ordinary	£1	-	17,647
(2002 - 17,647)				
			<u>100,000</u>	<u>117,647</u>

The shareholdings indicate that N Winn has ultimate control of the company.

**MARKETING GROUP (2001) LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**for the Year Ended 31st December 2003**

**5. RELATED PARTY DISCLOSURES**

During the period the company charged its wholly owned subsidiary, Bridge Group Limited, £249,354 (2002:£443,299) for management services on a fully commercial basis. At the balance sheet date, the total amount due to Bridge Group Limited stood at £299,313 (2002:£247,017). This amount represents an aggregate of loans from this subsidiary less amounts due for management charges.

The company also has an outstanding balance due to Bridge Communications 2003 Limited (formerly Whelpton Jones Associates Limited), a wholly owned subsidiary, of £31,880 (2002: £6,147).

All loans between group companies are interest free. There are no specific repayment terms.