

**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE PERIOD 1 JULY 2012 TO 31 DECEMBER 2013**  
**FOR**  
**ASSURANCE PHARMA LIMITED**

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FOR THE PERIOD 1 JULY 2012 TO 31 DECEMBER 2013**

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**ASSURANCE PHARMA LIMITED**

**COMPANY INFORMATION  
FOR THE PERIOD 1 JULY 2012 TO 31 DECEMBER 2013**

**DIRECTOR:** J E Townsend

**REGISTERED OFFICE:** Communications House  
26 York Street  
Mayfair  
LONDON  
W1U 6PZ

**REGISTERED NUMBER:** 07659057 (England and Wales)

**ACCOUNTANTS:** Ashdown Hurrey LLP  
Chartered Accountants & Business Advisers  
20 Havelock Road  
HASTINGS  
East Sussex  
TN34 1BP

**ABBREVIATED BALANCE SHEET  
31 DECEMBER 2013**

	Notes	31.12.13 £	£	30.6.12 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		48		184
<b>CURRENT ASSETS</b>					
Debtors		9,386		-	
Cash at bank and in hand		<u>1</u>		<u>2,402</u>	
		9,387		2,402	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>2,658</u>		<u>4,186</u>	
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>6,729</u>		<u>(1,784)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>6,777</u>		<u>(1,600)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		1		1
Profit and loss account			<u>6,776</u>		<u>(1,601)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>6,777</u>		<u>(1,600)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2013.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2013 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (a) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of
- (b) Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 25 March 2014 and were signed by:

J E Townsend - Director

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE PERIOD 1 JULY 2012 TO 31 DECEMBER 2013**

**1. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The director has made an assessment about the company's ability to continue as a going concern and does not consider there to be any material uncertainties. Although current liabilities exceed current assets, the director is optimistic that the company will meet all liabilities as they become due.

As a result he has adopted the going concern basis of accounting.

**Accounting convention**

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).

**Turnover**

Turnover represents net invoiced sales of services, excluding value added tax.

**Tangible fixed assets**

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

Computer equipment - 33% on cost

**2. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 July 2012	
and 31 December 2013	<u>275</u>
<b>DEPRECIATION</b>	
At 1 July 2012	91
Charge for period	<u>136</u>
At 31 December 2013	<u>227</u>
<b>NET BOOK VALUE</b>	
At 31 December 2013	<u>48</u>
At 30 June 2012	<u>184</u>

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.13	30.6.12
1	Ordinary	£1	£ <u>1</u>	£ <u>1</u>

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR  
ON THE UNAUDITED FINANCIAL STATEMENTS OF  
ASSURANCE PHARMA LIMITED**

**The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to three) have been prepared.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Assurance Pharma Limited for the period ended 31 December 2013 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at [icaew.com/membershandbook](http://icaew.com/membershandbook).

This report is made solely to the director of Assurance Pharma Limited in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Assurance Pharma Limited and state those matters that we have agreed to state to the director of Assurance Pharma Limited in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://icaew.com/compilation). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its director for our work or for this report.

It is your duty to ensure that Assurance Pharma Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Assurance Pharma Limited. You consider that Assurance Pharma Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the financial statements of Assurance Pharma Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Ashdown Hurrey LLP  
Chartered Accountants & Business Advisers  
20 Havelock Road  
HASTINGS  
East Sussex  
TN34 1BP

26 March 2014