

Registered Number 04405332

ACCELERON LIMITED

Abbreviated Accounts

30 March 2011

ACCELERON LIMITED

Registered Number 04405332

## Balance Sheet as at 30 March 2011

	Notes	2011 £	2010 £
<b>Fixed assets</b>			
Tangible	2	1,959	11,354
Investments	3	<u>3</u>	<u>103</u>
Total fixed assets		1,962	11,457
<b>Current assets</b>			
Debtors		546,323	725,882
Cash at bank and in hand		15,587	3,814
Total current assets		<u>561,910</u>	<u>729,696</u>
<b>Creditors: amounts falling due within one year</b>		(993,371)	(1,273,156)
<b>Net current assets</b>		(431,461)	(543,460)
<b>Total assets less current liabilities</b>		<u>(429,499)</u>	<u>(532,003)</u>
<b>Total net Assets (liabilities)</b>		(429,499)	(532,003)
<b>Capital and reserves</b>			
Called up share capital		400	400
Profit and loss account		<u>(429,899)</u>	<u>(532,403)</u>
<b>Shareholders funds</b>		<u>(429,499)</u>	<u>(532,003)</u>

- a. For the year ending 30 March 2011 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
  - i. ensuring the company keeps accounting records which comply with Section 386; and
  - ii. preparing accounts 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 financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 04 September 2012

And signed on their behalf by:

**P G F Turner, Director**

**This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.**

## Notes to the abbreviated accounts

For the year ending 30 March 2011

**1 Accounting policies**

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 In the opinion of the directors, the company and its subsidiary undertakings comprise a small group. The company has therefore taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts. Fixed assets All fixed assets are initially recorded at cost. Financial instruments Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Going concern On the basis that the business has made profits, and expects to continue to do so, the accounts have been prepared on a going concern basis.

**Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax. In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

**Depreciation**

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment 33.33% Straight Line

**2 Tangible fixed assets**

Cost	£
At 30 March 2010	32,487
additions	
disposals	
revaluations	
transfers	
At 30 March 2011	<u>32,487</u>
Depreciation	
At 30 March 2010	21,133
Charge for year	9,395
on disposals	
At 30 March 2011	<u>30,528</u>
Net Book Value	
At 30 March 2010	11,354
At 30 March 2011	<u>1,959</u>

**3 Investments (fixed assets)**

The company owns 100% of the issued ordinary share capital of the companies listed below, either directly or indirectly. Matador Intelligence Limited £1 Ordinary Share 1 Acceleron Financial Services Ltd £1 Ordinary Share 1 Integrated Consumer Response Ltd £1 Ordinary Share 1 Integrated Contact Marketing Ltd £1 Ordinary Share 1 Frontline Dynamic Marketing Ltd £1 Ordinary Share 1 Accubiz Ltd £1 Ordinary Share 1 Incubiz Ltd £1 Ordinary Share 1 Biz2Biz Ltd £1 Ordinary

Share 1 Right 2 Buy Group Ltd £1 Ordinary Share 1 Matador Group Ltd £1 Ordinary Share 1 Matador Communications Ltd £1 Ordinary Share 1 All of the above companies were incorporated in England. The company is claiming the exemptions available under s398 of the Companies Act 2006 to not prepare group accounts

#### **4 Related party disclosures**

The following inter-company balances were outstanding at the year end: FDS Fieldforce Marketing Ltd creditor: £124,434 PDQ Fieldforce Marketing Ltd creditor: £30,000 Felks Holdings Ltd creditor: £6,814 Acceleron Group Ltd debtor: £8,664 Matador Intelligence Ltd debtor: £121,818 During the year the company charged management fees of £290,032 to FDS Fieldforce Marketing Ltd. During the year the company was charged £72,000 in management fees by Felks Holdings Ltd. At the balance sheet date Mr P Turner owed the business £66,797 (2010: £nil), this is the maximum balance outstanding during the year.

#### **5 Share capital**

Authorised share capital: 1,000 Ordinary shares of £1 each (2010: 1,000 Ordinary shares of £1 each) Allotted, called up & fully paid: 400 Ordinary shares of £1 each (2010: 400 Ordinary shares of £1 each)

#### **6 Ultimate Parent Company**

Acceleron Limited is a wholly owned subsidiary of Acceleron Group Limited, a company incorporated in England. The company's ultimate parent company is Felks Holdings Limited, a company incorporated in England.