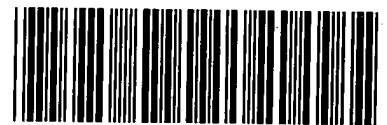


REGISTERED NUMBER: 03409969 (England and Wales)

MARKET FOCUS RESEARCH LIMITED

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2013

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MARKET FOCUS RESEARCH LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2013

DIRECTOR: J R Lyles

SECRETARY: Mrs. A Lyles

REGISTERED OFFICE: Linton House
Lower Road
Charlton-all-Saints
Salisbury
Wiltshire
SP5 4HQ

REGISTERED NUMBER: 03409969 (England and Wales)

ABBREVIATED BALANCE SHEET
31 DECEMBER 2013

	Notes	2013 £	2012 £
FIXED ASSETS			
Tangible assets	2	120,254	80,947
Investments	3	67	67
		<u>120,321</u>	<u>81,014</u>
CURRENT ASSETS			
Debtors		909,388	477,507
Cash at bank and in hand		259,729	471,862
		<u>1,169,117</u>	<u>949,369</u>
CREDITORS			
Amounts falling due within one year		(1,121,478)	(832,174)
NET CURRENT ASSETS		<u>47,639</u>	<u>117,195</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>167,960</u>	<u>198,209</u>
PROVISIONS FOR LIABILITIES		<u>(17,733)</u>	<u>-</u>
NET ASSETS		<u><u>150,227</u></u>	<u><u>198,209</u></u>
CAPITAL AND RESERVES			
Called up share capital	4	133	133
Share premium		49,995	49,995
Profit and loss account		100,099	148,081
SHAREHOLDERS' FUNDS		<u><u>150,227</u></u>	<u><u>198,209</u></u>

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

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

The director acknowledges his responsibilities for:


- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 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 notes form part of these abbreviated accounts

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2013

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 26th August 2014 and were signed by:


J R Lyles - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2013

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The accounts are prepared on a going concern basis, the use of the going concern basis of accounting is appropriate because there are no material uncertainties related to events or conditions that may cast significant doubt about the ability of the company to continue as a going concern.

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).

Exemption from preparing a cash flow statement

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

Turnover

The company invoices its customers in advance of the service provided. Turnover is recognised in the period to which it relates, resulting in deferred income at the balance sheet date. Turnover excludes value added tax.

Tangible fixed assets

Depreciation is provided at the rate of 25% on cost in order to write off each asset over its estimated useful life.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

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

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2013

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2013	146,997
Additions	90,799
	<u>237,796</u>
At 31 December 2013	
DEPRECIATION	
At 1 January 2013	66,050
Charge for year	51,492
	<u>117,542</u>
At 31 December 2013	
NET BOOK VALUE	
At 31 December 2013	<u>120,254</u>
At 31 December 2012	<u>80,947</u>

3. FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
At 1 January 2013 and 31 December 2013	67
	<u>67</u>
NET BOOK VALUE	
At 31 December 2013	<u>67</u>
At 31 December 2012	<u>67</u>

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

Market Focus Research US LLC

Country of incorporation: United States of America

Nature of business: Provision of marketing and support services

Class of shares:	%
Common shares	holding 100.00

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2013

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2013 £	2012 £
112,020	A Ordinary	0.1p	112	112
5,000	B Ordinary	0.1p	5	5
7,980	C Ordinary	0.1p	8	8
7,980	D Ordinary	0.1p	8	8
			<u>133</u>	<u>133</u>

5. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 December 2013 and 31 December 2012:

	2013 £	2012 £
J R Lyles		
Balance outstanding at start of year	75,383	75,383
Amounts advanced	15,392	-
Amounts repaid	-	-
Balance outstanding at end of year	<u>90,775</u>	<u>75,383</u>