
FINAL NOTICE

To: **Nineveh Advisory Limited**

Address: **55 Ashworth Mansions
Grantully Road
London
W9 1LW**

FRN: **535403**

Dated: **13 January 2015**

ACTION

1. For the reasons set out in this Final Notice, the Authority hereby takes the following action against Nineveh Advisory Limited ("Nineveh").
2. The Authority gave Nineveh a Decision Notice on 28 November 2014 ("the Decision Notice") which notified Nineveh that for the reasons given below and pursuant to section 55J of the Act, the Authority has decided to cancel the permission granted to Nineveh under the Act ("Nineveh's permission").
3. Nineveh has not referred the matter to the Tribunal within 28 days of the date on which the Decision Notice was given to it.
4. Accordingly, the Authority has today cancelled Nineveh's permission.

DEFINITIONS

5. The definitions below are used in this Final Notice:
 - "the Act" means the Financial Services and Markets Act 2000;
 - "the Authority" means the Financial Conduct Authority;
 - "the Tribunal" means the Upper Tribunal (Tax and Chancery Chamber).

REASONS FOR THE ACTION

6. On the basis of the facts and matters and conclusions described in the Warning Notice dated 5 November 2014 ("the Warning Notice"), and in the Decision Notice, the Authority has concluded that Nineveh is failing to satisfy the suitability Threshold Condition, with respect to its business being managed in such a way as to ensure that its affairs will be conducted in a sound and prudent manner.
7. This is because Nineveh has failed to comply with its regulatory requirement to submit various regulatory returns, specifically the FSA029 return (Balance Sheet), the FSA030 return (Income Statement), and the FSA033 return (Capital Adequacy) for the periods ended: 31 January 2014 (which were due to be submitted by 28 February 2014); 30 April 2014 (which were due to be submitted by 30 May 2014); and 31 July 2014 (which were due to be submitted by 29 August 2014). Nineveh has not been open and co-operative in all its dealings with the Authority, in breach of Principle 11 (Relations with regulators) of the Authority's Principles for Businesses, in that Nineveh has not demonstrated that it is ready, willing and organised to comply with the requirements and standards under the regulatory system.

DECISION MAKER

8. The decision which gave rise to the obligation to give this Final Notice was made by the Regulatory Decisions Committee.

IMPORTANT

9. This Final Notice is given to Nineveh in accordance with section 390(1) of the Act.

Publicity

10. The Authority must publish such information about the matter to which this Final Notice relates as the Authority considers appropriate. The information may be published in such manner as the Authority considers appropriate. However, the Authority may not publish information if such publication would, in the opinion of the Authority, be unfair to Nineveh or prejudicial to the interests of consumers.
11. The Authority intends to publish such information about the matter to which this Final Notice relates as it considers appropriate.

Contact

12. For more information concerning this matter generally, Nineveh should contact Rashmeet Panesar at the Authority (direct line: 0207 066 3750).

John Kirby
Enforcement and Market Oversight Division