

British Market Research Bureau Limited

Financial Statements

for the year ended 31 December 2008

Company Number: 02725173

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**British Market Research Bureau Limited**

**Company Information**

<b>Directors</b>	AJ Brown MA Wild (appointed 12 February 2009)
<b>Secretary</b>	BMRB Ltd
<b>Company Number</b>	02725173
<b>Registered Office</b>	Ealing Gateway 26-30 Uxbridge Road Ealing London W5 2BP

**British Market Research Bureau Limited**

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**British Market Research Bureau Limited**

**Directors' Report  
for the year ended 31 December 2008**

The directors present their report and the accounts for the year ended 31 December 2008.

**Principal Activity**

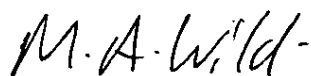
The company is dormant and has not traded during the year or subsequent to the year end.

**Directors**

The directors who served in the company during the year are as stated below:

AJ Brown  
AR Payne

This report was approved by the Board on 26 August 2009 and signed on its behalf.



MA Wild  
For and on behalf of  
BMRB Ltd  
**Secretary**

British Market Research Bureau Limited

Balance Sheet  
as at 31 December 2008

		2008	2007
Notes	£	£	£
<b>Current Assets</b>			
Amount due from immediate holding company		2	2
		<u>2</u>	<u>2</u>
		<u>2</u>	<u>2</u>
<b>Capital and Reserves</b>			
Called up share capital	2	2	2
		<u>2</u>	<u>2</u>
<b>Shareholders' Funds</b>		<u>2</u>	<u>2</u>

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of Section 249AA(1) of the Companies Act 1985. No notice requiring an audit for the year ended 31 December 2008 has been deposited under Section 249B(2) of the Companies Act 1985.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and for preparing accounts 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 for the year then ended in accordance with the requirements of Section 226, and which otherwise comply with the requirements of the Act relating to the accounts so far as applicable to the company.

The financial statements were approved by the Board on 26 August 2009 and signed on its behalf.

*M.A. Wild.*

MA Wild  
Director

The notes on page 3 form an integral part of these financial statements.

**British Market Research Bureau Limited**

**Notes to the Financial Statements  
for the year ended 31 December 2008**

**1. Accounting Policies**

The financial statements are prepared under the historical cost convention.

The company trades as an agent of BMRB Ltd, its immediate holding company, 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 profit nor loss during the year. The directors did not receive any emoluments in respect of their services to the company.

**2. Share capital**

	2008 £	2007 £
<b>Authorised equity</b>		
2 Ordinary shares of £1 each	2	2
	<u>2</u>	<u>2</u>
<b>Allotted, called up and fully paid equity</b>		
2 Ordinary shares of £1 each	2	2
	<u>2</u>	<u>2</u>

**3. Parent undertaking**

The ultimate holding company is WPP Group Plc, a company incorporated in Great Britain. The immediate holding company is BMRB Ltd, incorporated in Great Britain.