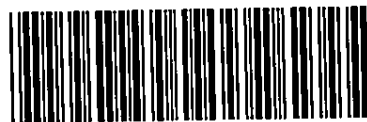


REGISTERED NUMBER: 3225310 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011
FOR
EXPENSE REDUCTION ANALYSTS (UK) LTD

TUESDAY



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EXPENSE REDUCTION ANALYSTS (UK) LTD

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EXPENSE REDUCTION ANALYSTS (UK) LTD

COMPANY INFORMATION FOR THE YEAR ENDED 31 MARCH 2011

DIRECTORS:

R Allison
J C Allison
C Aston
G S McKinnon
W T J Owen
B J Shepherd

SECRETARY:

B J Shepherd

REGISTERED OFFICE:

3 Meridians House
Meridians Cross
7 Ocean Way
Southampton
Hampshire
SO14 3TJ

REGISTERED NUMBER:

3225310 (England and Wales)

ACCOUNTANTS:

Carter & Coley
3 Durrant Road
Bournemouth
Dorset
BH2 6NE

EXPENSE REDUCTION ANALYSTS (UK) LTD

ABBREVIATED BALANCE SHEET 31 MARCH 2011

	Notes	2011 £	2010 £
FIXED ASSETS			
Intangible assets	2	39,549	-
Tangible assets	3	133,604	66,589
Investments	4	87	91
		<u>173,240</u>	<u>66,680</u>
CURRENT ASSETS			
Debtors		405,888	531,836
Cash at bank and in hand		358,904	244,449
		<u>764,792</u>	<u>776,285</u>
CREDITORS			
Amounts falling due within one year	5	343,348	385,656
NET CURRENT ASSETS		<u>421,444</u>	<u>390,629</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>594,684</u>	<u>457,309</u>
CREDITORS			
Amounts falling due after more than one year	5	(42,858)	-
PROVISIONS FOR LIABILITIES		<u>(28,448)</u>	<u>(11,919)</u>
NET ASSETS		<u><u>523,378</u></u>	<u><u>445,390</u></u>

The notes form part of these abbreviated accounts

EXPENSE REDUCTION ANALYSTS (UK) LTD

ABBREVIATED BALANCE SHEET - continued 31 MARCH 2011

	Notes	2011 £	2010 £
CAPITAL AND RESERVES			
Called up share capital	6	100	100
Profit and loss account		523,278	445,290
SHAREHOLDERS' FUNDS		<u>523,378</u>	<u>445,390</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2011 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their 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 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 Board of Directors on 26 September 2011 and were signed on its behalf by



R Allison - Director

The notes form part of these abbreviated accounts

EXPENSE REDUCTION ANALYSTS (UK) LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011

1 ACCOUNTING POLICIES

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 the amounts earned in the period excluding Value Added Tax

Licence

The licence is written off in equal instalments over its primary period which expires in May 2013

Tangible fixed assets

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

Fixtures and fittings	- 25% on cost
Computer equipment	- at varying rates on cost

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

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
Additions	44,112
At 31 March 2011	44,112
AMORTISATION	
Charge for year	4,563
At 31 March 2011	4,563
NET BOOK VALUE	
At 31 March 2011	39,549

EXPENSE REDUCTION ANALYSTS (UK) LTD

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31 MARCH 2011

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2010	145,969
Additions	115,987
Disposals	(21,009)
	<u>240,947</u>
At 31 March 2011	
DEPRECIATION	
At 1 April 2010	79,380
Charge for year	48,972
Eliminated on disposal	(21,009)
	<u>107,343</u>
At 31 March 2011	
NET BOOK VALUE	
At 31 March 2011	<u>133,604</u>
At 31 March 2010	<u>66,589</u>

4 FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
At 1 April 2010	91
Additions	87
Disposals	(91)
	<u>87</u>
At 31 March 2011	
NET BOOK VALUE	
At 31 March 2011	<u>87</u>
At 31 March 2010	<u>91</u>

EXPENSE REDUCTION ANALYSTS (UK) LTD

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31 MARCH 2011

4 FIXED ASSET INVESTMENTS - continued

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

Associated Company

ERA Expense Reduction Analysts (Ireland) Limited

Country of incorporation Ireland

Nature of business Franchisor

Class of shares	% holding	2011 £
Ordinary	49 00	
Aggregate capital and reserves		23,456
Profit for the year		<u>12,153</u>

5 CREDITORS

Creditors include an amount of £62,778 for which security has been given

6 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid		Nominal value	2011	2010
Number	Class		£	£
100	Ordinary	£1	<u>100</u>	<u>100</u>

7 ULTIMATE PARENT COMPANY

The company's ultimate parent company is Jerauk Limited which is incorporated in England and Wales

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS
ON THE UNAUDITED FINANCIAL STATEMENTS OF
EXPENSE REDUCTION ANALYSTS (UK) LTD**

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to six) 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 Expense Reduction Analysts (UK) Ltd for the year ended 31 March 2011 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

This report is made solely to the Board of Directors of Expense Reduction Analysts (UK) Ltd, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Expense Reduction Analysts (UK) Ltd and state those matters that we have agreed to state to the Board of Directors of Expense Reduction Analysts (UK) Ltd, as a body, in this report in accordance with AAF 2/10 as detailed at 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 Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Expense Reduction Analysts (UK) Ltd 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 Expense Reduction Analysts (UK) Ltd. You consider that Expense Reduction Analysts (UK) Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Expense Reduction Analysts (UK) Ltd. 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.



Carter & Coley
3 Durrant Road
Bournemouth
Dorset
BH2 6NE

26 September 2011

This page does not form part of the abbreviated accounts