

COMPANY REGISTRATION NUMBER 4878608

REGISTRAR OF
COMPANIES

ACCELERON GROUP LIMITED
UNAUDITED ABBREVIATED ACCOUNTS
31 MARCH 2010

BURGESS HODGSON

Chartered Accountants
Camburgh House
27 New Dover Road
Canterbury
Kent
CT1 3DN

FRIDAY



A46 *AUExJSQG* 25/03/2011 311
COMPANIES HOUSE

ACCELERON GROUP LIMITED
ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2010

CONTENTS	PAGE
Abbreviated balance sheet	1
Notes to the abbreviated accounts	2

ACCELERON GROUP LIMITED
ABBREVIATED BALANCE SHEET

31 MARCH 2010

	Note	2010 £	2009 £
FIXED ASSETS			
Investments	2	400	400
CURRENT ASSETS			
Debtors		136,001	73,096
Cash at bank and in hand		4,400	-
		<u>140,401</u>	<u>73,096</u>
CREDITORS: Amounts falling due within one year		<u>140,475</u>	<u>79,420</u>
NET CURRENT LIABILITIES		<u>(74)</u>	<u>(6,324)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>326</u>	<u>(5,924)</u>
CAPITAL AND RESERVES			
Called-up equity share capital	4	100	100
Profit and loss account		226	(6,024)
SHAREHOLDERS' FUNDS/(DEFICIT)		<u>326</u>	<u>(5,924)</u>

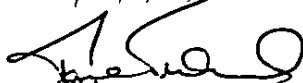
The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The directors acknowledge their responsibilities for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements 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 Act relating to financial statements, so far as applicable to the company

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 04/03/11, and are signed on their behalf by


P G F TURNER

Company Registration Number 4878608

ACCELERON GROUP LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2010

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.

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. FIXED ASSETS

	Investments
	£
COST	
At 1 April 2009 and 31 March 2010	400
	<u> </u>
NET BOOK VALUE	
At 31 March 2010	400
	<u> </u>
At 31 March 2009	400
	<u> </u>

ACCELERON GROUP LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2010

2. FIXED ASSETS *(continued)*

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

Subsidiaries

Acceleron Limited	£1 Ordinary Shares	400
-------------------	--------------------	-----

Subsidiaries of Subsidiary undertakings

FDS Group Limited (dormant)	£0 50 Ordinary Shares 100 A Shares £0 50 Ordinary Shares 100 B Shares	
Accubiz Limited (dormant)	£1 Ordinary Share	1
Acceleron Central Services Ltd (in liquidation)	£1 Ordinary Share	1
FDS Promotions Limited (in liquidation)	£1 Ordinary Share	200
Inccubiz Limited (dormant)	£1 Ordinary Share	1
FDS Field Marketing Ltd (in liquidation)	£1 Ordinary Share	1
FDS Limited (dormant)	£1 Ordinary Share	1
PDQ Field Marketing Ltd (in liquidation)	£1 Ordinary Share	1
The Gallery Experience Ltd (dormant)	£1 Ordinary Share	1
Access Support Group Ltd (in liquidation)	£1 Ordinary Share	1
Biz2Biz Limited (dormant)	£1 Ordinary Share	1
Integrated Consumer Response Ltd (dormant)	£1 Ordinary Share	1
Integrated Contact Marketing Ltd (dormant)	£1 Ordinary Share	1
Frontline Dynamic Marketing Ltd (dormant)	£1 Ordinary Share	1
Sales and Support Services Ltd	£1 Ordinary Share	1
Right 2 Buy Group Limited (dormant)	£1 Ordinary Share	1
Matador Group Limited (dormant)	£1 Ordinary Share	1
Matador Intelligence Ltd	£1 Ordinary Share	1
Matador Communications Ltd	£1 Ordinary Share	1
PDQ Fieldforce Marketing Ltd	£1 Ordinary Share	1
FDS Fieldforce Marketing Ltd	£1 Ordinary Share	10,002
Acceleron Financial Services Ltd	£1 Ordinary Share	1
Vivida Media Ltd	£1 Ordinary Share	2

All of the above companies were incorporated in England

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

ACCELERON GROUP LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2010

3. RELATED PARTY TRANSACTIONS

The company was under the control of Mr P G F Turner and Ms A Williams throughout the current and previous year

The following inter-company balances were outstanding as at the year end

	Debtor	Creditor
	£	£
Acceleron Limited		28,270
Felks Holdings Limited		88,215
FDS Fieldforce Marketing Limited	125,901	

No other related party transactions took place than those already noted in the accounts

4. SHARE CAPITAL**Authorised share capital:**

	2010	2009
	£	£
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

Allotted, called up and fully paid:

	2010		2009	
	No	£	No	£
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

5. 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.