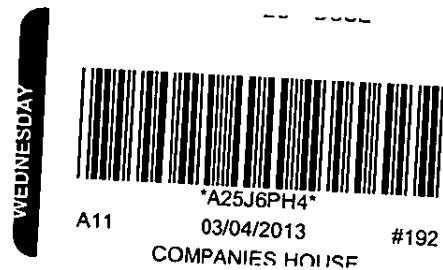


4 ADVERTISING AND MARKETING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED
30 SEPTEMBER 2012



4 ADVERTISING AND MARKETING LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2012

CONTENTS	PAGE
Independent auditor's report to the company	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3

4 ADVERTISING AND MARKETING LIMITED

INDEPENDENT AUDITOR'S REPORT TO 4 ADVERTISING AND MARKETING LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts, together with the financial statements of 4 Advertising and Marketing Limited for the year ended 30 September 2012 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company for our work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR

The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

BASIS OF OPINION

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

OPINION

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.



34 Park Cross Street
Leeds
LS1 2QH

26/3/2013

JAMES BUTCHER BA FCA (Senior
Statutory Auditor)
For and on behalf of
FORD CAMPBELL FREEDMAN LLP
Chartered Accountants
& Statutory Auditor

4 ADVERTISING AND MARKETING LIMITED

ABBREVIATED BALANCE SHEET

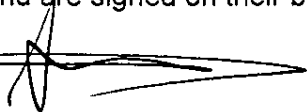
30 SEPTEMBER 2012

	Note	2012 £	2011 £
FIXED ASSETS			
Investments	2	<u>528,886</u>	<u>528,886</u>
CREDITORS: Amounts falling due within one year		<u>369,508</u>	<u>369,508</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>159,378</u>	<u>159,378</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	45,000	45,000
Profit and loss account		<u>114,378</u>	<u>114,378</u>
SHAREHOLDERS' FUNDS		<u>159,378</u>	<u>159,378</u>

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on 21 March 2013 and are signed on their behalf by

D SEWARDS
Director



Company Registration Number 06255640

The notes on pages 3 to 4 form part of these abbreviated accounts

4 ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2012

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Consolidation

The company was, at the end of the year, a subsidiary of another company incorporated in the EEA and in accordance with Section 400 of the Companies Act 2006, is not required to produce, and has not published, consolidated accounts

2. FIXED ASSETS

	Investment s £
COST	
At 1 October 2011 and 30 September 2012	<u>528,886</u>
NET BOOK VALUE	
At 30 September 2012	<u>528,886</u>
At 30 September 2011	<u>528,886</u>

The company owns 100% of the issued share capital of the companies listed below,

	2012 £	2011 £
Aggregate capital and reserves		
Narrabeen Communications Limited	348,623	251,352
Profit and (loss) for the year		
Narrabeen Communications Limited	185,040	215,331

Under the provision of section 398 of the Companies Act 2006 the company is exempt from preparing consolidated accounts and has not done so. Therefore the accounts show information about the company as an individual entity

3. TRANSACTIONS WITH THE DIRECTORS

At the year end, the company had outstanding loans to the directors of £24,000 (2011 £24,000)

There were dividends paid to directors in the year of £60,905 (2011 £48,000)

4 ADVERTISING AND MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2012

4. SHARE CAPITAL

Authorised share capital:

	2012 £	2011 £
22,899 Ordinary A shares of £1 each	22,899	22,899
22,101 Ordinary B shares of £1 each	22,101	<u>22,101</u>
	<u>45,000</u>	<u>45,000</u>

Allotted, called up and fully paid:

	2012		2011	
	No	£	No	£
22,899 Ordinary A shares of £1 each	22,899	22,899	22,899	22,899
22,101 Ordinary B shares of £1 each	22,101	22,101	<u>22,101</u>	<u>22,101</u>
	<u>45,000</u>	<u>45,000</u>	<u>45,000</u>	<u>45,000</u>

5. ULTIMATE PARENT COMPANY

The ultimate parent company is Home Marketing Limited, incorporated in England & Wales