

REGISTERED NUMBER: 02725173 (England and Wales)

Report of the Directors and
Financial Statements for the Year Ended 31 December 2014
for
British Market Research Bureau Limited

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for the Year Ended 31 December 2014

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British Market Research Bureau Limited

Company Information
for the Year Ended 31 December 2014

DIRECTORS:

A J Brown
M A Wild

SECRETARY:

Kantar Media UK Ltd

REGISTERED OFFICE:

Ealing Gateway
26-30 Uxbridge Road
Ealing
London
W5 2AU

REGISTERED NUMBER:

02725173 (England and Wales)

British Market Research Bureau Limited

Report of the Directors
for the Year Ended 31 December 2014

The directors present their report with the financial statements of the company for the year ended 31 December 2014.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2014 to the date of this report.

A J Brown
M A Wild

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

A handwritten signature in black ink, appearing to read 'M A Wild', with a small dot at the end.

MA Wild for and on behalf of
Kantar Media UK Ltd - Secretary

2 April 2015

British Market Research Bureau Limited

Balance Sheet

31 December 2014

	Notes	31.12.14 £	31.12.13 £
CURRENT ASSETS			
Amount due from immediate holding company		<u>2</u>	<u>2</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>2</u>	<u>2</u>
CAPITAL AND RESERVES			
Capital up share capital	2	<u>2</u>	<u>2</u>
SHAREHOLDERS' FUNDS		<u>2</u>	<u>2</u>

The company is entitled to exemption from audit under Section 480 of the Companies Act 2006 for the year ended 31 December 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2014 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 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 2 April 2015 and were signed on its behalf by:



M A Wild - Director

Profit and Loss Account

for the Year Ended 31 December 2014

During the financial year and the preceding financial year the company has not traded and has received no income and incurred no expenditure. Consequently, during those periods the company has made neither a profit nor a loss.

Notes to the Financial Statements
for the Year Ended 31 December 2014

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).

The company trades as an agent of Kantar Media UK Ltd, which has agreed to reimburse to the company the cost of carrying on business as its agent and to indemnify the company against all claims made against the company arising out of the proper and due performance of its duties in return for receiving all the revenues of the company. Consequently, the company made neither a profit nor a loss during the year. The directors did not receive any emoluments in respect of their services to the company.

2. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.14 £	31.12.13 £
2	Ordinary	£1	<u>2</u>	<u>2</u>

3. **ULTIMATE PARENT COMPANY AND CONTROLLING PARTY**

The ultimate parent company and ultimate controlling party is WPP Plc, a company incorporated in Jersey. The immediate parent company is Kantar Media UK Ltd, incorporated in Great Britain.

At the year end the parent undertaking of the largest group of undertakings for which group financial statements are drawn up and of which the company is a member is WPP Plc, registered in Jersey. The parent undertaking of the smallest such group is Lexington International BV, registered in Netherlands.

Copies of the financial statements of WPP Plc are available at www.wppinvestor.com. Copies of the financial statements of Lexington International BV can be obtained from 27 Farm Street, London, W1J 5RJ, UK.