

Annual Review & Financial Statements 2010



The Direct Marketing Association (UK) Ltd



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Chairman's Report



David Metcalfe
Chairman

As Europe's largest professional body to represent the interests of direct marketers, the DMA has provided leadership for the industry on a range of issues through stakeholder engagement, setting the standards of best practice, publishing sector-specific research, and hosting educational events.

Prior to the May 2010 General Election, and in anticipation of a change of government, we were active in briefing all shadow spokespeople on the regulatory and legislative issues that affect the commercial freedoms of our members. Since the election, we have provided briefings to all new relevant government ministers and to every one of the 232 newly-elected MPs. We have also been working closely with the European Commission, Scottish National Parliament and the Welsh National Assembly.

We have continued to provide expert advice to the policymakers in a number of government departments, including BIS, Defra, Ofcom and the Information Commissioner's Office. Over the course of 12 months, we made more than 20 submissions to public consultations relating to legislation for data security, privacy and environmental issues. In particular, we have been active in putting forward the industry's case for continued access to the Edited Electoral Roll.

Our relationships with industry

stakeholder organisations such as FEDMA, ASBOF, Postcomm, the ASA, the AA, the IDM and the IAB, among others, have enabled us to address macro industry issues with the added weight of broader support and influence. Our relationship with the Institute of Promotional Marketing in particular has become closer after we welcomed them as tenants of DMA House in early 2010.

We contributed to the updated *Hooper Report* on the maintenance of the universal postal service in the UK. The issue of the privatisation of Royal Mail is one that is crucial to the direct marketing industry, so we have been active in championing the need for increased competition in the postal industry to support the development of the direct mail sector.

Over the past year, it has been satisfying to note the massive contribution direct marketing makes to UK plc. According to the findings of the DMA's inaugural *Value of DM* report published in August 2010, direct marketing generates £205 billion in sales annually. The email marketing sector has shown an incredible pace of growth in this time in terms of the volume of consumer contacts it now makes and the revenue it generates.

On an organisational level, we have made excellent progress in implementing the second step of the 2008 Strategic Review,

which has seen a radical transformation of our internal structure to enable us to be more proactive, outward facing and to provide a first-rate service for members.

Our members now benefit from the support of an account management team. For the first time, every one of our members has a dedicated account manager committed to ensuring they understand and take advantage of the many business benefits that DMA membership provides. The account managers are our members' first port of call and have made a positive impact on our ability to retain existing members and attract new members.

We have invested in expanding the in-house communications department, which has resulted in an enhanced public relations function. This has enabled us to become once again a respected media commentator on industry issues. During the 2009 postal strikes in particular, we used the national broadcast and print media as a platform to call for the need for a swift resolution to the postal workers' industrial action.

In September 2009, we appointed a new financial controller to implement new reporting procedures to the Board to bring our financial transparency and accountability in line with the very highest standards. This rigorous new approach to managing our funds, income and

expenditure provides us with a strong financial foundation on which to build.

At the time of writing, we have yet to reach the end of the Telephone Preference Service tendering process. The outcome of the tender will have a significant impact on our direction over the next few years.

I would like to thank all of the staff, as well as the many tireless volunteers that serve on our councils, for their outstanding work in helping to transform the DMA into the organisation that I know it can be. We have made tremendous progress against our long-term strategic objectives. However, we are not there just yet. Our work will not be done until we have made DMA membership indispensable, rather than a 'nice-to-have', for the hundreds of companies we represent.

David Metcalfe
Chairman



16 September 2010

Executive Director's Report



Chris Combemale
DMA Executive Director

In a year of many successes we scored two particular noteworthy achievements. In January 2010, we launched DataSeal, the first BSI-backed data security standard to be devised specifically for the direct marketing industry. Through PAS 2020, direct marketing's first dedicated environmental standard, and an ongoing environmental awareness campaign, we helped the industry to beat Defra's marketing materials recycling targets three years ahead of schedule.

On a practical level, we are committed to providing our members with the tools, knowledge and insight they require to achieve commercial success. The introduction of a refreshed programme of events covering a diverse range of niche and industry-wide topics, and the launch of the 'Tracker' report series covering sustainability, financial services, data and digital marketing have all provided our members with a unique resource.

Our volunteer-led sector-specific councils, which comprise the leading experts within their field, are responsible for producing much of our most respected work. Every one of our councils has undertaken crucial initiatives that have made significant progress in advancing their respective industry sectors.

Agencies Council

The Council produced two well-received guides tailored for agency and client-side practitioners. Its *How to Pitch* guidelines provide clear, straightforward advice on how clients should run a successful pitch and the steps agencies need to take to win more pitches. Working in conjunction with solicitors Pinsent Masons, the Council also published its *Introductory guide to intellectual property rights*, which provides a jargon-free overview of the types of intellectual property issues relevant to DMA members.

Contact Centre & Telemarketing Council

The CCTC continued to contribute to regular industry consultations, including the PhonepayPlus Code Consultation and the Ofcom Silent Call Consultation. The Council also published guidelines to assist operators of predictive dialling equipment to clarify the calculations required when determining the abandoned call rate as required by Ofcom.

Data Council

The Council's forward-thinking Future Proofing Hub developed a risk register, summarising the issues affecting the direct marketing industry that the Council has identified as real threats. These include a review of the European Data Protection Directive, spelling out the industry implications of poor data security, and the removal of the Edited Electoral Register. The Council also produced a new set of environmental best practice guidelines.

Door Drop Council

The DDC published research on door drop facts and figures, including advertising volumes and expenditure, for

2009. The results were based on the Council's sixteenth annual survey of the UK door drop communications industry. This year, the survey was extended to include estimates of the annual weight of door drop material sent out, together with recycling rates.

Email Marketing Council

The EMC has firmly established itself as a leading voice in the email marketing sector. The Council's blog attracts 1,000 readers a month, and its newsletter now boasts more than 6,000 subscribers. The Council's Best Practice & Legal Hub has been prodigious in producing white papers on a range of issues, including deliverability.

Field Marketing & Brand Experience Council

After rebranding itself to include brand experience, the Council extended its remit to broaden its reach and become more representative of the sector it supports. It secured the exclusive UK rights to publish SSI's study on point-of-sale activity in European supermarkets, and developed a new set of standards for field staff induction training.

Financial Services Council

The Council published its fourth biannual DMA Financial Services Tracker Study, which provided detailed insight into consumers' perceptions of financial services brands and what factors affect their purchasing decisions. The Council also produced an essential reference document on the regulatory issues that now affect the financial services industry and the corresponding recommendations of best practice.

Inserts Council

The Inserts Council's acclaimed *Making inserts the business in a recession* event attracted a large and engaged audience and has set the template for the Council's future seminars. In the spirit of cross-council collaboration, the Council teamed up with the Door Drop Council to produce research highlighting how offline media is a successful driver of online response.

Mailing Houses Council

The Council continued to make great progress in pursuing its objectives of promoting ethical behaviour and environmental responsibility among DMA members to fend off overbearing legislation that inhibits trade and to promote the direct mail channel.

Mobile Marketing Council

The MMC's much-anticipated consumer-facing industry standard MobileSafe received its soft launch. MobileSafe has been developed as a kitemark to help consumers identify reputable mobile marketing campaigns and to instil them with confidence when opting-in. For the first time, the Council partnered with the IAB to publish a study on consumer attitudes towards mobile marketing and how the industry is progressing.

Response Management Council

The Council published its comprehensive *Response management best practice guidelines*. The document defines response management as an activity, the legal ramifications of the response management process, data processing and data security, payment processing and refunding policy, quality management and control, response management and

the environment, campaign planning and implementation, reporting to client, and query and complaint handling.

DMA REGIONS

DMA North

DMA North's broad range of insight and networking events covering digital and traditional channels saw the DMA engage with hundreds of members and non-members. The Council also continued to forge strategic partnerships with the CIM, IDM, and IAB, as well as other regional groups and bodies, extending the Council's reach. In spite of the effects of the economic downturn, DMA North engagement with many non-members helped to grow its membership base.

DMA Scotland

DMA Scotland has continued to raise political awareness of the needs of the direct marketing industry through close engagement with members of the Scottish Parliament. In February, representatives from DMA Scotland hosted a dinner for MSPs where they were briefed about industry issues. The region ran a successful knowledge sharing and networking events calendar, which attracted a high number of DMA members and non-members.

DMA West & Wales

To increase its level of representation and the opportunity to make new member acquisitions, DMA West broadened its regional scope to include Wales. The Regional Strategic Alliance Initiative gathered momentum with a number of successful joint events taking place. Initiative partners include IPIA,

Professional Marketing Forum, Bristol & Bath Marketing Network, IDM and Chartered Institute of Marketing in the SW of England and Wales.

Chris Combemale
DMA Executive Director



16 September 2010



The Direct Marketing Association (UK) Ltd

Report of the Board

For the year ended 31 March 2010

The Board presents its report and the financial statements of The Direct Marketing Association (UK) Limited for the year ended 31 March 2010.

Principal activities

The company is the principal trade association for companies and organisations involved in the direct marketing industry in the United Kingdom.

Review of the business

The company is a not-for-profit organisation. The directors are satisfied with the results for the year.

Share capital

The company is limited by guarantee without share capital.

Directors

The board members since 1 April 2009 are listed on page 15.

Statement as to disclosure of information to auditors

The directors who were in office on the date of approval of these financial statements have confirmed that, as far as they are aware, there is no relevant audit information of which the auditor is unaware. Each of the directors have confirmed that they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

Auditors

A resolution to re-appoint Baker Tilly UK Audit LLP, Chartered Accountants, as auditor will be put to the members at the Annual General Meeting.

Small companies provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

By order of the Board

David Metcalfe
Chairman

16 September 2010

Board's responsibilities in the preparation of the financial statements

The directors are responsible for preparing the Report of the Board and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on The Direct Marketing Association (UK) Limited website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent Auditor's report to the members of The Direct Marketing Association (UK) Limited

For the year ended 31 March 2010

We have audited the financial statements on pages 8 to 15. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an 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 and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As more fully explained in the Boards' Responsibilities Statement set out on page 6, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit

A description of the scope of an audit of financial statements is provided on the APB's website at www.frc.org.uk/apb/scope/UKNP.

Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2010 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors report.



DAVID BLACHER (Senior Statutory Auditor)
For and on behalf of BAKER TILLY UK AUDIT LLP, Statutory Auditor
Chartered Accountants
65 Kingsway
London WC2B 6TD

21 October 2010

The Direct Marketing Association (UK) Ltd

Income and expenditure account

For the year ended 31 March 2010

	Notes	2010 £	2009 £
Turnover	1	2,593,892	2,979,248
Cost of sales		(464,144)	(630,937)
Gross income		2,129,748	2,348,311
Administration expenses		(2,122,850)	(2,460,069)
Operating Surplus / (Deficit)		6,898	(111,758)
Investment income	2	601,766	51,975
Interest Payable		(87)	-
Surplus / (Deficit) on Ordinary Activities before Taxation	3	608,577	(59,783)
Taxation	4	(12,668)	5,792
Surplus / (Deficit) on Ordinary Activities after Taxation	12	595,909	(53,991)

The operating surplus for the year arises from the company's continuing operations.

No separate Statement of Total Recognised Gains and Losses has been presented as all such gains and losses have been dealt with in the Income and Expenditure Account.

Balance sheet

31 March 2010

	Notes	2010 £	2009 £
Fixed Assets			
Tangible assets	6	156,518	21,850
Investments	7	1,002	1,002
		<hr/>	<hr/>
		157,520	22,852
Current Assets			
Debtors	8	1,291,544	910,104
Cash at bank and in hand		1,445,939	1,046,829
		<hr/>	<hr/>
		2,737,483	1,956,933
Creditors: Amounts falling due within one year	9	(1,933,028)	(1,643,619)
		<hr/>	<hr/>
Net Current Assets		804,455	313,314
Creditors: Amounts falling due after one year	10	(29,900)	
		<hr/>	<hr/>
Net Assets		932,075	336,166
Reserves			
Accumulated reserves	12	932,075	336,166
		<hr/>	<hr/>
Members' Funds	12	932,075	336,166
		<hr/>	<hr/>

The accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 8 to 15 were approved by the Board of Directors and authorised for issue on 16 September 2010 and are signed on its behalf by:



D Metcalfe
Chairman



A Merron
Hon Treasurer

Accounting policies

For the year ended 31 March 2010

Basis of accounting

The financial statements have been prepared under the historical cost convention.

Tangible Fixed Assets

Fixed assets are stated at historical cost.

Depreciation is provided on all tangible fixed assets to write each asset down to its estimated residual value evenly over its expected useful life, as follows:-

Fixtures and fittings	15-25% straight line
Computer equipment	25% straight line

Investments

Participating interests are stated at cost in the company balance sheet.

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 that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantially enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis.

Leased Assets and Obligations

Where assets are financed by leasing agreements that give rights approximating to ownership ("finance leases"), the assets are treated as if they had been purchased outright. The amount capitalised is the present value of the minimum lease payments payable during the lease term. The corresponding leasing commitments are shown as obligations to the lessor.

Lease payments are treated as consisting of capital and interest elements, and the interest is charged to the profit and loss account in proportion to the remaining balance outstanding.

All other leases are "operating leases" and the annual rentals are charged to profit and loss on a straight line basis over the lease term.

Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year.

Turnover

Turnover comprises the total amount receivable by the company in the ordinary course of business for subscriptions, goods supplied and services provided, exclusive of value added tax. Subscriptions are credited to the income and expenditure account according to the proportion of each member's subscription year falling within the company's accounting period.

Notes to the financial statements

For the year ended 31 March 2010

1. Turnover and surplus on ordinary activities before taxation

The company's turnover and surplus on ordinary activities were all derived from its principal activity. Sales were all made in the United Kingdom.

2. Investment income

	2010 £	2009 £
Bank interest receivable	1,766	51,975
Dividend received from group undertaking	600,000	-
Total	<u>601,766</u>	<u>51,975</u>

3. Surplus / (Deficit) on ordinary activities before taxation

	2010 £	2009 £
Surplus/(deficit) on ordinary activities before taxation is stated after charging: Depreciation and amounts written off tangible fixed assets:		
Charge for the year		
owned assets	19,086	27,124
Auditor's remuneration		
- statutory audit services	12,500	12,000
- tax compliance services	3,000	3,000
Operating lease rentals		
- plant and machinery	18,092	17,045
- land and buildings	375,000	375,000

4. Taxation

	2010 £	2009 £
UK corporation charge / (credit)	12,668	(5,792)

Current tax

	2010 £	2009 £
UK corporation tax on surplus / (deficit) of the period	-	-
Adjustments in respect of previous periods	-	(484)
Total current tax	<u>-</u>	<u>(484)</u>

Deferred taxation

Origination and reversal of timing differences	12,668	(5,308)
Total deferred tax	<u>12,668</u>	<u>(5,308)</u>

Tax on surplus / (deficit) on ordinary activities

	<u>12,668</u>	<u>(5,792)</u>
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	2010 £	2009 £
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Factors affecting tax charge for the period

The tax assessed for the period is lower than the standard rate of corporation tax in the UK (28%). The differences are explained below:

Surplus / (deficit) on ordinary activities before taxation	<u>608,577</u>	<u>(59,783)</u>
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Notes to the financial statements

For the year ended 31 March 2010

continued

	2010 £	2009 £
Surplus/(deficit) on ordinary activities before taxation multiplied by standard rate of corporation tax in the UK 28% (2009: 28%)	170,402	(16,739)
Effects of:		
Expenses not deductible for tax purposes	4,764	6,939
Income not taxable	(168,000)	-
Capital allowances for period in excess of depreciation	(16,964)	(1,678)
Tax losses not utilised	11,384	-
Adjustment to tax charge in respect of previous periods	-	(484)
Short-term timing differences	(5,196)	630
Receipt for group relief	-	(4,595)
Losses surrendered for group relief	3,610	15,443
Tax charge/(credit) for period	-	(484)

5. Employees

The average monthly number of persons employed during the year was:-

	2010 No.	2009 No.
The average monthly number of persons employed during the year was:-	45	52
Staff costs for the above persons:		
Wages and salaries	1,604,499	1,821,319
Social security costs	174,886	197,919
Pension contributions	18,701	40,031
	1,798,086	2,059,269

The above amounts include the cost of staff recharged to subsidiary companies of £355,741 (2009: £320,891).

	£	£
Directors remuneration		
Emoluments	4,500	-
Sums paid to third parties for directors' services	71,500	-
	76,000	-

6. Tangible fixed assets

Cost or valuation

	Fixtures & fittings £	Computer equipment £	Total £
1 April 2009	28,770	83,593	112,363
Additions	151,014	2,740	153,754
31 March 2010	179,784	86,333	266,117

Depreciation

1 April 2009	19,093	71,420	90,513
Charged in the year	13,151	5,935	19,086
31 March 2010	32,244	77,355	109,599

Net book value

31 March 2010	147,540	8,978	156,518
31 March 2009	9,677	12,173	21,850

Notes to the financial statements

For the year ended 31 March 2010 continued

7. Investments

				£
Cost				
At 1 April 2009 and 31 March 2010				<u>1,002</u>
Company	Country of Incorporation	% shareholding	Activity	
The Telephone Preference Service Limited	England and Wales	100	Telephone and fax opt-out service	
NSF Limited	England and Wales	100	Data suppression service	

During its latest financial year ended 30 April 2010, The Telephone Preference Service Limited made a profit before tax of £14,710 following a profit before tax in the previous year of £258,966. At 30 April 2010 the aggregate surplus of capital and reserves was £2,149,122 (2009: £2,735,592). The Telephone Preference Service Limited has adopted a different accounting reference date due to the term of the contract with OFCOM which constitutes the trade of that company.

During the year ended 31 March 2010, NSF Limited made a profit before tax of £Nil (2009: £3,344). At the end of that period the aggregate surplus of capital and reserves was £32,417 (2009: £32,417).

The trading results of both companies were broadly in line with expectations.

8. Debtors

	2010 £	2009 £
Due within one year:		
Trade debtors	599,898	175,486
Amounts owed by group undertakings	15,315	34,020
Other Debtors	18,759	32,783
Prepayments	202,476	212,719
	<u>836,448</u>	<u>455,008</u>
Due after one year:		
Other debtor	455,096	455,096
	<u>1,291,544</u>	<u>910,104</u>

Included within other debtors due within one year is a deferred tax asset of £8,754 (2009: £21,422) made up as follows:

	2010 £	2009 £
Accelerated capital allowances	(2,979)	15,878
Trading losses carried forward	11,384	-
Other timing differences	349	5,544
	<u>8,754</u>	<u>21,422</u>
Balance at 1 April 2009		21,422
Charge to the profit and loss		<u>(12,668)</u>
Balance at 31 March 2010		<u>8,754</u>

The Direct Marketing Association (UK) Ltd

Notes to the financial statements

For the year ended 31 March 2010

continued

9. Creditors: Amounts falling due within one year

	2010 £	2009 £
Trade creditors	246,176	312,104
Subscriptions in advance	527,128	523,170
Amounts owed to group undertakings	113,245	69,944
Taxation and social security	326,626	167,038
Other creditors	52,982	61,018
Accruals and deferred income	666,871	510,345
	1,933,028	1,643,619

10. Creditors: Amounts falling due after more than one year

	2010 £	2009 £
Rent Deposit	29,900	-

11. Share Capital

The company is limited by guarantee without share capital.

12. Members' Funds

	2010 £	2009 £
1 April 2009	336,166	390,157
Surplus / (deficit) for the financial year	595,909	(53,991)
	932,075	336,166

13. Commitments under Operating Leases

At 31 March 2010 the company had annual commitments under non-cancellable operating leases as follows:

	2010 £	2009 £
Office equipment expiring in the second to fifth year	18,092	17,258
Land and buildings expiring after five years	375,000	375,000
	393,092	392,258

14. Related Party Transactions

During the year, the company received subscriptions of £56,713 (2009: £89,701) from companies with common directors. At the year end the balance owing was £Nil (2009: £4,077).

During the year, the company charged The Telephone Preference Service Limited fees for management services, rent and for contributions towards the DM Commission of £911,000 (2009: £876,000). The company also received a dividend of £600,000 during the year (2009: £Nil). At the year end the balance owing to The Telephone Preference Service Limited was £113,245 (2009: owing £49,849).

During the year the company charged NSF Limited fees for management services of £13,130 (2009: £15,243). At the year end the balance owing from NSF Limited was £15,315 (2009: £17,608).

15 Contingent Liabilities

The company has provided guarantees in respect of the performance obligations of NSF Limited up to an aggregate amount of £100,000.

Board of directors

From 1 April 2009 to 31 March 2010

Directors

The following directors have held office since 1 April 2009:

Amanda Merron
Anthony John Kane
Christopher Porte Combemale
David Allan Metcalfe
Fedelma Good
Gillian Lorraine Lyall
Janette Anne Morris
Malcolm George Black
Malcolm Green
Scott Morrison Logie

Secretary

James Milligan

Registered office

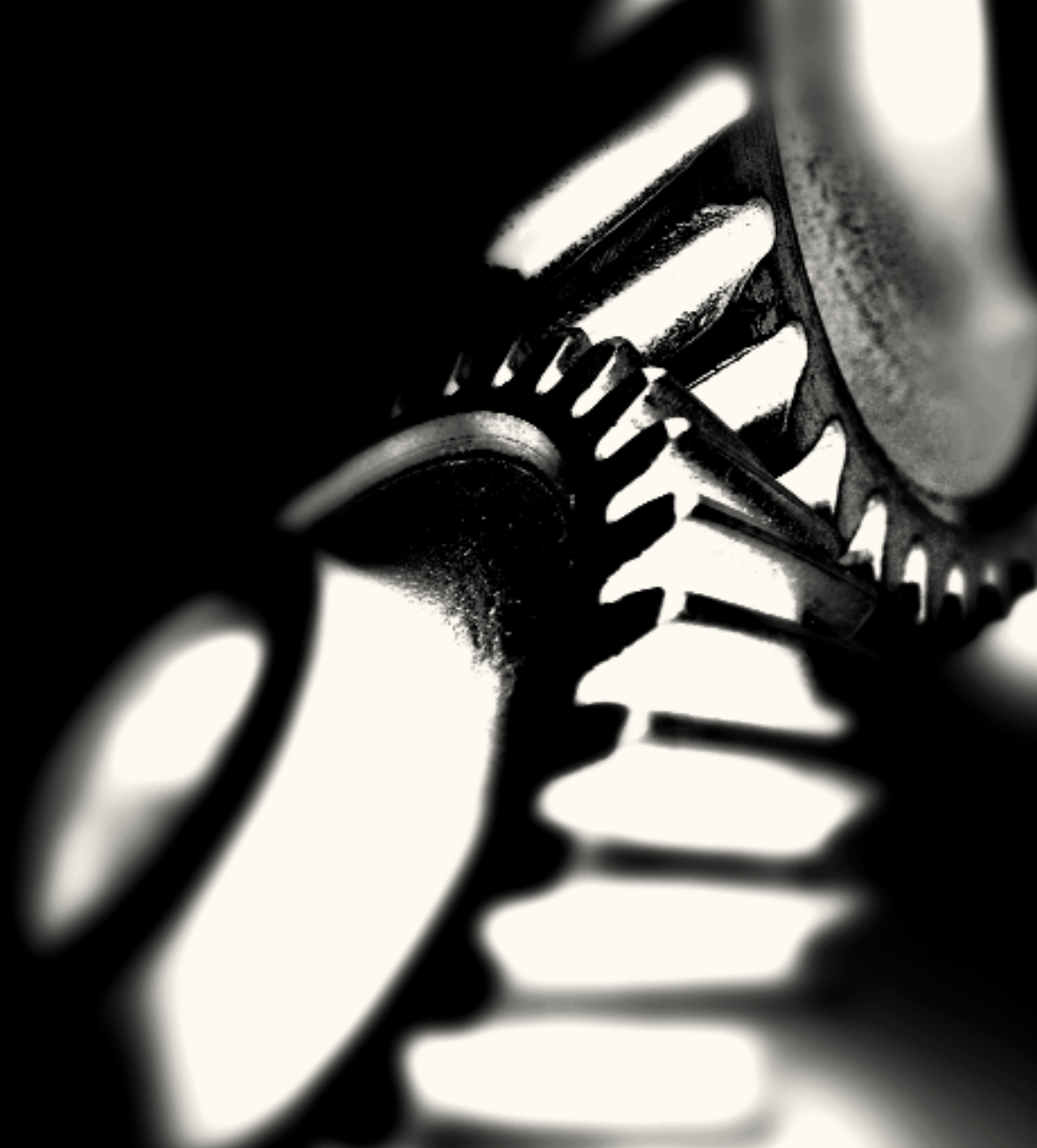
DMA House
70 Margaret Street
London W1W 8SS

Auditor

Baker Tilly UK Audit LLP
Chartered Accountants
65 Kingsway
London WC2B 6TD

Our thanks

Advertising Association (AA)
Advertising Standards Authority (ASA)
Advertising Standards Board of Finance (ASBOF)
Association of Publishing Agencies (APA)
AAR
British Printing Industries Federation (BPIF)
British Promotional Merchandise Association (BPMA)
Broadcasting Committee of Advertising Practice (BCAP)
Centaur Media
Chartered Institute of Marketing (CIM)
CMPi (United Business Media)
Communications, Advertising & Marketing Foundation (CAM)
Committee of Advertising Practice (CAP)
Confederation of British Industry (CBI)
Customer Contact Association (CCA)
Department of Environment Food and Rural Affairs (DEFRA)
Department for Business, Innovation & Skills (BIS)
Direct Selling Association (DSA)
e-Business Regulatory Alliance (ERA)
Federation of European Direct and Interactive Marketing (FEDMA)
Financial Services Authority (FSA)
Foreign & Commonwealth Office
Future Foundation
Haymarket Publications
HM Treasury
Home Office
Incorporated Society of British Advertisers (ISBA)
Information Commissioner's Office (ICO)
Institute of Direct Marketing (IDM)
Institute of Practitioners in Advertising (IPA)
Institute of Promotional Marketing (IPM)
Interactive Advertising Bureau (IAB)
International Chamber of Commerce (ICC)
International Direct Marketing Associations
Mail Order Traders Association (MOTA)
Mail Users Association (MUA)
Newspaper Publishers Association (NPA)
Newspaper Society (NS)
Office of Communications (Ofcom)
Office of Fair Trading (OFT)
Periodical Publishers Association (PPA)
PhonepayPlus
Postal Users Group (PUG)
Postcomm
Postwatch
Regional Chambers of Commerce
Royal Mail (RM)
Safe Home Ordering Protection Scheme (SHOPS)
Telephone Users Association (TUA)
The Electoral Commission
Trade Partners UK (TPUK)
Universal Postal Union (UPU)



The Direct Marketing Association
(UK) Limited
is a company limited
by Guarantee.

Registration in England
No. 2667995.

Registered office as below.



The Direct Marketing Association (UK) Ltd

The Direct Marketing Association (UK) Limited

DMA House, 70 Margaret Street, London W1W 8SS
T: 020 7291 3300 F: 020 7323 4165

E-mail: dma@dma.org.uk

Web: www.dma.org.uk