

Directors' Report year ended 30 June 2010

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of furthering the interests of the members and former members of the Equitable Life Assurance Society. On incorporation the company took over the assets and liabilities of the Equitable Members Action Group, an unincorporated association which then ceased its activities. The company has indemnified the former Committee of the unincorporated association for any costs or expenses which might arise for their former activities for the association.

Directors

The directors shown below have held office during the whole of the period from 1 July 2009 to the date of this report.

N J Bellord P N Braithwaite
C S Carnaghan A R K Henney
Mrs B McCann J A Newman
C D Slater

Other changes in directors holding office are as follows:

T W Lake - resigned 5 May 2010
L J Seymour - resigned 10 January 2010
P Weir - appointed 9 June 2010

Statement of directors' responsibilities

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- 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 adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

Statement as to disclosure of information to auditors

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Auditors

The auditors, Sole Associates Accountants Ltd, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Auditor's report

We have audited the financial statements of Equitable Members Action Group Limited for the year ended 30 June 2010 on pages five to eight. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities set out on page two, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 30 June 2010 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements and the Report of the Directors in accordance with the small companies regime.

Mr G Sole FCCA
(Senior Statutory Auditor)
for and on behalf of

Sole Associates Accountants Ltd
Statutory Auditor
Drake Suite, Globe House
Lavender Park Road
West Byfleet
Surrey KT14 6ND

Date: 08 / 11 / 2010

Chairman's statement

Dear EMAG member,

What the last year has proved is that concerted and organised protest from members of EMAG really does have an effect: and during the election the EMAG pledge got our cause firmly onto the political agenda. It led to Equitable compensation being in the coalition agreement. Then the hard work during the summer increased the offer proposed from £340m to the current £1.5bn. This could not have been achieved without the hard work of all who have been involved with EMAG's regional campaign - thank you.



John Newman,
Chairman of EMAG

I also must thank, on your behalf, my fellow directors who have laboured very hard this last 18 months; Paul Braithwaite has been indefatigable, Paul Weir has joined the Board as Communications Director and ably managed and assisted in our media campaign. However I would like to thank particularly Colin Slater who has been our "numbers man" from the outset - 10 years hard grind. He has taken the decision to retire at the AGM. We will miss greatly his professionalism, attentiveness, good humour and wise counsel. Truly I do not think we would have achieved nearly as much without his work. I'd also like to thank Equitable Life's new chief executive Chris Wiscarson and his board for their assistance in 2010, which represented a very welcomed rapprochement and a new spirit of co-operation.

This year we will hold the AGM in Birmingham on the afternoon of 26 January and I hope to have the opportunity to meet you. We will carry out the normal, formal part of the meeting to record Board changes (there are some additions too) and the accounts. We will also have a session for questions - please do not be shy to ask me and my colleagues on the Board any questions you like. Advance notice would help though! Whilst the accounts show a healthy financial position at 30 June 2010, since then we have spent very heavily on campaigning and lobbying regionally and nationally. This will continue and now we are in the process of taking the necessary legal action to seek to improve the Government's offer. So please renew your subscription so that we can continue and make sure we increase the offer and make it fairer.

But I would ask you to reflect on the position of those of us who have, through no fault of their own, still been denied the pension and savings they worked and saved for because of the whole Equitable debacle. I am very pleased that after over 10 years of campaigning some really will receive recompense and to that extent EMAG has won. We know that nothing would ever have been paid without EMAG's persistence and your support.

However others, such as, the pre-1992 With Profits Annuitants, late joiners and most other policyholders will be cruelly and unfairly denied just compensation by this Government - they will be consigned metaphorically to the workhouse. I ask you therefore to continue to meet or write to your MP and nag them in every way possible. The message I suggest is one familiar to us all at Christmas and is what Oliver Twist said in the workhouse: "PLEASE SIR, I WANT SOME MORE !"

I wish you all a more prosperous and healthy New Year.

Yours sincerely,

John Newman

John Newman
Chairman of EMAG Limited
john@thornfordhouse.org.uk

Equitable Members Action Group Limited

COMPANY LIMITED BY GUARANTEE

Audited Financial Statements for the year ended 30 June 2010 for Equitable Members Action Group Limited

Contents	Page
Company Information	1
Report of the Directors	5
Report of the Independent Auditors	2
Notes to the Financial Statements	3
Balance Sheet	4
Chairman's statement	6

Company Information

DIRECTORS:

N J Bellord
P N Braithwaite
C S Carnaghan
A R K Henney
Mrs B McCann
J A Newman
C D Slater
P Weir

SECRETARY:

P N Braithwaite

REGISTERED OFFICE:

27 New Dover Road,
Canterbury, Kent,
Surrey CT1 3DN

REGISTERED NUMBER: 05471535

SENIOR STATUTORY AUDITOR:

Mr G Sole FCCA

AUDITORS:

Sole Associates
Accountants Ltd
Statutory Auditor
Drake Suite, Globe House
Lavender Park Road
West Byfleet,
Surrey KT14 6ND

Equitable Members Action Group Ltd

Profit and Loss Account for the Year Ended 30 June 2010			
		30/6/10	30/6/09
	Notes	£	£
TURNOVER		1,105,401	884,273
Administrative expenses		1,002,179	741,759
		103,222	142,514
Other operating income		270,000	-
OPERATING PROFIT	2	373,222	142,514
Interest receivable and similar income		16	1,334
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		373,238	143,848
Tax on profit on ordinary activities	3	20	280
PROFIT FOR THE FINANCIAL YEAR AFTER TAXATION		373,218	143,568

Balance Sheet 30 June 2010

		30/6/10	30/6/09
	Notes	£	£
CURRENT ASSETS			
Debtors	4	-	2,093
Cash at bank		759,303	401,009
		759,303	403,102
CREDITORS			
Amounts falling due within one year	5	56,844	73,861
NET CURRENT ASSETS		702,459	329,241
TOTAL ASSETS LESS CURRENT LIABILITIES		702,459	329,241
RESERVES			
Profit and loss account	6	702,459	329,241
		702,459	329,241

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Directors on 26/10/10 and were signed on its behalf by:

P. N. Braithwaite

P N Braithwaite - Director

Equitable Members Action Group Ltd

Profit and Loss Account for the Year Ended 30 June 2010

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 The turnover shown in the profit and loss account represents receipts from members as contributions towards the activities of the company.

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

2. OPERATING PROFIT The operating profit is stated after charging:			
		30/6/10	30/6/09
		£	£
Auditors' remuneration		5,363	2,886
Directors' remuneration and other benefits etc		-	-

3. TAXATION

Analysis of the tax charge			
		30/6/10	30/6/09
		£	£
The tax charge on the profit on ordinary activities for the year was as follows:			
Current tax:			
UK corporation tax		20	280
Tax on profit on ordinary activities		20	280

4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
		30/6/10	30/6/09
		£	£
Other debtors		-	2,093

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
		30/6/10	30/6/09
		£	£
Trade creditors		35,344	66,751
Taxation and social security		-	1,765
Other creditors		21,500	5,345
		56,844	73,861

6. RESERVES			
		Profit and loss account £	
		30/6/10	30/6/09
At 1 July 2009		329,241	
Profit for the year		373,218	
At 30 June 2010		702,459	

7. RELATED PARTY DISCLOSURES

The company was under the control of the directors throughout the current and previous years.

During the year ended 30 June 2010, the following transactions with individuals and firms connected with the directors took place:

Leisure Advertising Limited, a company incorporated in England and controlled by Mr P N Braithwaite, received £52,662 (2009 - £45,521) for professional services and reimbursed expenses.

Burgess Hodgson, Chartered Accountants, a firm in which Mr C D Slater is a partner, received £131,549 (2009 - £115,808) for professional services and reimbursed expenses.

EEE Limited, a company incorporated in England and controlled by Mr A R K Henney, received £483 (2009 - £2,400) for professional expenses and reimbursed expenses.

Mr N J Bellord received £4,030 (2009 - £7,310) for professional services and reimbursed expenses.

Mr P Weir received £4,044 for professional services and reimbursed expenses after his appointment as director on 9 June 2010.

8. COMPANY LIMITED BY GUARANTEE

The company is limited by guarantee and each member undertakes to contribute a sum not exceeding £1 under certain circumstances as set out in clause 5 of the Memorandum of Association.

Equitable Members Action Group Ltd



DETAILS OF INCOME & EXPENDITURE					
		Year to 30 June 2010		Year to 30 June 2009	
		£	£	£	£
INCOME					
Subscriptions		955,401		574,206	
Contribution from Equitable Life		150,000		0	
Contributions to Fighting Fund		0		310,067	
Bank Interest received		16		1,334	
		1,105,417		885,607	
EXPENDITURE					
Mailing Costs & Postage, including 1 mailing to 350,000 (approx) addresses		212,668		279,300	
Professional Fees					
Political Consultants - Bell Pottinger		34,301		44,948	
Solicitors - Bindman & Partners (inc. Counsel)				5,451	
Actuarial - Steve Dixon Associates				0	
Public Relations & Regional Groups - Paul Weir		45,441		32,675	
Auditor - Turner Hampton / Sole Associates		5,363		2,886	
Judicial Review					
Bindman & Partners (inc. Counsel)		285,477		133,076	
Burgess Hodgson		26,006		6,744	
Steve Dixon Associates		9,102		6,912	
Recovered		(270,000)	50,585	-	156,732
Regional Organisation Expenses			191,931		49,715
Other Costs			10,214		13,499
Individuals & Firms connected with the Directors					
Leisure Advertising Limited – Paul Braithwaite Services of General Secretary			52,662		45,521
Burgess Hodgson, Chartered Accountants - Colin Slater					
PO2 Report - Including Representations to Sir John Chadwick, briefings for MPs and liaison with Equitable Life and others		47,187		39,676	
Compensation Reports & Calculations		16,206		16,865	
Major Mail-shot Projects		37,462		32,184	
Management of EMAG Database and processing contributions		18,428		10,126	
Other		5,217	124,501	2,470	101,321
Alex Henney - Aspects of PO's Report /Chadwick			483		2,400
Nicholas Bellord - Aspects of PO's Report /Chadwick			4,030		7,311
Expenditure		732,179		741,759	
Surplus/(Deficit) for the Period		373,238		143,848	
Taxation		20		280	
Surplus/(Deficit) for the Period - after Tax		373,218		143,568	