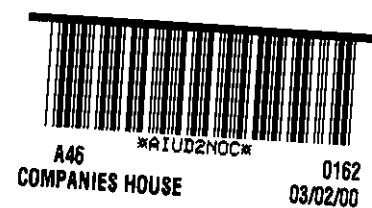


**RETAIL DYNAMICS LIMITED**  
**DIRECTORS' REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 30TH APRIL 1999**

Company No. 2674216



# **RETAIL DYNAMICS LIMITED**

## **COMPANY INFORMATION**

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<b>Directors</b>	Mr Conrad John Rowland Mrs Claire Alexandra Rowland
<b>Secretary</b>	Harcourt Registrars Limited
<b>Company Number</b>	2674216
<b>Registered Office</b>	12 Sheet Street Windsor Berkshire SL4 1BG
<b>Reporting Accountants</b>	Feltons Chartered Accountants 12 Sheet Street Windsor Berkshire SL4 1BG
<b>Bankers</b>	Lloyds Bank PLC 2 Thames Street Windsor Berkshire

# **RETAIL DYNAMICS LIMITED**

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# RETAIL DYNAMICS LIMITED

## DIRECTORS' REPORT

FOR THE YEAR ENDED 30TH APRIL 1999

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The directors present their report together with the accounts for the year ended 30th April 1999.

### Principal Activities

The company's principal activity continued to relate to the provision of retail marketing services.

### Directors

The directors who served during the year and their beneficial interests in the company's issued share capital were:

	Ordinary Shares	
	30th April 1999	1st May 1998
Mr Conrad John Rowland	99	99
Mrs Claire Alexandra Rowland	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 the company's affairs and of the profit or loss for that year. In preparing these accounts the directors are required to:

Select suitable accounting policies and then apply them consistently;

Make judgements and estimates that are reasonable and prudent;

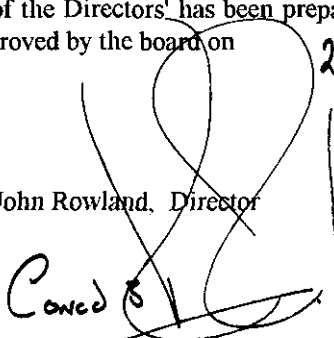
Prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business.

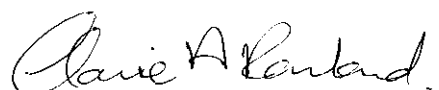
The directors are responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the company and enable them to ensure that the accounts comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the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

### Small company exemptions

The report of the Directors' has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 and was approved by the board on 28<sup>th</sup> January 2000, and signed on its behalf.

Mr Conrad John Rowland, Director

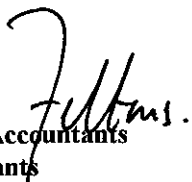




**ACCOUNTANTS' REPORT TO THE DIRECTORS**  
**ON THE UNAUDITED ACCOUNTS OF**  
**RETAIL DYNAMICS LIMITED**

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As described on the balance sheet you are responsible for the preparation of the accounts for the year ended 30th April 1999, set out on pages 3 to 6, and you consider that the company is exempt from an audit and a report under Section 249A(1) of the Companies Act 1985. In accordance with your instructions, we have compiled these unaudited accounts in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

  
Feltons Chartered Accountants  
Chartered Accountants  
12 Sheet Street  
Windsor  
Berkshire  
SL4 1 BG

Date:

2nd February 2000.

# RETAIL DYNAMICS LIMITED

## PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 30TH APRIL 1999

	Notes	1999 £	1998 £
Administrative Expenses		(597)	(1,378)
<b>Operating Loss</b>		<u>(597)</u>	<u>(1,378)</u>
<b>Loss on Ordinary Activities before Taxation</b>		<u>(597)</u>	<u>(1,378)</u>
Tax on loss on ordinary activities		-	-
<b>Loss for the Financial Year</b>		<u>(597)</u>	<u>(1,378)</u>
<b>Retained Loss Brought Forward</b>		<u>(3,274)</u>	<u>(1,896)</u>
<b>Retained Loss Carried Forward</b>		<u><u>(3,871)</u></u>	<u><u>(3,274)</u></u>

# RETAIL DYNAMICS LIMITED

## BALANCE SHEET

AS AT 30TH APRIL 1999

	Notes	£	1999 £	£	1998 £
<b>Current Assets</b>					
Debtors	2		166		-
Cash at bank and in hand			15		46
			<u>181</u>		<u>46</u>
<b>Creditors: Amounts Falling Due Within One Year</b>	3		<u>(3,952)</u>		<u>(3,220)</u>
<b>Total Assets Less Current Liabilities</b>			<u>(3,771)</u>		<u>(3,174)</u>
<b>Capital and Reserves</b>					
Share capital	4		100		100
Profit and loss account			<u>(3,871)</u>		<u>(3,274)</u>
<b>Shareholders' Funds</b>	5		<u>(3,771)</u>		<u>(3,174)</u>

The directors are of the opinion that the company is entitled to exemption from audit conferred by Subsection 1 of Section 249A of the Companies Act 1985 for the year ended 30th April 1999.

The directors confirm that no member or members have requested an audit pursuant to Subsection 2 of Section 249B of the Companies Act 1985.

The directors confirm that they are responsible 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 the affairs of the company as at the end of the financial year and of its results 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 this Act relating to accounts, so far as 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.

These accounts were approved by the board on

28<sup>th</sup> January 2000

signed on its behalf.



**Mr Conrad John Rowland**  
Director

# RETAIL DYNAMICS LIMITED

## NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30TH APRIL 1999

### 1 Accounting Policies

#### Basis of Accounting

The Accounts have been prepared under the historical cost convention.

The company has taken advantage of the exemptions in Financial Reporting Standard No. 1 from the requirement to produce a cash flow statement on the grounds that it is a small company.

#### Deferred Taxation

Deferred tax is provided for under the liability method using the tax rates estimated to arise when the timing differences reverse and is accounted for to the extent that it is probable that a liability or asset will crystallise. Unprovided deferred tax is disclosed as a contingent liability.

Debit balances arising in respect of advanced corporation tax on dividends payable or proposed are carried forward to the extent that they are expected to be recoverable.

#### Foreign Currencies

Transactions in foreign currencies are translated at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. Where exchange differences result from the translation of foreign currency borrowings raised to acquire foreign assets they are taken to reserves and offset against the differences arising from the translation of those assets. All other exchange differences are dealt with through the profit and loss account.

2	<b>Debtors</b>	<b>1999</b>	<b>1998</b>
		£	£
	Other debtors	166	-
		<u>166</u>	<u>-</u>
3	<b>Creditors: Amounts Falling Due Within One Year</b>	<b>1999</b>	<b>1998</b>
		£	£
	Other creditors	550	950
	Directors' loan accounts	3,402	2,270
		<u>3,952</u>	<u>3,220</u>
4	<b>Share Capital</b>	<b>1999</b>	<b>1998</b>
		£	£
	<b>Authorised</b>		
	100 Ordinary shares of £1 each	100	100
		<u>100</u>	<u>100</u>
	<b>Allotted</b>		
	100 Allotted, called up and fully paid ordinary shares of £1 each	100	100
		<u>100</u>	<u>100</u>



# RETAIL DYNAMICS LIMITED

## NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 30TH APRIL 1999

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5	Reconciliation of Shareholders' Funds	1999 £	1998 £
	Loss for the financial year	(597)	(1,378)
	Decrease in the shareholders' funds	(597)	(1,378)
	Opening shareholders' funds	(3,174)	(1,796)
	Closing shareholders' funds	(3,771)	(3,174)