COMPANY REGISTRATION NUMBER 5612421

PURE BUSINESS LIMITED

UNAUDITED ABBREVIATED ACCOUNTS

31 MARCH 2011

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COMPANIES HOUSE

MERCER LEWIN LTD
Chartered Accountants
41 Cornmarket Street
Oxford
OX1 3HA

PURE BUSINESS LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

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PURE BUSINESS LIMITED

ABBREVIATED BALANCE SHEET

31 MARCH 2011

	Note	2011 £	2011 £	2010 £	2010 £
CURRENT ASSETS					
Debtors		1		-	
Cash at bank and in hand		11,219		5,568	
		11,220		5,568	
CREDITORS: Amounts falling due within one year		14,550		6,925	
NET CURRENT LIABILITIES			(3,330)		(1,357)
TOTAL ASSETS LESS CURRENT LIABILITIES			(3,330)		(1,357)
CAPITAL AND RESERVES					
Called-up equity share capital	2		1		1
Profit and loss account			(3,331)		(1,358)
DEFICIT			(3,330)		(1,357)

The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The director acknowledges his responsibility for

(i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved and signed by the director and authorised for issue on 18 July 2011

CG HOYER MILLAR
Director

Company Registration Number 5612421

PURE BUSINESS LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities

2. SHARE CAPITAL

Authorised share capital:

	2011 £	2010 £
1 Ordinary shares of £1 each	1	1

Allotted, called up and fully paid:

	2011 No	2011 £	2010 No	2010 £
1 Ordinary shares of £1 each	1	1	1	1

PURE BUSINESS LIMITED

ACCOUNTANTS' REPORT TO THE DIRECTOR OF PURE BUSINESS LIMITED

YEAR ENDED 31 MARCH 2011

In accordance with our terms of engagement, and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company which comprise the Balance Sheet and the related notes from the accounting records and information and explanations you have given to us

This report is made to the Company's Director, in accordance with the terms of our engagement Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Company's Director that we have done so, and state those matters that we have agreed to state to him in this report 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 Director, for our work or for this report

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements

You have acknowledged on the balance sheet as at 31 March 2011 your duty to ensure that the company has kept adequate accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006 You consider that the company is exempt from the statutory requirement for an audit for the year

We have not been instructed to carry out an audit of the financial statements 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 financial statements

MERCER LEWIN LTD
Chartered Accountants

41 Cornmarket Street
Oxford
OX1 3HA

21 July 2011