

2909591



**BIRDDOG LIMITED**

REPORTS AND ACCOUNTS  
FOR THE PERIOD ENDED 31 MARCH 1995



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FOR THE PERIOD ENDED 31 MARCH 1995**

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**BIRDDOG LIMITED**

**COMPANY INFORMATION**

COMPANY REGISTRATION NUMBER: 2909591

**DIRECTORS**

S J McKee  
D P Houldsworth

**SECRETARY**

S J McKee

**REGISTERED OFFICE**

Barrow Hill Barns  
Barrow Hill  
Goodworth Clatford  
Andover  
Hants SP11 7RG

**REPORTING ACCOUNTANTS**

Lyon Pilcher  
Park House  
102-108 Above Bar  
Southampton  
SO14 7NH

## **BIRDDOG LIMITED**

### **REPORT OF THE DIRECTORS**

The directors present their report and the Accounts for the period ended 31 March 1995. The company was incorporated on 17 March 1994.

#### **REVIEW OF BUSINESS**

The principal activity of the company is the provision of advertising consultancy services.

Both the level of business and the period end financial position were satisfactory.

#### **RESULTS**

The profit for the period after taxation was £96,717.

A dividend of £45.00 per ordinary share has been paid on 30 March 1995.

Retained profits of £6,717 have been transferred to reserves.

#### **FIXED ASSETS**


Details of changes in fixed assets are given in Note 7 to the financial statements.

#### **DIRECTORS**

The directors who held office in the period under review and their beneficial interests in the ordinary share capital of the company were as follows:-

|                         | <u>Ordinary shares of £1 each</u>        |  |
|-------------------------|--|--|
|                         | 31 March 1995<br>Beneficial<br>interests | 17 March 1994<br>Beneficial<br>interests |
| <b>Directors' names</b> |  |  |
| S McKEE                 | 10,000                                   | 1,000                                    |
| D HOULDSWORTH           | 10,000                                   | 1,000                                    |

Approved by the Board on 31 JULY 1995  
and signed on its behalf by

  
( S. McKee )

## ACCOUNTANTS REPORT TO THE SHAREHOLDERS ON THE UNAUDITED ACCOUNTS OF BIRDDOG LIMITED

We report on the accounts for the period ended 31 March 1993 set out on pages 5 to 10.

### Respective responsibilities of directors and reporting accountants

As described on page 6 the company's directors are responsible for the preparation of the accounts, and they consider that the company is exempt from an audit.

In accordance with their instructions and in order to assist the directors to fulfil their responsibilities we have prepared the accounts on page 5 to 10 from the accounting records and from information and explanations supplied to us.

We have not performed an audit and we do not provide any assurance that the accounts show a true and fair view, which remains the sole responsibility of the directors.

It is our responsibility to carry out procedures designed to enable us to report our opinion.

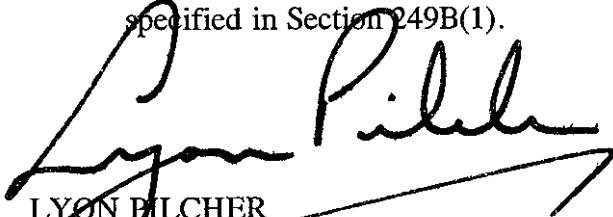
### Basis of opinion

Our work was conducted in accordance with the Statements of Standards for Reporting Accountants and so our procedures consisted of comparing the accounts with the accounting records kept by the company, and making such limited enquiries of the officers of the company as we considered necessary for the purposes of this report. These procedures provide only the assurance expressed in our opinion.

### Opinion

In our opinion:-

- a. the accounts are in agreement with the accounting records kept by the company under Section 221 of the Companies Act 1985;
- b. having regard only to, and on the basis of, the information contained in those accounting records:
  - i. the accounts have been drawn up in a manner consistent with the accounting requirements specified in Section 249C(6) of the Act, and
  - ii. the company satisfied the conditions for exemption from an audit of the accounts for the year specified in Section 249A(4) of the Act and did not, at any time within that year, fall within any of the categories of companies not entitled to the exemption specified in Section 249B(1).



LYON PILCHER  
CHARTERED ACCOUNTANTS  
and Reporting Accountants

Southampton

Date: 3 August 1995

**BIRDDOG LIMITED****PROFIT AND LOSS ACCOUNT  
FOR THE PERIOD ENDED 31 MARCH 1995**

|  | Notes | 1995<br>£          |
|--|-------|--------------------|
| TURNOVER   | 2     | 239,309            |
| Cost of sales                                    |       | (51,279)           |
|  |       | <hr/> 188,030      |
| Administrative expenses                          |       | (58,471)           |
| PROFIT ON ORDINARY ACTIVITIES<br>BEFORE TAXATION |       | <hr/> 129,559      |
| Tax on profit on ordinary activities             | 6     | (32,842)           |
| PROFIT ON ORDINARY ACTIVITIES<br>AFTER TAXATION  |       | <hr/> 96,717       |
| Dividend   | 7     | (90,000)           |
| RETAINED PROFIT FOR THE PERIOD                   | 13    | <hr/> <hr/> £6,717 |

**BIRDDOG LIMITED****BALANCE SHEET AS AT 31 MARCH 1995**


|   | Notes | 1995<br>£      |
|---|-------|----------------|
| <b><u>FIXED ASSETS</u></b>  |       |                |
| Tangible assets   | 7     | 6,198          |
|   |       | <hr/>          |
| <b><u>CURRENT ASSETS</u></b>                                      |       |                |
| Work in progress  | 8     | 25,119         |
| Debtors   | 9     | 144,347        |
| Cash at bank and in hand  |       | 64,585         |
|   |       | <hr/>          |
|   |       | 234,051        |
| <b><u>CREDITORS : Amounts falling due within<br/>one year</u></b> | 10    | (213,532)      |
|   |       | <hr/>          |
| <b><u>NET CURRENT ASSETS</u></b>                                  |       | 20,519         |
|   |       | <hr/>          |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>                      |       | <u>£26,717</u> |
|   |       | <hr/>          |
| <b><u>CAPITAL AND RESERVES</u></b>                                |       |                |
| Called-up share capital   | 11    | 20,000         |
| Profit and loss account   | 12    | 6,717          |
|   |       | <hr/>          |
|   |       | <u>£26,717</u> |
|   |       | <hr/>          |

The directors are satisfied that the company was entitled to exemption under subsection (2) of Section 249A of the Companies Act 1985 and that no member or members have requested an audit pursuant to Subsection (2) of Section 249B in relation to the Accounts for the financial year.

The directors acknowledge their responsibilities for;

- (i) ensuring that the company keep accounting records which comply with Section 221; and
- (ii) preparing Accounts which give a true and fair view of the state of affairs of the company as at the end of the financial period and its profit or loss for the financial period in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to Accounts, so far as applicable to the company.

The accounts were approved by  
the Board of Directors on 31 JULY 1995  
and are signed on its behalf by:

 , DIRECTOR  
(D. HOULDSWORTH)

# **BIRDDOG LIMITED**

## **NOTES TO THE ACCOUNTS FOR THE PERIOD ENDED 31 MARCH 1995**

### **1. ACCOUNTING POLICIES**

The financial statements have been prepared in accordance with applicable accounting standards.

#### **(a) Basis of accounting**

The accounts are prepared under the historical cost convention.

#### **(b) Depreciation**

Depreciation is provided to write off the cost or valuation, less estimated residual values, of tangible fixed assets over their estimated useful lives to the business. The annual depreciation rates and methods are as follows:-

|                       |                      |
|-----------------------|----------------------|
| Mobile phone          | 25% reducing balance |
| Fixtures and fittings | 25% reducing balance |

#### **(c) Deferred taxation**

Deferred taxation arises when items are recognised for tax purposes in periods that differ from the periods in which the items are recognised for accounting purposes. Provision is made for deferred taxation at the current rate of tax, in accordance with the liability method, on timing differences to the extent that it is probable that a taxation liability may arise.

#### **(d) Work in progress**

Work in progress is valued at the lower of cost and net realisable value. Cost consists of direct materials, labour and attributable overheads.

### **2. TURNOVER**

Turnover is the total amount, excluding value added tax, receivable by the company in the ordinary course of business for goods supplied and for services provided as a principal in the UK.



# BIRDDOG LIMITED

## NOTES TO THE ACCOUNTS

FOR THE PERIOD ENDED 31 MARCH 1995 (continued)

1995

£

### 3. OPERATING PROFIT

Operating profit is stated after charging:

Administrative expenses including:

Depreciation

2,067

Staff costs (note 4)

34,712

### 4. STAFF COSTS

The cost of employing staff, including directors, was:

Wages, salaries, and benefits in kind

32,000

Social security costs

2,712

34,712

The average weekly number of employees during the year was:

1995  
Number

Directors

2

### 5. TAXATION

UK corporation tax at 25%:

£32,842

### 6. DIVIDEND

Ordinary dividend:

Dividend of £45.00 per share paid on 30 March 1995

£90,000

# BIRDDOG LIMITED

## NOTES TO THE ACCOUNTS

FOR THE PERIOD ENDED 31 MARCH 1995 (continued)

### 7. TANGIBLE FIXED ASSETS

|                           | Mobile<br>Phone<br>£ | Fixtures<br>& Fittings<br>£ | Total<br>£ |
|---------------------------|----------------------|-----------------------------|------------|
| <b>COST</b>               |                      |                             |            |
| Additions                 | 254                  | 8,011                       | 8,265      |
| At 31 March 1995          | 254                  | 8,011                       | 8,265      |
| <b>DEPRECIATION</b>       |                      |                             |            |
| Charge for the period     | 65                   | 2,002                       | 2,087      |
| At 31 March 1995          | 65                   | 2,002                       | 2,087      |
| <b>NET BOOK VALUE</b>     |                      |                             |            |
| At 31 March 1995          | £189                 | £6,009                      | £6,198     |
| <b>DEPRECIATION RATES</b> | 25%<br>NBV           | 25%<br>NBV                  |            |

### 8. WORK IN PROGRESS

|                  |         |
|------------------|---------|
| Work in progress | £25,119 |
|------------------|---------|

### 9. DEBTORS

|                                     |          |
|-------------------------------------|----------|
|                                     | £        |
| Trade debtors                       | 119,389  |
| Other debtors                       | 943      |
| Prepayments and accrued income      | 1,515    |
| Advance corporation tax recoverable | 22,500   |
|                                     | £144,347 |

**BIRDDOG LIMITED****NOTES TO THE ACCOUNTS****FOR THE PERIOD ENDED 31 MARCH 1995** (continued)

|  | 1995<br>£              |
|--|------------------------|
| 10. <u>CREDITORS : Amounts falling due within one year</u> |                        |
| Trade creditors  | 35,835                 |
| Tax and social security costs                              | 16,829                 |
| Accruals and deferred income                               | 28,704                 |
| Loans from directors                                       | 72,000                 |
| Other creditors  | 4,822                  |
|  | <hr/> 158,190          |
| <br>UK corporation tax                                     | <br>32,842             |
| Advance corporation tax payable                            | 22,500                 |
|  | <hr/> <u>£213,532</u>  |
| <br>11. <u>SHARE CAPITAL</u>                               |                        |
| Authorised:<br>50,000 ordinary shares of £1 each           | <br><br><u>£50,000</u> |
| <br>Allotted, issued and fully paid:                       |                        |
| On incorporation, 2,000 Ordinary shares of £1 each         | 2,000                  |
| On 31 March 1995, 18,000 Ordinary shares of £1 each        | 18,000                 |
|  | <hr/> <u>£20,000</u>   |
| <br>12. <u>PROFIT AND LOSS ACCOUNT</u>                     |                        |
| <br>Profit for the period                                  | <br><br><u>£6,717</u>  |