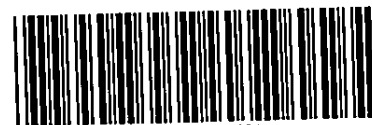


ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 JANUARY 2008
FOR
ALCHEMY MARKETING SOLUTIONS LIMITED

Gary Sargeant + Company
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

SATURDAY



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ALCHEMY MARKETING SOLUTIONS LIMITED

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ALCHEMY MARKETING SOLUTIONS LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2008**

DIRECTORS: M Foy
A J Thomsett

SECRETARY: A J Thomsett

REGISTERED OFFICE: 72 New Bond Street
Mayfair
LONDON
W1S 1RR

REGISTERED NUMBER: 04380641

ACCOUNTANTS: Gary Sargeant + Company
Chartered Accountants
5 White Oak Square
London Road
Swanley
Kent
BR8 7AG

ALCHEMY MARKETING SOLUTIONS LIMITED

ABBREVIATED BALANCE SHEET **31 JANUARY 2008**

| | Notes | 2008 £ | 2007 £ |
|--|-------|------------------|----------------|
| FIXED ASSETS | | | |
| Tangible assets | 2 | 143,346 | 133,202 |
| CURRENT ASSETS | | | |
| Debtors | | 61,891 | 168,997 |
| Cash at bank | | 2 | 18,292 |
| | | <u>61,893</u> | <u>187,289</u> |
| CREDITORS | | | |
| Amounts falling due within one year | 3 | <u>194,647</u> | <u>188,568</u> |
| NET CURRENT LIABILITIES | | <u>(132,754)</u> | <u>(1,279)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 10,592 | 131,923 |
| CREDITORS | | | |
| Amounts falling due after more than one year | | (7,676) | - |
| PROVISIONS FOR LIABILITIES | | <u>(2,816)</u> | <u>(2,138)</u> |
| NET ASSETS | | <u>100</u> | <u>129,785</u> |
| CAPITAL AND RESERVES | | | |
| Called up share capital | 4 | 100 | 100 |
| Profit and loss account | | - | 129,685 |
| SHAREHOLDERS' FUNDS | | <u>100</u> | <u>129,785</u> |

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31 January 2008.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2008 in accordance with Section 249B(2) of the Companies Act 1985.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 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 Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

ALCHEMY MARKETING SOLUTIONS LIMITED

ABBREVIATED BALANCE SHEET - continued
31 JANUARY 2008

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

The financial statements were approved by the Board of Directors on 15 January 2009 and were signed on its behalf by:



M Foy - Director

The notes form part of these abbreviated accounts

ALCHEMY MARKETING SOLUTIONS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JANUARY 2008

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

Turnover

Turnover represents net invoiced sales of services, excluding of 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.

| | |
|-----------------------|-------------------------------------|
| Long leasehold | - Straight line over 110 years |
| Fixtures and fittings | - 15% per annum on reducing balance |
| Computer Equipment | - 33% per annum on reducing balance |

Deferred tax

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

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

ALCHEMY MARKETING SOLUTIONS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31 JANUARY 2008

2. TANGIBLE FIXED ASSETS

| | Total £ |
|-----------------------|------------|
| COST | |
| At 1 February 2007 | 164,653 |
| Additions | 23,913 |
| | <hr/> |
| At 31 January 2008 | 188,566 |
| | <hr/> |
| DEPRECIATION | |
| At 1 February 2007 | 31,451 |
| Charge for year | 13,769 |
| | <hr/> |
| At 31 January 2008 | 45,220 |
| | <hr/> |
| NET BOOK VALUE | |
| At 31 January 2008 | 143,346 |
| | <hr/> |
| At 31 January 2007 | 133,202 |
| | <hr/> |

3. CREDITORS

Creditors include an amount of £55,347 for which security has been given.

4. CALLED UP SHARE CAPITAL

Authorised, allotted, issued and fully paid:

| Number: | Class: | Nominal value: | 2008 £ | 2007 £ |
|---------|----------|-------------------|-----------|-----------|
| 100 | Ordinary | £1 | 100 | 100 |
| | | | <hr/> | <hr/> |

ALCHEMY MARKETING SOLUTIONS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31 JANUARY 2008

5. TRANSACTIONS WITH DIRECTORS

During the year, the company bought services from Accuro Data Limited, a company where M Foy is a director, to the value of £188,692, of which £20,916 was owed at the balance sheet date. During the year the company also made £522 of sales to Accuro Data Limited.

During the year, the company made sales of £22,312 to Accuro Finance Limited, a company where M Foy is a director. At the balance sheet date Accuro Finance Limited owed the company £13,147.

During the year the company also made sales to The Alchemy Organisation Limited, of £4,575 of which £620 was owed to the company at the year end, and Alchemy Direct Media Limited of £375 of which £36 was owed to the company at the year end. M Foy is also the director of both The Alchemy Organisation Limited and Alchemy Direct Media Limited.

During the year the company made sales of £588 to Morgages 4 Life Limited, a company which A Thomsett is a director of.

Also during the year, the companys loan balance of £17,832 to Alchemy Direct Limited had to be written off as Alchemy Direct Limited was dissolved. Both M Foy and A Thomsett were directors of Alchemy Direct Limited.

A Thomsett also charged the company £4,950 during the year for consultancy services.

At the balance sheet date A Thomsett owed the company £27 and M Foy owed the company £528.