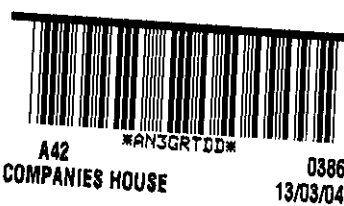


Registration number 4467937

**Aware Promotional Merchandise Limited**

**Abbreviated accounts**

**for the year ended 30 June 2003**



## **Aware Promotional Merchandise Limited**

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**Aware Promotional Merchandise Limited**

**Accountants' report on the unaudited financial statements to the directors of  
Aware Promotional Merchandise Limited**

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 30 June 2003 set out on pages 2 to 5 and you consider that the company is exempt from an audit. In accordance with your instructions we have compiled these unaudited financial statements, in order to assist you to fulfil your statutory responsibilities, from the accounting records and information supplied to us.



**Phebys Limited  
Tax and Accountancy Services  
Orchard House  
Heath Road  
Warboys  
Cambridgeshire  
PE28 2UW**

**Date: 22 December 2003**

**Aware Promotional Merchandise Limited**

**Abbreviated balance sheet  
as at 30 June 2003**

	Notes	<b>2003</b>	
		£	£
<b>Fixed assets</b>			
Tangible assets	2		1,901
<b>Current assets</b>			
Stocks		1,759	
Debtors		25,464	
Cash at bank and in hand		5,370	
		<u>32,593</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(56,111)</u>	
<b>Net current liabilities</b>			<u>(23,518)</u>
<b>Total assets less current liabilities</b>			(21,617)
<b>Provisions for liabilities and charges</b>			<u>4,278</u>
<b>Deficiency of assets</b>			<u>(17,339)</u>
<b>Capital and reserves</b>			
Called up share capital	3		2
Profit and loss account			<u>(17,341)</u>
<b>Shareholders' funds</b>			<u>(17,339)</u>

The directors' statements required by Section 249B(4) are shown on the following page which forms part of this Balance Sheet.

**The notes on pages 4 to 5 form an integral part of these financial statements.**

**Aware Promotional Merchandise Limited**

**Abbreviated balance sheet (continued)**

**Directors' statements required by Section 249B(4)  
for the year ended 30 June 2003**

In approving these abbreviated accounts as directors of the company we hereby confirm:

(a) that for the year stated above the company was entitled to the exemption conferred by Section 249A(1) of the Companies Act 1985 ;

(b) that no notice has been deposited at the registered office of the company pursuant to Section 249B(2) requesting that an audit be conducted for the year ended 30 June 2003 and

(c) that we acknowledge our responsibilities for:

(1) ensuring that the company keeps accounting records which comply with Section 221, and

(2) preparing financial statements 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 its profit or loss for the year then ended in accordance with the requirements of Section 226 and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These abbreviated accounts are prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies .

The abbreviated accounts were approved by the Board on 22 December 2003 and signed on its behalf by



**Sandra Vincent**  
**Director**

**The notes on pages 4 to 5 form an integral part of these financial statements.**

**Aware Promotional Merchandise Limited**

**Notes to the abbreviated financial statements  
for the year ended 30 June 2003**

**1. Accounting policies**

**1.1. Accounting convention**

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective June 2002).

**1.2. Turnover**

Turnover represents the total invoice value, excluding value added tax, of sales made during the year.

**1.3. Tangible fixed assets and depreciation**

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Plant and machinery	- 25% straight line
Fixtures, fittings and equipment	- 25% straight line

**1.4. Stock**

Stock is valued at the lower of cost and net realisable value.

**1.5. Deferred taxation**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold;

Provision is made for deferred tax that would arise on remittance of the retained earnings of overseas subsidiaries, associates and joint ventures only to the extent that, at the balance sheet date, dividends have been accrued as receivable;

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

**Aware Promotional Merchandise Limited**

**Notes to the abbreviated financial statements  
for the year ended 30 June 2003**

..... continued

**1.6. Going concern**

The company is a going concern with the continued support of the directors, who are the major shareholders.

2. Fixed assets	Tangible fixed assets £
<b>Cost</b>	
Additions	2,525
At 30 June 2003	<u>2,525</u>
<b>Depreciation</b>	
Charge for year	624
At 30 June 2003	<u>624</u>
<b>Net book value</b>	
At 30 June 2003	<u><u>1,901</u></u>
3. Share capital	2003 £
<b>Authorised</b>	
100 Ordinary shares of 1 each	<u>100</u>
<b>Allotted, called up and fully paid</b>	
2 Ordinary shares of 1 each	<u><u>2</u></u>

**4. Going concern**

The Company is a going concern with the continued support of the Directors, Sandra Vincent and Suzanne Telford, who have injected working capital into the company of £20,000 after the year end. Since April 2003, the company has moved to less expensive premises and has ceased to use the services provided by Carter Roe with regards to advertising costs etc the Directors as confident that the Company will make a small profit by the end of the next financial year.