

**REQUIREMENTS IMPOSED BY THE OFFICE OF FAIR TRADING
(‘OFT’) PURSUANT TO SECTION 33A AND 33D(4) OF THE
CONSUMER CREDIT ACT 1974 (‘the Act’)**

REQUIREMENTS RELATING TO:

Reset Finance Ltd (Consumer Credit Licence. Number 618139)' registered office address: Athene House, 86 The Broadway, London, NW7 3TD

For the purpose of these requirements, "Reset" shall include any trading name used by Reset Finance Limited or any group company of which it is an associate as defined by section 184 of the Act and which is active in the United Kingdom

THE OFT REQUIRES AS FOLLOWS:

That as of 9 February 2010

Reset Finance Limited will not continue or repeat publication or cause to be published, devise or procure any credit advertisements that do not comply fully with all the requirements of the Consumer Credit (Advertisements) Regulations 2004 (the Regulations) as required by Regulation 2 of the Regulations.

Specifically Reset Finance Limited shall:

1) include in any of its web credit advertisements the Typical Annual Percentage Rate (Typical APR) where the advertisements contains a trigger(s) in fulfilment of Regulation 8 of the Regulations which requires the inclusion of the Typical APR where:

a) an interest rate or other rate of charge is included as required by Regulation 8(1)(a) of the Regulations.

b) there is an indication in any way (including by means of a name given to the business or of an address used by the business for the purpose of electronic communication) that:

- i. credit is available to persons who might otherwise consider their access to credit restricted as required by Regulation 8(1)(c)(i) of the Regulations.

ii. any of the terms on which credit is available is more favourable (either in relation to a limited period or generally) than corresponding terms applied in any other case or by any other creditor. The use of expressions such as 'Cheap UK Loans' or 'cheap online rates available' are examples. This will be in accordance to Regulation 8(1)(c)(ii) of the Regulations.

c) the advertisement includes any incentive to apply for credit or to enter into an agreement under which credit is provided. For instance, use of statements such as "Instant decision credit cards 0%", "Same day money", "Quick pay day loan online", "Approved in 1 minute", "Instant decision loans", "Find the cheapest loans". This will be in accordance with Regulation 8(1)(d) of the Regulations.

2) specify on all of its websites that security is or may be required and specify the nature of the security where secured loans are advertised as required by Regulations 7(1)(a) and (b) of the Regulations.

3) include in its credit advertisements a security warning with the appropriate prominence where the security compromises or may compromise a mortgage or charge on the debtor's home in accordance with Regulation 7(2)(a) of the Regulations.

4) give the typical APR, in credit advertisements, greater prominence than any of the items listed in schedule 2 to the Regulations as required by Regulation 8(5)(c)(ii) of the Regulation

ANY FAILURE TO COMPLY WITH THE ABOVE REQUIREMENTS WILL RENDER RESET FINANCE LIMITED LIABLE TO FURTHER FORMAL ACTION BY THE OFT. THIS COULD INCLUDE THE IMPOSITION OF FINANCIAL PENALTIES PURSUANT TO SECTION 39A OF THE ACT AND/OR THE REVOCATION OF RESET FINANCE LIMITED'S CONSUMER CREDIT LICENCE PURSUANT TO SECTION 32 OF THE ACT.

Signed

R. Watson

Ray Watson – Director of Consumer Credit

Authorised signatory on behalf of OFT

Date

9th February 2010