

Company Registration No. 5296852 (England and Wales)

ACCELERATION EMARKETING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2008

MONDAY



LVLSFEH

L15

30/11/2009

42

COMPANIES HOUSE

ACCELERATION EMARKETING LIMITED

CONTENTS

	Page
Independent auditors' report	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3 - 4

ACCELERATION EMARKETING LIMITED

INDEPENDENT AUDITORS' REPORT TO ACCELERATION EMARKETING LIMITED UNDER SECTION 247B OF THE COMPANIES ACT 1985

We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of ACCELERATION EMARKETING LIMITED for the year ended 31 December 2008 prepared under section 226 of the Companies Act 1985.

This report is made solely to the company in accordance with section 247B of the Companies Act 1985. Our work has been undertaken so that we might state to the company those matters we are required to state to them in an auditors' report on abbreviated accounts 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with sections 246(5) and (6) of the Act to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with those provisions and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2006/3 "The special auditor's report on abbreviated accounts in the United Kingdom" issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with sections 246(5) and (6) of the Companies Act 1985, and the abbreviated accounts have been properly prepared in accordance with those provisions.



F M C B

**Chartered Accountants
Registered Auditor**

26-11-2009

Hathaway House
Popes Drive
Finchley
London
N3 1QF

ACCELERATION EMARKETING LIMITED

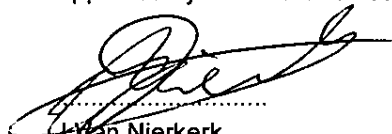
ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2008

	Notes	2008 £	£	2007 £	£
Fixed assets					
Tangible assets	2		8,995		10,336
Current assets					
Debtors		1,416,167		675,373	
Cash at bank and in hand		278,023		182,042	
		<u>1,694,190</u>		<u>857,415</u>	
Creditors: amounts falling due within one year		<u>(1,814,197)</u>		<u>(812,478)</u>	
Net current (liabilities)/assets			<u>(120,007)</u>		<u>44,937</u>
Total assets less current liabilities			<u>(111,012)</u>		<u>55,273</u>
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			<u>(111,013)</u>		<u>55,272</u>
Shareholders' funds			<u>(111,012)</u>		<u>55,273</u>

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

Approved by the Board for issue on 24/11/2009


J. Van Nierkerk
Director


M. Roets
Director

ACCELERATION EMARKETING LIMITED

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

1 Accounting policies

1.1 Accounting convention

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

The company made a loss of £166,286 for the year ended 31 December 2008 and as at that date its liabilities exceeded its assets by £111,012. Included in other creditors is £350,519 due to Acceleration eMarketing (PTY) Limited, a related company. The directors anticipate that the company will trade profitably in future periods and accordingly consider the going concern basis to be appropriate.

1.2 Turnover

Turnover represents amounts receivable for services net of VAT.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	33.3% Straight line
Fixtures, fittings & equipment	25% Straight line

1.4 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

2 Fixed assets

	Tangible assets £
Cost	
At 1 January 2008	15,098
Additions	4,542
	<hr/>
At 31 December 2008	19,640
	<hr/>
Depreciation	
At 1 January 2008	4,762
Charge for the year	5,883
	<hr/>
At 31 December 2008	10,645
	<hr/>
Net book value	
At 31 December 2008	8,995
	<hr/>
At 31 December 2007	10,336
	<hr/>

ACCELERATION EMARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2008

3	Share capital	2008	2007
		£	£
	Authorised		
	100 Ordinary shares of £1 each	100	100
		<u> </u>	<u> </u>
	Allotted, called up and fully paid		
	1 Ordinary shares of £1 each	1	1
		<u> </u>	<u> </u>

4 Ultimate parent company

The company is a wholly owned subsidiary of Acceleration Holdings Limited, a company incorporated in Guernsey. Acceleration Holdings Limited is considered to be the ultimate holding company.