

Abbreviated Accounts for the Year Ended 31 December 2004

for

International Sports Marketing Limited



International Sports Marketing Limited

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for the Year Ended 31 December 2004

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International Sports Marketing Limited

Company Information  
for the Year Ended 31 December 2004

**DIRECTORS:** E C S Ivens  
Mrs A J R Ivens

**SECRETARY:** Mrs A J R Ivens

**REGISTERED OFFICE:** Lawster House  
South Street  
Dorking  
Surrey  
RH4 2EU

**REGISTERED NUMBER:** 2560400 (England and Wales)

**ACCOUNTANTS:** Charles Wakeling & Co  
3 Old Barrack Yard  
Knightsbridge  
London  
SW1X 7NP

International Sports Marketing Limited

Abbreviated Balance Sheet

31 December 2004

		31.12.04		31.12.03	
	Notes	£	£	£	£
<b>FIXED ASSETS:</b>					
Intangible assets	2		110,000		110,000
Tangible assets	3		13,822		12,021
			<u>123,822</u>		<u>122,021</u>
<b>CURRENT ASSETS:</b>					
Stocks		39,092		46,981	
Debtors		43,435		39,644	
Cash at bank		13,100		8,783	
		<u>95,627</u>		<u>95,408</u>	
<b>CREDITORS:</b> <i>Amounts falling due within one year</i>					
		<u>87,659</u>		<u>106,189</u>	
<b>NET CURRENT ASSETS/(LIABILITIES):</b>			<u>7,968</u>		<u>(10,781)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES:</b>			<u>£131,790</u>		<u>£111,240</u>
<b>CAPITAL AND RESERVES:</b>					
Called up share capital	4		10,000		10,000
Revaluation reserve			101,000		101,000
Profit and loss account			20,790		240
<b>SHAREHOLDERS' FUNDS:</b>			<u>£131,790</u>		<u>£111,240</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31 December 2004.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2004 in accordance with Section 249B(2) of the Companies Act 1985.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

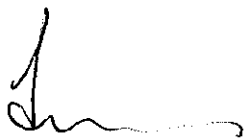
International Sports Marketing Limited

Abbreviated Balance Sheet

31 December 2004

These abbreviated 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 (effective June 2002).

**ON BEHALF OF THE BOARD:**



.....  
E C S Ivens - Director

Approved by the Board on 25/10/05 .....

The notes form part of these abbreviated accounts

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 invoiced sales of goods, excluding value added tax.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment	- 25% on reducing balance
Computer equipment	- 25% on reducing balance

**Stocks**

Work in progress is valued at the lower of cost and net realisable value.

Cost includes all direct expenditure and an appropriate proportion of fixed and variable overheads.

**Deferred tax**

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

2. **INTANGIBLE FIXED ASSETS**

	<u>Total</u>
	£
<b>COST:</b>	
At 1 January 2004	
and 31 December 2004	<u>110,000</u>
<b>NET BOOK VALUE:</b>	
At 31 December 2004	<u><u>110,000</u></u>
At 31 December 2003	<u><u>110,000</u></u>

	Total
	£
<b>COST:</b>	
At 1 January 2004	61,914
Additions	6,408
	<hr/>
At 31 December 2004	68,322
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<b>DEPRECIATION:</b>	
At 1 January 2004	49,893
Charge for year	4,607
	<hr/>
At 31 December 2004	54,500
	<hr/>
<b>NET BOOK VALUE:</b>	
At 31 December 2004	13,822
	<hr/> <hr/>
At 31 December 2003	12,021
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Authorised, allotted, issued and fully paid:				
Number:	Class:	Nominal value:	31.12.04 £	31.12.03 £
10,000	Ordinary	£1	10,000	10,000