

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012**

**FOR**

**MARKET DYNAMICS UK LIMITED**



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**FOR THE YEAR ENDED 31 DECEMBER 2012**

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**MARKET DYNAMICS UK LIMITED**

**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**

**DIRECTORS:**

M Bounds  
M S Desai

**SECRETARY:**

M S Desai

**REGISTERED OFFICE:**

3rd Floor  
126- 134 Baker Street  
London  
W1U 6UE

**REGISTERED NUMBER:**

03605092 (England and Wales)

**BANKERS:**

National Westminster Bank Plc  
Bishopsgate  
P O Box 15  
London  
EC2P 2AP



**ABBREVIATED BALANCE SHEET**  
**31 DECEMBER 2012**

	Notes	2012 £	£	2011 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		51,967		59,390
<b>CURRENT ASSETS</b>					
Debtors		24		96	
Prepayments and accrued income		568		-	
Cash at bank		5,088		12,776	
		<u>5,680</u>		<u>12,872</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>5,235</u>		<u>4,418</u>	
<b>NET CURRENT ASSETS</b>			<u>445</u>		<u>8,454</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			52,412		67,844
<b>CREDITORS</b>					
Amounts falling due after more than one year			<u>67,074</u>		<u>68,913</u>
<b>NET LIABILITIES</b>			<u>(14,662)</u>		<u>(1,069)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		10,000		10,000
Share premium			12,098		12,098
Profit and loss account			<u>(36,760)</u>		<u>(23,167)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(14,662)</u>		<u>(1,069)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2012 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The notes form part of these abbreviated accounts



**ABBREVIATED BALANCE SHEET - continued**  
**31 DECEMBER 2012**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were authorised for issue by the Board of Directors on 18 March 2013 and were signed on its behalf by:

M S Desai - Director

The notes form part of these abbreviated accounts

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the applicable accounting standards.

**Going Concern**

As at 31st December 2012, the company's total liabilities exceed total assets by £14,662 (2011: £1,069). However, the directors of the company consider that the going concern basis is appropriate in view of the assurance of continuing financial support which the company has received from its shareholders.

**Turnover**

Turnover represents net invoiced sales of services, 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.

Software Development	- 10% on cost
Computer equipment	- 33.33% on cost

**Deferred tax**

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

**2. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2012	
and 31 December 2012	<u>96,625</u>
<b>DEPRECIATION</b>	
At 1 January 2012	37,235
Charge for year	<u>7,423</u>
At 31 December 2012	<u>44,658</u>
<b>NET BOOK VALUE</b>	
At 31 December 2012	<u>51,967</u>
At 31 December 2011	<u>59,390</u>

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2012 £	2011 £
2,000	Ordinary	£1	2,000	2,000
8,000	Redeemable Preference	£1	<u>8,000</u>	<u>8,000</u>
			<u>10,000</u>	<u>10,000</u>



**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**

**4. ULTIMATE HOLDING COMPANY**

The ultimate holding company is DAY BY DAY SAS, a company incorporated in Paris, France.

DAY BY DAY SAS holds 100% of the company's share capital.



This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.