## REPORT OF THE DIRECTORS AND CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010 **FOR**

PRIME EDUCATION & TRAINING LIMITED



14/09/2011 COMPANIES HOUSE

## CONTENTS OF THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010

	Page
Company Information	1
Report of the Directors	2
Report of the Independent Auditors	6
Consolidated Profit and Loss Account	8
Consolidated Balance Sheet	9
Company Balance Sheet	10
Consolidated Cash Flow Statement	11
Notes to the Consolidated Cash Flow Statement	12
Notes to the Consolidated Financial Statements	15
Consolidated Trading and Profit and Loss Account	26

## COMPANY INFORMATION FOR THE YEAR ENDED 31 DECEMBER 2010

**DIRECTORS:** 

N F Pamplin A G Hutchinson A W Green

SECRETARY:

A W Green

**REGISTERED OFFICE:** 

Unit N3

The Old Market Upper Market Street

Hove East Sussex BN3 1AS

**REGISTERED NUMBER:** 

06198271 (England and Wales)

SENIOR STATUTORY

**AUDITOR:** 

BARRY C CARDEN

FCCA

**AUDITORS:** 

Cardens Accountants LLP Registered Auditors 73 Church Road

Hove

East Sussex BN3 2BB

## REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2010

The directors present their report with the financial statements of the company and the group for the year ended 31 December 2010.

### PRINCIPAL ACTIVITY

The principal activity of the group in the year under review was that of international education under its brand name Kings Colleges.

#### **REVIEW OF BUSINESS**

The results for the year and financial position of the group are as shown in the annexed financial statements

The group operated three international colleges in the UK offering academic programmes (eg A Levels and Foundation programmes) as well as a wide range of English language programmes throughout the year. It also operated 2 summer camps for junior students. The company sourced its students from over 65 markets around the world including S America, Africa, Europe and Asia recruited mostly through a range of educational agencies but also directly from its own marketing channels

In what was the second full year of trading for the parent company the directors were very satisfied with the group performance. Revenues were up over 18% on previous year. The growth in revenues was driven by a mixture of increased volumes, rationalisation of the pricing structure and an expanded product range. Volumes were however negatively affected to some degree by the worldwide recession and impact of possible government legislation over the introduction of restrictions to the granting of student visas.

As well as the increase in revenues, the key performance indicator for the year was that operating profits were on budget and increased by 23% on the previous year. Added to this gross margin was ahead of budget and overheads were well maintained. Added to this overall client satisfaction was high and exam results excellent across the schools

The expansion of revenues allowed the group to invest into the business, particularly into its sales and marketing activity

The results for the year incorporate the acquisition of Human International Academy Inc, a school at Newport Beach, United States of America. This entity reported a loss this year which dampened the operating profit of the group. However it is expected to turn profitable in the year 2012

Despite the worldwide recession the international student market to the UK remained relatively strong with sponsored students from the Royal Embassy of Saudi Arabia providing a very strong source of business to the UK as a whole. The group also expanded its business from most of the key source markets.

In summary it was a strong year for the group with it reaching all of its financial and most of its strategic targets

## REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2010

### Principal risks and uncertainties

Any restriction to travel continues to cause uncertainty in a business that relies on the travel industry to carry its customers to the source destination. A further outbreak of Swine Flu can cause irritants whilst terrorist acts can always impact on travel plans of prospective customers.

Ongoing UK government reviews of regulation connected to student study visas continues to cause much angst and uncertainty in the sector

The directors are confident however that the group's UK business will continue to show a significant increase in revenues and that their 5 year strategic plan is on track. As part of this plan the company's aims to diversify its portfolio and to become less reliant on the UK. In 2011 therefore the group aims to continue to open schools in the US.

#### Financial risk management objectives and policies

The group's principal financial instruments comprise of loans to the company, bank balances, trade creditors and trade debtors. The main purpose of these instruments is to raise funds for the company's operations and to finance the company's operations.

## REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2010

In respect of bank balances the group manages the risk by maintaining the correct balance for fees received for courses and trade creditors.

In respect of loans and overall liquidity risk the group ensures there are sufficient funds in place to meet the repayments

Trade debtors are managed in respect of credit and cash flow risk by monitoring future course bookings and payments made on a regular basis

Trade creditors liquidity risk is managed by ensuring sufficient funds are available to meet amounts due.

The group is exposed to interest rate risk on interest bearing loans and borrowings, due to the variable rate loan agreement in place. However the group regards this risk as low risk in the short term due to the current historic low base rates and the general view that these are unlikely to rise significantly in the forseeable future.

#### **DIVIDENDS**

No dividends will be distributed for the year ended 31 December 2010

#### DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2010 to the date of this report.

N F Pamplin A G Hutchinson A W Green

### STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law) Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and the group and of the profit or loss of the group for that period In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's and the group's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the group's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the group's auditors are aware of that information.

## REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31 DECEMBER 2010

### **AUDITORS**

The auditors, Cardens Accountants LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting

ON BEHALF OF THE BOARD:

N F Pampiin - Director

Date 13 June 2011

## REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PRIME EDUCATION & TRAINING LIMITED

We have audited the financial statements of Prime Education & Training Limited for the year ended 31 December 2010 on pages eight to twenty five. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors 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 and the company's members as a body, for our audit work, for this report, or for the opinions we have formed

#### Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities set out on page four, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors

#### Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of, whether the accounting policies are appropriate to the group's and the parent company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

#### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the group's and of the parent company's affairs as at 31 December 2010 and of the group's profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

#### Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements

## REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PRIME EDUCATION & TRAINING LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

BARRY C CARDEN FCCA (Senior Statutory Auditor)

for and on behalf of Cardens Accountants LLP

**Statutory Auditors** 

73 Church Road

Hove

East Sussex

BN3 2BB

Date: .....! とんし. [

## CONSOLIDATED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2010

		20	10	200	)9
	Notes	£	£	£	£
TURNOVER			12,012,433		10,185,695
Cost of sales			8,371,008		6,892,871
GROSS PROFIT			3,641,425		3,292,824
Administrative expenses			3,081,431		2,835,882
			559,994		456,942
Other operating income			34,174		24,059
OPERATING PROFIT	3		594,168		481,001
Income from shares in group undertakings Interest receivable and similar income		8		-	
Therest receivable and similar income		<u>46</u>	54	493	493
			594,222		481,494
Interest payable and similar charges	4		209,945		224,149
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	5		384,277		257,345
Tax on profit on ordinary activities	5		172,532		54,930
PROFIT FOR THE FINANCIAL YEAR	FOR THE GROU	P	211,745		202,415

### **CONTINUING OPERATIONS**

All of the group's activities were acquired during the current year.

### **TOTAL RECOGNISED GAINS AND LOSSES**

The group has no recognised gains or losses other than the profits for the current year or previous year

## CONSOLIDATED BALANCE SHEET 31 DECEMBER 2010

		201	0	200	9
	Notes	£	£	£	£
FIXED ASSETS					
Intangible assets	7		2,490,405		2,386,685
Tangible assets	8		2,888,780		2,724,431
Investments	9				
			5,379,185		5,111,116
CURRENT ASSETS					
Stocks	10	10,484		5,155	
Debtors	11	977,785		1,250,250	
Cash at bank and in hand	11	1,358,542		381,524	
Cash at bank and in hand		1,330,372			
		2,346,811		1,636,929	
CREDITORS					
Amounts falling due within one year	12	4,158,389		3,116,135	
NET CURRENT LIABILITIES			(1,811,578)		(1,479,206)
TOTAL ASSETS LESS CURRENT LIABILITIES			3,567,607		3,631,910
CREDITORS					
Amounts falling due after more than one					
year	13		(3,225,163)		(3,387,891)
PROVISIONS FOR LIABILITIES	16		(26,333)		(15,041)
NET ASSETS			316,111		228,978
CAPITAL AND RESERVES					
Called up share capital	17		1,000		1,000
Profit and loss account	18		315,111		227,978
Tork and 1035 account	10		<u> </u>		
SHAREHOLDERS' FUNDS	21		316,111		228,978

Registered number: 06198271

The financial statements were approved by the Board of Directors on 13 June 2011 and were signed on its

behalf by:

N F Pamplin - Director

The notes form part of these financial statements

## COMPANY BALANCE SHEET 31 DECEMBER 2010

		201	.0	200	9
	Notes	£	£	£	£
FIXED ASSETS	7		2,144		2,144
Intangible assets Tangible assets	8		2,144		2,560,740
Investments	9		2,430,115		2,430,115
	-				
			4,956,588		4,992,999
CURRENT ASSETS					
Debtors	11	926,967		238,822	
Cash at bank and in hand		174,009		10,145	
CREDITORS		1,100,976		248,967	
Amounts falling due within one year	12	2,678,231		1,813,410	
NET CURRENT LIABILITIES			(1,577,255)		(1,564,443)
TOTAL ASSETS LESS CURRENT LIABILITIES			3,379,333		3,428,556
LIABILITIES			3,3/3,333		3,420,330
<b>CREDITORS</b> Amounts falling due after more than one					
year	13		3,225,164		3,387,891
NET ASSETS			154,169		40,665
CAPITAL AND RESERVES					
Called up share capital	17		1,000		1,000
Revaluation reserve	18		364,207		364,207
Profit and loss account	18		(211,038)		_(324,542)
SHAREHOLDERS' FUNDS	21		154,169		40,665

Registered number: 06198271

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Directors on 13 June 2011 and were signed on its behalf by:

N F Pamplin - Director

The notes form part of these financial statements

## CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

		201	0	200	9
	Notes	£	£	£	£
Net cash (outflow)/inflow from operating activities	1		1,862,746		404,516
Returns on investments and servicing of finance	2		(209,891)		(223,656)
Taxation			(44,818)		(49,378)
Capital expenditure	2		<u>(402,729</u> )		(236,028)
			1,061,799		(104,546)
Financing	2		(84,781)		(148,333)
Increase in cash in the period			977,018		<u>(252,879</u> )
Reconciliation of net cash flow to movement in net debt	3				
Decrease In cash in the period		977,018		(252,879)	
Cash outflow from decrease in debt		162,728		70,002	
Change in net debt resulting from cash flows			1,139,746		(182,877)
Movement in net debt in the perion Net debt at 1 January	od		1,139,746 (3,198,474)		(182,877) <u>(3,015,597</u> )
Net debt at 31 December			(2,058,728)		<u>(3,198,474</u> )

## NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

## 1 RECONCILIATION OF OPERATING PROFIT TO NET CASH (OUTFLOW)/INFLOW FROM OPERATING ACTIVITIES

	2010	2009
Operating profit	£ 594,168	£ 481,001
Depreciation charges	134,662	137,109
Increase in stocks	(5,329)	(1,654)
Decrease/(Increase) in debtors	656,199	(720,087)
(Decrease)/Increase in creditors	483,044	508,147
Net cash (outflow)/inflow from operating activities	1,862,746	404,516

## 2. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN THE CASH FLOW STATEMENT

Returns on investments and servicing of finance Interest received Interest paid Dividends received	2010 £ 46 (209,945) <u>8</u>	2009 £ 493 (224,149)
Net cash outflow for returns on investments and servicing of finance	( <u>209,891</u> )	<u>(223,656</u> )
Capital expenditure Purchase of intangible fixed assets Purchase of tangible fixed assets  Net cash outflow for capital expenditure	(103,720) (299,009) (402,729)	(2,144) (233,884) (236,028)
Financing Amount withdrawn by directors  Net cash outflow from financing	(84,781) (84,781)	( <u>148,333</u> ) ( <u>148,333</u> )

## NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

## 3 ANALYSIS OF CHANGES IN NET DEBT

Not such	At 1.1.10 £	Cash flow £	At 31.12.10 £
Net cash Cash at bank and in hand	381,524	977,018	1,358,542
	381,524	977,018	1,358,542
Debt <sup>-</sup> Debts falling due within one year Debts falling due	(192,107)	-	(192,107)
after one year	<u>(3,387,891</u> )	162,728	<u>(3,225,163</u> )
	<u>(3,579,998</u> )	162,728	<u>(3,417,270</u> )
Total	(3,198,474)	1,139,746	(2,058,728)

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010

#### 1. ACCOUNTING POLICIES

### **Accounting convention**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain assets

#### **Basis of consolidation**

These financial statements have been prepared on the basis that the group will continue to be a going concern. If this assumption is not considered valid, then adjustments would need to be made to reduce the value of assets to their recoverable amount, to provide for any further liabilities that might arise and to reclassify fixed assets and long term liabilities as current assets and liabilities

#### Turnover

Turnover represents net invoiced sales of services, excluding value added tax, at the point where the service is provided. Amounts invoiced during the year but where the service is provided after the year end are deferred.

#### Goodwill

Goodwill represents the amount of consideration paid for the acquisition of the subsidiary companies less the fair value of the net assets of those subsidiaries at acquisition. The carrying value of goodwill is reviewed by the directors annually and any impairment arising during the year is charged to the profit and loss account in the year. It is the view of the directors that the goodwill need not be systematically amortised on the grounds that net recoverable value of the asset is in excess of the current net book value. This policy takes advantage of the exemption permitted per FRS 10 from amortising goodwill over a period of 20 years or less.

#### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Freehold property

- 2% on cost and 1% on cost

Short leasehold

- Over the life of the lease

Plant and machinery

- 25% on cost

Fixtures and fittings

- 20% on cost and 15% on reducing balance

Computer equipment

- 25% on cost

#### **Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

#### **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

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

#### Pension costs and other post-retirement benefits

The group operates a defined contribution pension scheme. Contributions payable to the group's pension scheme are charged to the profit and loss account in the period to which they relate

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

2.	STAFF COSTS	2012	222
		2010 £	2009 £
	Wages and salaries	3,198,156	3,038,409
	Social security costs	319,374	176,611
	Other pension costs	25,909	<u>13,496</u>
		3,543,439	3,228,516
	The average monthly number of employees during the year was as follows:		
		2010	2009
	Teaching and administration	197	190
3.	OPERATING PROFIT		
	The operating profit is stated after charging:		
		2010	2009
		£	£
	Other operating leases Depreciation - owned assets	227,244 134,662	178,657 137,109
	Auditors' remuneration	15,000	15,000
	Directors' remuneration	<u>355,174</u>	297,218
	Information regarding the highest paid director is as follows:		
		2010 £	2009 £
	Emoluments etc	108,060	98,399
4,	INTEREST PAYABLE AND SIMILAR CHARGES		
		2010 £	2009 £
	Bank loan interest	£ 211,267	224,149
	Exchange rate difference	(1,322)	
		209,945	224,149

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

### 5. TAXATION

Analysis of the tax	charge	ge
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The tax charge on the profit on ordinary activities for the year was as for	llows	
, , , , , , , , , , , , , , , , , , , ,	2010	2009
	£	£
Current tax		
UK corporation tax	157,297	41,587
Prior year taxation	<u> 3,231</u>	<u> 1,145</u>
Total current tax	160,528	42,732
Defensed have	12,004	12,198
Deferred tax	12,004	_12,130
Tax on profit on ordinary activities	172,532	54,930
tax on profit on ordinary addition		

### Factors affecting the tax charge

The tax assessed for the year is higher than the standard rate of corporation tax in the UK. The difference is explained below:

Profit on ordinary activities before tax	2010 £ <u>384,277</u>	2009 £ <u>257,345</u>
Profit on ordinary activities multiplied by the standard rate of corporation tax in the UK of 28% (2009 - 29%)	107,598	74,630
Effects of: Depreciation Capital allowances Other adjustments	28,279 (40,736) _65,387	28,793 (13,703) (46,988)
Current tax charge	160,528	42,732

### 6 PROFIT OF PARENT COMPANY

As permitted by Section 408 of the Companies Act 2006, the profit and loss account of the parent company is not presented as part of these financial statements The parent company's profit for the financial year was £113,504 (2009 - £1,519)

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

## 7. INTANGIBLE FIXED ASSETS

Group	Goodwill £
COST At 1 January 2010 Additions	2,386,685 103,720
At 31 December 2010	2,490,405
NET BOOK VALUE At 31 December 2010	2,490,405
At 31 December 2009	2,386,685
Company	Goodwill £
COST At 1 January 2010 and 31 December 2010	2,144
NET BOOK VALUE At 31 December 2010	<u>2,144</u>
At 31 December 2009	2,144

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

## 8. TANGIBLE FIXED ASSETS

Group			
	Freehold	Short	Plant and
	property £	leasehold £	machinery £
COST	2,501,317	21,376	40,654
At 1 January 2010 Additions	2,501,517	<u>150,334</u>	20,378
At 31 December 2010	2,501,317	<u> 171,710</u>	61,032
DEPRECIATION			
At 1 January 2010	25,013	-	25,346
Charge for year	25,013	6,868	11,745
At 31 December 2010	50,026	6,868	37,091
NET BOOK VALUE			
At 31 December 2010	<u>2,451,291</u>	<u>164,842</u>	23,941
At 31 December 2009	2,476,304	<u>21,376</u>	15,308
	Fixtures		
	Fixtures and	Computer	
		Computer equipment £	Totals £
COST	and fittings £	equipment £	£
COST At 1 January 2010 Additions	and fittings £ 258,066	equipment	
At 1 January 2010 Additions	and fittings £ 258,066 109,428	equipment £ 129,582 18,869	£ 2,950,995 299,009
At 1 January 2010	and fittings £ 258,066	equipment £	£ 2,950,995
At 1 January 2010 Additions  At 31 December 2010  DEPRECIATION	and fittings £ 258,066 109,428 367,494	equipment £  129,582  18,869  148,451	£ 2,950,995 299,009 3,250,004
At 1 January 2010 Additions At 31 December 2010	and fittings £ 258,066 109,428	equipment £ 129,582 18,869	£ 2,950,995 299,009
At 1 January 2010 Additions  At 31 December 2010  DEPRECIATION At 1 January 2010 Charge for year	and fittings £  258,066 109,428  367,494  135,650 59,158	equipment £  129,582 18,869 148,451 40,553 31,878	£ 2,950,995 299,009 3,250,004  226,562 134,662
At 1 January 2010 Additions  At 31 December 2010  DEPRECIATION At 1 January 2010 Charge for year  At 31 December 2010	and fittings £ 258,066 109,428 367,494	equipment £  129,582  18,869  148,451  40,553	£ 2,950,995 299,009 3,250,004 226,562
At 1 January 2010 Additions  At 31 December 2010  DEPRECIATION At 1 January 2010 Charge for year  At 31 December 2010  NET BOOK VALUE	and fittings £  258,066 109,428  367,494  135,650 59,158  194,808	equipment £  129,582	£ 2,950,995 299,009 3,250,004  226,562 134,662 361,224
At 1 January 2010 Additions  At 31 December 2010  DEPRECIATION At 1 January 2010 Charge for year  At 31 December 2010	and fittings £  258,066 109,428  367,494  135,650 59,158	equipment £  129,582 18,869 148,451 40,553 31,878	£ 2,950,995 299,009 3,250,004  226,562 134,662

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

### 8. TANGIBLE FIXED ASSETS - continued

Co	m	Dа	nv

Company	Freehold property £	Fixtures and fittings £	Computer equipment £	Totals £
COST	_	_	-	2 500 007
At 1 January 2010 Additions	2,501,317 	12,546 6,169	86,024 <u>4,879</u>	2,599,887 11,048
At 31 December 2010	2,501,317	18,715	90,903	2,610,935
DEPRECIATION				
At 1 January 2010	25,013	2,031	12,102	39,146
Charge for year	25,013	2,685	<u>19,762</u>	47,460
At 31 December 2010	50,026	4,716	31,864	86,606
NET BOOK VALUE				
At 31 December 2010	2,451,291	13,999	<u>59,039</u>	2,524,329
At 31 December 2009	2,476,304	10,515	<u>73,922</u>	2,560,741

### 9. FIXED ASSET INVESTMENTS

Company	Com	pany
---------	-----	------

	Unlisted investments £
COST	
At 1 January 2010	
and 31 December 2010	<u>2,430,115</u>
NET BOOK VALUE	
At 31 December 2010	<u>2,430,115</u>
At 31 December 2009	2,430,115

The group or the company's investments at the balance sheet date in the share capital of companies include the following

### **Subsidiaries**

### **KSEWM Limited**

Nature of business Education

Class of shares. Ordinary % holding 100 00

Page 19

continued...

### NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

#### 9. **FIXED ASSET INVESTMENTS - continued**

Nature of business: Education

%

holding Class of shares: 100 00 Ordinary

**Touchload Limited** 

Nature of business: Education

% holding

Class of shares 100 00 Ordinary

**Gridward Limited** 

Ordinary

Nature of business Education

% Class of shares: holding 100 00

**KSE Tuition Limited** 

Nature of business: Education

%

holding Class of shares: 100.00 Ordinary

King's School of English (Tuition) Limited

Nature of business Education

%

holding Class of shares 100 00 Ordinary

Prime Education & Training, Inc

Nature of business Education Location United States of America

%

holding Class of shares: 100.00 Ordinary

**United Language Schools Limited** 

Nature of business Education

%

holding Class of shares: 100.00 Ordinary

#### 10 **STOCKS**

Group

2010 2009 £ £ 10,484 5,155

Finished goods

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

### 11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Company	
	2010	2009	2010	2009
	£	£	£	£
Trade debtors	594,051	982,216	-	-
Amounts owed by group undertakings	-	-	745,929	-
Other debtors	96,931	146,667	-	134,714
Directors' loan accounts	33,933	-	19,079	-
VAT	-	-	-	4
Prepayments	<u>252,870</u>	121,367	161,959	104,104
	977,785	1,250,250	926,967	238,822

## 12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Con	ıpany
	2010	2009	2010	2009
	£	£	£	£
Bank loans and overdrafts (see note 14)	192,107	192,107	192,107	192,107
Payments on account	1,109,814	645,657	-	-
Trade creditors	172,490	202,165	52,084	130,177
Amounts owed to group undertakings	-	-	2,023,801	1,063,189
Tax	159,534	43,824	-	3,080
Social security and other taxes	74,722	60,805	6,430	3,646
VAT	20,528	16,154	-	-
Other creditors	166,457	111,138	-	32,577
Directors' loan accounts	-	50,8 <del>4</del> 8	-	50,848
Deferred income	1,735,585	1,379,318	-	-
Accrued expenses	<u>527,152</u>	414,119	403,809	337,786
	4,158,389	3,116,135	2,678,231	1,813,410

## 13 CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	Gi	roup	Con	npany
	2010	2009	2010	2009
	£	£	£	£
Bank loans (see note 14)	3,225,163	3,387,891	3,225,164	3,387,891

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

### 14 LOANS

An analysis of the maturity of loans is given below

	Group		Con	npany
	2010	2009	2010	2009
	£	£	£	£
Amounts falling due within one year or on de	emand:			
Bank loans	<u>192,107</u>	<u> 192,107</u>	<u> 192,107</u>	<u>192,107</u>
Amounts falling due between one and two ye				
Bank loans - 1-2 years	<u> 192,106</u>	<u>192,106</u>	<u>192,107</u>	<u>192,106</u>
Amounts falling due between two and five ye			<b>536 040</b>	576 040
Bank loans - 2-5 years	<u>576,318</u>	<u>576,318</u>	<u>576,318</u>	<u>576,318</u>
Amounts falling due in more than five years:				
Repayable by instalments	2 456 720	2.610.467	2 456 720	2 610 467
Bank loans more 5 yr by instal	2,456,739	<u>2,619,467</u>	2,456,739	2,619,467

### 15. SECURED DEBTS

The following secured debts are included within creditors

	G	roup	Con	npany
	2010	2009	2010	2009
	£	£	£	£
Bank loans	3,417,270	3,579,998	3,417,271	<u>3,579,998</u>

The bank loan is secured by way of debenture over the assets of the Company

## 16 PROVISIONS FOR LIABILITIES

	Gro	Group	
	2010	2009	
	£	£	
Deferred tax	<u> 26,333</u>	<u> 15,041</u>	

17.

18

At 31 December 2010

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

## 16. PROVISIONS FOR LIABILITIES - continued

	Group				Deferred tax £
	Balance at 1.	January 2010			15,041
	Accelerated c	apıtal allowances			11,292
	Balance at 31	December 2010			26,333
	CALLED UP	SHARE CAPITAL			
	Allotted and I Number	ssued Class:	Nominal value	2010 £	2009 £
	300	Ordinary A	£1	300	300
	300	Ordinary B	£1	300	300
	200	Ordinary C	£1	200	200
	200	Ordinary D	£1	<u> 200</u>	
				<u>1,000</u>	<u>1,000</u>
;	RESERVES				
	Group				Profit and loss account £
	At 1 January Profit for the				103,366 211,745

315,111

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

#### 18. RESERVES - continued

#### Company

Сотрапу	Profit and loss account £	Revaluation reserve £	Totals £
At 1 January 2010 Profit for the year	(324,542) 113,504	364,207	39,665 113,504
At 31 December 2010	(211,038)	<u>364,207</u>	<u>153,169</u>

#### 19 RELATED PARTY DISCLOSURES

At the balance sheet date, N F Pamplin, a director, owed £1,225 to the company. This loan is interest free and repayable on demand

At the balance sheet date, A W Green, a director, owed £16,685 to the company. This loan is interest free and repayable on demand

At the balance sheet date, A G Hutchinson, a director, owed £1,169 to the company. This loan is interest free and repayable on demand.

Prime Education and Training Limited controls King's School of English (Tuition) Limited, King's School of English (Wimborne Minster) Limited, KSEWM Limited, KSE Tuition Limited, Touchload Limited, United Language Schools Limited, Gridward Limited and King's School of English (Management) Limited

The group has taken advantage of the exemption available per FRS 8 not to disclose related party transactions within the group on the grounds that consolidated accounts are prepared and the accounts are publicly available.

### 20 ULTIMATE CONTROLLING PARTY

The company was controlled throughout the period by the directors by virtue of their 80% shareholding.

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 DECEMBER 2010

### 21 RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

2010 £	2009 £
211,745 1,000	202,415 
212,745 103,366	203,415 26,563 ( <u>126,612</u> )
316,111	103,366
2010 £	2009 £
113,504	1,519
113,504 40,665	1,519 <u>39,146</u>
	<del></del>
	£ 211,745

### 22. ACCOUNTING BASIS

As stated in the accounting policy note, these financial statements have been prepared on the basis that the group will continue to be a going concern. Current liabilities exceeded current assets by £1,811,578.

The validity of this basis depends upon the continued support of the group's directors and bankers. The directors confirm that they will give the required support and that they are not aware of any reason why the bank's support should not be forthcoming.