

Registered Number 04878608

ACCELERON GROUP LIMITED

Abbreviated Accounts

31 March 2011

## ACCELERON GROUP LIMITED

Registered Number 04878608

## Balance Sheet as at 31 March 2011

	Notes	2011 £	2010 £
<b>Fixed assets</b>			
Investments	2	500	400
Total fixed assets		500	400
<b>Current assets</b>			
Debtors		16,700	136,001
Cash at bank and in hand		578	4,400
Total current assets		<u>17,278</u>	<u>140,401</u>
<b>Creditors: amounts falling due within one year</b>		(17,303)	(140,475)
<b>Net current assets</b>		(25)	(74)
<b>Total assets less current liabilities</b>		<u>475</u>	<u>326</u>
<b>Total net Assets (liabilities)</b>		475	326
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>375</u>	<u>226</u>
<b>Shareholders funds</b>		<u>475</u>	<u>326</u>

- a. For the year ending 31 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 31 March 2011

**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 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 and the accounts show information about the company as an individual entity.

**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. 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.

**2 Investments (fixed assets)**

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. The company owns 100% of the issued ordinary share capital of the companies listed below and indirectly, through its subsidiaries, owns 100% of the issued ordinary share capital of the other companies listed below: Aggregate capital and reserves Acceleron Ltd 2011: (£429,499) 2010: (£532,003) FDS Fieldforce Marketing Ltd 2011: £60,051 2010: £33,093 PDQ Fieldforce Marketing Ltd 2011: £372 2010: (£1,034) Acceleron Financial Services Ltd 2011: £20 2010: (£782)

**2 Investments (fixed assets) Cont**

Matador Intelligence Ltd 2011: (£81,334) 2010: (£110,211) Profit and (loss) for the year Acceleron Ltd 2011: £102,504 2010: (£220,139) FDS Fieldforce Marketing Ltd 2011: £26,958 2010: £72 PDQ Fieldforce Marketing Ltd 2011: £1,406 2010: £65 Acceleron Financial Services Ltd 2011: £802 2010: £1,145 Matador Intelligence Ltd 2011: £28,877 2010: (£81,905) The company also indirectly owns 100% of the share capital of: Accubiz Limited, FDS Group Limited, FDS Limited, The Gallery Experience Limited, Inccubiz Limited, Biz2biz Limited, Frontline Dynamic Marketing Limited, Integrated Consumer Response Limited, Vivida Media Limited, Right 2 Buy Group Limited, Matador Group Limited, Matador Communications Limited and Integrated Contact Marketing Limited. All of the above are either non-trading or dormant.

**3 Share capital**

Authorised share capital: 1,000 Ordinary shares of £1 each (2010: 1,000 Ordinary shares of £1 each) Allotted, called up and fully paid: 100 Ordinary shares of £1 each (2010: 100 Ordinary shares of £1 each)

**4 Ultimate parent company**

Acceleron Group Limited's immediate holding company is Felks International Limited, a company registered in the British Virgin Islands. Acceleron Group Limited's ultimate holding company is Felks Holdings Limited.