

**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31ST DECEMBER 2009**  
**FOR**  
**MARKET DYNAMICS UK LIMITED**

THURSDAY



A38 \*ABZPLN9Q\* 333  
09/09/2010  
COMPANIES HOUSE

**MARKET DYNAMICS UK LIMITED**

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**MARKET DYNAMICS UK LIMITED**

**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31ST DECEMBER 2009**

**DIRECTORS**

M Bounds  
M S Desai

**SECRETARY:**

M S Desai

**REGISTERED OFFICE:**

C/o Butler & Co  
Walmar House  
Regent Street  
London  
W1B 3AL

**REGISTERED NUMBER:**

3605092 (England and Wales)

**BANKERS:**

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

**MARKET DYNAMICS UK LIMITED****ABBREVIATED BALANCE SHEET****31ST DECEMBER 2009**

	Notes	2009 £	2008 £
<b>CURRENT ASSETS</b>			
Debtors		995	5
Prepayments and accrued income		74,238	-
Cash at bank		16,729	3,854
		<u>91,962</u>	<u>3,859</u>
<b>CREDITORS</b>			
Amounts falling due within one year		18,796	3,655
		<u>18,796</u>	<u>3,655</u>
<b>NET CURRENT ASSETS</b>		<u>73,166</u>	<u>204</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>73,166</u>	<u>204</u>
<b>CREDITORS</b>			
Amounts falling due after more than one year		74,238	8,000
		<u>74,238</u>	<u>8,000</u>
<b>NET LIABILITIES</b>		<u>(1,072)</u>	<u>(7,796)</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		(23,170)	(29,894)
		<u>(1,072)</u>	<u>(7,796)</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>(1,072)</u>	<u>(7,796)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2009

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2009 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
- (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 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

The notes form part of these abbreviated accounts

**MARKET DYNAMICS UK LIMITED**

**ABBREVIATED BALANCE SHEET - continued**  
**31ST DECEMBER 2009**

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 approved by the Board of Directors on 29 03 2010 and were signed on its behalf by

A handwritten signature in black ink, appearing to read 'M S Desai', written in a cursive style.

M S Desai - Director

The notes form part of these abbreviated accounts

## **MARKET DYNAMICS UK LIMITED**

### **NOTES TO THE ABBREVIATED ACCOUNTS** **FOR THE YEAR ENDED 31ST DECEMBER 2009**

#### **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 2009, the company's total liabilities exceed total assets by £1,072. 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 holding company.

##### **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.

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 1st January 2009	
and 31st December 2009	22,387
<b>DEPRECIATION</b>	
At 1st January 2009	
and 31st December 2009	22,387
<b>NET BOOK VALUE</b>	
At 31st December 2009	-
At 31st December 2008	-

#### **3 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid			2009	2008
Number	Class	Nominal value	£	£
2,000	Ordinary	£1	2,000	2,000
8,000	Redeemable Preference	£1	8,000	8,000
			10,000	10,000

#### **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.