

**COMPANY NUMBER:
5692216 (ENGLAND & WALES)**

**ASSURED FINANCIAL RESOURCES LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st JANUARY 2008**

**HALSEY & CO
CHARTERED CERTIFIED ACCOUNTANTS
2 VILLIERS COURT
40 UPPER MULGRAVE ROAD
CHEAM
SURREY
SM2 7AJ**



ASSURED FINANCIAL RESOURCES LIMITED

COMPANY INFORMATION

Company Number: 5692216 (England & Wales)

Directors: K A Whittington
R J Nuttall

Secretary: T Whittington

Registered Office: Holly House
Ockham Lane
Ockham
Surrey GU23 6NP

Accountants: Halsey & Co
Chartered Certified Accountants
2 Villiers Court
40 Upper Mulgrave Road
Cheam
Surrey
SM2 7AJ

ASSURED FINANCIAL RESOURCES LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31st JANUARY 2008

The directors present their report and the financial statements for the year ended 31st January 2008

Principal activities

The Company carries on business in the Financial Services sector

Directors

The directors who served during the year were as follows

K A Whittington
R J Nuttall

Responsibilities of the directors

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to

select suitable accounting policies and then apply them consistently,

make judgements and estimates that are reasonable and prudent, and

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 proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This report was approved by the board on in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies


On behalf of the board



K A Whittington

ACCOUNTANTS' REPORT
TO THE BOARD OF DIRECTORS
ON THE UNAUDITED FINANCIAL STATEMENTS OF
ASSURED FINANCIAL RESOURCES LIMITED

As described in the balance sheet you are responsible for the preparation of the financial statements for the year ended 31st January 2008 set out on pages 3 to 6 and you consider that the company is exempt from a report under section 249A(1) of the Companies Act 1985. In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us



Dated 16/09/2008.

Halsey & Co
Chartered Certified Accountants
2 Villiers Court
40 Upper Mulgrave Road
Cheam
Surrey
SM2 7AJ

ASSURED FINANCIAL RESOURCES LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31st JANUARY 2008

	Note	2008 £	2007 £
Turnover		175,462	57,731
Cost of sales		(5,095)	(7,119)
Gross profit		170,367	50,612
Administrative expenses		(135,780)	(100,020)
Operating profit/(Loss)		34,587	(49,408)
Profit/(Loss) on ordinary activities before taxation		34,587	(49,408)
Tax on profit on ordinary activities		-	-
Profit/(Loss) for the year		34,587	(49,408)

The annexed notes form part of these financial statements


ASSURED FINANCIAL RESOURCES LIMITED

BALANCE SHEET AS AT 31st JANUARY 2008

	Note	2008		2007	
		£	£	£	£
Fixed assets					
Tangible assets	2		1,697		1,725
Current assets					
Cash at bank and in hand		21,280		875	
		<u>21,280</u>		<u>875</u>	
Creditors					
Amounts due within one year	3	<u>(37,790)</u>		<u>(52,000)</u>	
Net current liabilities			<u>(16,510)</u>		<u>(51,125)</u>
Total assets less current liabilities			<u>(14,813)</u>		<u>(49,400)</u>
Net liabilities			<u><u>(14,813)</u></u>		<u><u>(49,400)</u></u>
Capital and reserves					
Called up share capital	4		8		8
Profit and loss account	5		<u>(14,821)</u>		<u>(49,408)</u>
Shareholders' funds			<u><u>(14,813)</u></u>		<u><u>(49,400)</u></u>

In the opinion of the directors the company is entitled to claim exemptions from audit by virtue of subsection (1) of Section 249A of the Companies Act 1985. Members have not required the company, under s 249B(2) of the Companies Act 1985, to obtain an audit for the year ended 31st January 2008. The directors are responsible for ensuring that the company maintains accounting records in compliance with Section 221 of that Act and for preparing accounts which give a true and fair view of the affairs of the company as at the end of the financial year and of its profit or loss for the year then ended in accordance with Section 226, and which comply with the other requirements of the Act relating to the accounts so far as applicable to the company.

Approved by the board of directors on These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (Effective January 2007)


K A Whittington

The annexed notes form part of these financial statements

ASSURED FINANCIAL RESOURCES LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31st JANUARY 2008

1 Accounting policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective January 2007).

Cashflow statement

The Company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a small company

Turnover

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts

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 or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Computers 25% reducing balance basis

2 Tangible fixed assets

	Plant and Machinery £
Cost:	
At 1st February 2007	2,300
Additions	538
	<hr/>
At 31st January 2008	2,838
	<hr/>
Depreciation	
At 1st February 2007	575
Charge for the year	566
	<hr/>
At 31st January 2008	1,141
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Net book value	
At 31st January 2008	1,697
	<hr/> <hr/>
At 31 st January 2007	1,725
	<hr/> <hr/>

ASSURED FINANCIAL RESOURCES LIMITED
NOTES TO THE FINANCIAL STATEMENTS (Continued)
FOR THE YEAR ENDED 31st JANUARY 2008

3 Creditors - amounts falling due within one year

	2008	2007
	£	£
Trade creditors	1,781	-
Director's current account	36,009	52,000
	<u>37,790</u>	<u>52,000</u>

4 Share capital

	2008	2007
	£	£
Authorised		
Ordinary shares of £1 each	1,000	1,000
	<u> </u>	<u> </u>
	£	£
Allotted, called up and fully paid		
Ordinary shares of £1 each	8	8
	<u> </u>	<u> </u>

5 Profit and loss account

	2008
	£
Balance at 1st February 2007	(49,408)
Profit for the year	34,587
	<u> </u>
Balance at 31st January 2008	<u>(14,821)</u>

ASSURED FINANCIAL RESOURCES LIMITED
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31st JANUARY 2008

		£	£
Turnover			
Commissions Receivable	175,462		57,731
Cost of sales			
Network Charges	-	2,789	
Sesame Charges	5,095	4,330	
	(5,095)		(7,119)
Gross profit	170,367		50,612
Overheads			
Other Administrative Costs	135,780	100,020	
	(135,780)		(100,020)
Profit/(Loss) on ordinary activities		34,587	(49,408)

ASSURED FINANCIAL RESOURCES LIMITED

SCHEDULE OF OVERHEAD EXPENSES

FOR THE YEAR ENDED 31st JANUARY 2008

		£	£
Other Administrative Costs			
Wages and Salaries	28,338	47,510	
Commissions Payable	56,687	30,960	
Agents Commission	21,373	2,345	
Insurances	800	680	
Telephone	2,705	-	
Office Costs	1,974	9,600	
Computer Consumables	422	-	
Advertising	486	7,600	
Bank Charges	153	-	
Accountancy	646	-	
Subscriptions and Donations	-	750	
Sundry Expenses	30	-	
Depreciation	566	575	
Director's Remuneration	21,600	-	
	<hr/>	<hr/>	
	135,780		100,020
		<hr/>	<hr/>
Total overhead expenses		<u>135,780</u>	<u>100,020</u>

ASSURED FINANCIAL RESOURCES LIMITED
REPORTS AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st JANUARY 2008

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