

Registrar

14 NOV 2000

KEYLINE CREATIVE SERVICES LIMITED

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2000**

Weeden, Hattersley, Mead & Co
Chartered Certified Accountant
Rickmansworth, Herts. WD3 1R



Company No. 2858163 (England and Wales)

KEYLINE CREATIVE SERVICES LIMITED

Company Information

Directors	R.G. Bottle Esq. Miss S.E. Brown
Secretary	Miss S.E. Brown
Company Number	2858163 (England and Wales)
Registered Office	Norfolk House Norfolk Road Rickmansworth Herts. WD3 1RD
Accountants	Weeden, Hattersley, Mead & Co. Norfolk House Norfolk Road Rickmansworth Herts. WD3 1RD

KEYLINE CREATIVE SERVICES LIMITED

REPORT AND FINANCIAL STATEMENTS

For the year ended 30 June 2000

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DIRECTORS' REPORT for the year ended 30 June 2000

The Directors present their report and the financial statements for the year ended 30 June 2000.

Statement of Directors' responsibilities

The directors are required by law to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company as at the end of the financial year and of the profit or loss, total recognised gains or losses and cash flows of the company for that period. The directors confirm their responsibility to ensure that appropriate accounting policies have been used and applied consistently, and reasonable and prudent judgements and estimates have been made, in the preparation of the financial statements for the year ended 30 June 2000. The directors also confirm their responsibility to prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for maintaining adequate accounting records, for safeguarding the assets of the company, and for taking reasonable steps to prevent and detect fraud and other irregularities.

Principal activity

The company's principal activity is the provision of promotional and advertising materials.

Directors

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

	2000	1999
R.G. Bottle Esq.	4,000	4,000
Miss S.E. Brown	4,000	4,000

This report is prepared in accordance with special provisions of Part VII of the Companies Act 1985 relating to small companies and was approved by the Board on *10th November 2000* and signed on its behalf.



R.G. Bottle
Chairman

PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 30 JUNE 2000

	Notes	2000	1999
		£	£
TURNOVER	1 & 2	163,853	212,677
Cost of Sales		66,280	87,188
GROSS PROFIT		97,573	125,489
Administration Expenses		88,385	102,214
OPERATING PROFIT/(LOSS)	3	9,188	23,275
Interest received		15	167
Interest Payable	4	-	(125)
PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION		9,203	23,317
Corporation Tax	5	1,551	4,878
PROFIT/(LOSS) ON ORDINARY ACTIVITIES AFTER TAXATION		7,652	18,439
Dividends paid		7,200	17,600
		452	839
RETAINED PROFIT/(LOSS) BROUGHT FORWARD		5,389	4,550
RETAINED PROFIT/(LOSS) CARRIED FORWARD		5,841	5,389

Continuing Operations

None of the Company's activities were discontinued during the year.

Total Recognised Gains and Losses

The Company has no recognised gains or losses other than through the Profit and Loss Account.

The notes on pages 4 to 7 form part of these financial statements.

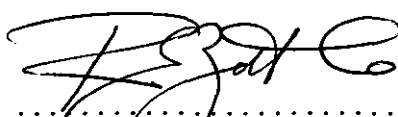
BALANCE SHEET AS AT 30 JUNE 2000

	Notes	2000	1999
FIXED ASSETS		£	£
TANGIBLE ASSETS	6	5,999	8,000
CURRENT ASSETS			
Debtors	7	33,264	29,640
Cash at Bank and in hand		2,617	1,264
		35,881	30,904
CREDITORS:			
Amounts falling due within one year	8	28,039	25,515
NET CURRENT ASSETS/ (LIABILITIES)		7,842	5,389
TOTAL ASSETS LESS CURRENT LIABILITIES		13,841	13,389
CREDITORS:			
Amounts falling due after more than one year	9	-	-
NET ASSETS/ (LIABILITIES)		13,841	13,389
CAPITAL AND RESERVES			
CALLED UP SHARE CAPITAL	10	8,000	8,000
PROFIT AND LOSS ACCOUNT		5,841	5,389
SHAREHOLDERS' FUNDS	11	13,841	13,389

In preparing these financial statements the Directors have taken advantage of the special provisions of Part VII of the Companies Act 1985 relating to small companies.

For the year ended 30 June 2000, the Company is entitled to exemption from audit under section 249A (1) of the Companies Act 1985. No notice has been deposited under section 249B (2) of the Act in relation to its Accounts for the year. The Directors acknowledge their responsibilities for ensuring that the Company keeps accounting records which comply with Section 221 of the Act, and for preparing Accounts which give a true and fair view of the state of affairs of the Company as at the Balance Sheet date and of its profit or loss for the year then ended, and comply with the requirements of the Act relating to Accounts, so far as applicable to the Company.

The Accounts were approved by the Board of Directors on *10th November 2000*



R.G. Bottle - Director

The notes on pages 4 to 7 form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2000**

1. ACCOUNTING POLICIES**(a) Basis of preparation of Accounts**

The financial statements are prepared under the historical cost convention.

The financial statements have been prepared in accordance with the financial reporting standard for smaller entities.

(b) Turnover

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

(c) Tangible Fixed Assets & Depreciation

Tangible Fixed Assets are stated at cost or valuation less depreciation.

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

General Plant	25%	reducing balance basis
Office Furniture & Fittings	25%	reducing balance basis

(d) Stock and Work in Progress

Stock and work in progress is valued at the lesser 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.

(e) Pensions

The Company operates a defined contribution pension scheme for two Directors and the pension charge represents the amounts payable by the Company to the fund in respect of the year.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2000**

2. TURNOVER

The whole of the turnover and profit before taxation is attributable to the one principal activity of the Company, producing advertising and promotional material. All turnover is generated in the U.K.

3. OPERATING PROFIT/ (LOSS)	2000	1999
Operating Profit is stated after charging:	£	£
Pension contributions	7,200	16,000
Depreciation of tangible fixed assets - owned by the Company	2,001	2,668

4. INTEREST PAYABLE

On Bank loans, overdrafts	-	-
Other loans	-	125
Repayable within 5 years, by instalments	-	-
	<hr/>	<hr/>

5. TAX ON PROFIT ON ORDINARY ACTIVITIES

Charge for taxation based on the profit for the year @ 20% (1999 21%)	1,603	4,878
Less adjustment for prior year	(52)	-
	<hr/>	<hr/>
	1,551	4,878
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2000

6. FIXED ASSETS

	Plant & Equipment	Furniture & Fittings	Total
COST	£	£	£
As at 1 July 1999	18,613	2,908	21,521
Additions	-	-	-
Disposals	-	-	-
As at 30 June 2000	18,613	2,908	21,521
DEPRECIATION			
As at 1 July 1999	11,871	1,650	13,521
Charge for year	1,686	315	2,001
Disposals	-	-	-
As at 30 June 2000	13,557	1,965	15,522
NET BOOK VALUES			
At 30 June 2000	5,056	943	5,999
At 30 June 1999	6,742	1,258	8,000

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2000**

7. DEBTORS	2000	1999
Amounts due within one year	£	£
Trade Debtors	31,583	27,354
Prepayments	1,681	2,286
	<u>33,264</u>	<u>29,640</u>
8. CREDITORS		
Amounts payable within one year		
Trade creditors	16,635	15,146
Other Taxes and Social Security	7,000	6,099
Other Creditors	2,801	1,226
Corporation Tax	1,603	3,044
	<u>28,039</u>	<u>25,515</u>
9. CREDITORS		
Amounts falling due after more than one year	-	-
10. SHARE CAPITAL		
Authorised		
25,000 Ordinary shares of £1 each	<u>25,000</u>	<u>25,000</u>
Allotted, Issued and fully paid		
8,000 Ordinary shares of £1 each	<u>8,000</u>	<u>8,000</u>
11. MOVEMENT ON SHAREHOLDER'S FUNDS		
Profit for year	7,652	18,439
Less dividends paid	(7,200)	(17,600)
	<u>452</u>	<u>839</u>
Opening Shareholders' Funds	<u>13,389</u>	<u>12,550</u>
Closing Shareholders Funds	<u>13,841</u>	<u>13,389</u>
12. RELATED PARTY TRANSACTIONS		

The day to day management of the Company is carried out by the Directors. Interest of £Nil was paid to them in respect of loans to the Company (1999 £125). No other related party transactions arise.