

Registered number: 1598076

REGISTRARS COPY

NMG PRODUCT PLACEMENT LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2009

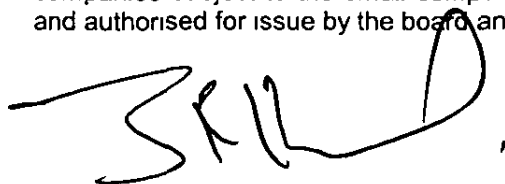


ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2009

	Note	2009 £	2008 £
FIXED ASSETS			
Tangible fixed assets	2	10,513	12,874
CURRENT ASSETS			
Stocks		5,000	5,000
Debtors		153,962	153,428
Cash at bank and in hand		72,729	26,217
		<u>231,691</u>	<u>184,645</u>
CREDITORS amounts falling due within one year		<u>(159,952)</u>	<u>(136,483)</u>
NET CURRENT ASSETS		<u>71,739</u>	<u>48,162</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>82,252</u>	<u>61,036</u>
PROVISIONS FOR LIABILITIES			
Deferred tax		(39)	-
NET ASSETS		<u>82,213</u>	<u>61,036</u>
CAPITAL AND RESERVES			
Called up share capital	3	50,000	50,000
Profit and loss account		32,213	11,036
SHAREHOLDERS' FUNDS		<u>82,213</u>	<u>61,036</u>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act. The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2009 and of its profit for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company.

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 were approved and authorised for issue by the board and were signed on its behalf on 9 Jan 2010



Mr J R Barnard
Director

The notes on pages 2 to 3 form part of these financial statements

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2009**

1. ACCOUNTING POLICIES**1 1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1 2 Cash flow

The financial statements do not include a Cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008)

1 3 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied, exclusive of Value Added Tax and trade discounts

1 4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Furniture, fittings and equipment - 25% straight line

1 5 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads

1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2009**

2. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 January 2009	74,341
Additions	3,735
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At 31 December 2009	78,076
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Depreciation	
At 1 January 2009	61,467
Charge for the year	6,096
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At 31 December 2009	67,563
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Net book value	
At 31 December 2009	10,513
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At 31 December 2008	12,874
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3 SHARE CAPITAL

	2009 £	2008 £
Allotted, called up and fully paid		
50,000 Ordinary shares of £1 each	50,000	50,000
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4. RELATED PARTY TRANSACTIONS

The company's immediate and ultimate parent undertaking is New Media Group Holdings Limited. As at 31 December 2009, NMG Product Placement Limited was owed £19,415 (2008 - £19,415) by New Media Group Holdings Limited, its parent company, on an interest free basis.