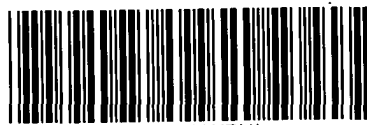


REGISTERED NUMBER: 02725173 (England and Wales)

Report of the Directors and  
Financial Statements for the Year Ended 31 December 2016  
for  
British Market Research Bureau Limited

TUESDAY



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COMPANIES HOUSE

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for the Year Ended 31 December 2016

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British Market Research Bureau Limited

Company Information  
for the Year Ended 31 December 2016

**DIRECTORS:**

A J Brown  
G H R Richardson

**SECRETARY:**

Kantar Media UK Ltd

**REGISTERED OFFICE:**

222 Gray's Inn Road  
London  
WC1X 8HB

**REGISTERED NUMBER:**

02725173 (England and Wales)

Report of the Directors  
for the Year Ended 31 December 2016

The directors present their report with the financial statements of the company for the year ended 31 December 2016.

**DIRECTORS**

A J Brown has held office during the whole of the period from 1 January 2016 to the date of this report.

Other changes in directors holding office are as follows:

G H R Richardson was appointed as a director after 31 December 2016 but prior to the date of this report.

M A Wild ceased to be a director after 31 December 2016 but prior to the date of this report.

This report has been prepared in accordance with the 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 be 'GHR Richardson', written over a horizontal line.

G H R Richardson for and on behalf of  
**Kantar Media UK Ltd - Secretary**

14 July 2017

British Market Research Bureau Limited

Balance Sheet

31 December 2016

	Notes	31.12.16 £	31.12.15 £
<b>CURRENT ASSETS</b>			
Amount due from immediate holding company		<u>2</u>	<u>2</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>2</u>	<u>2</u>
<b>CAPITAL AND RESERVES</b>			
Capital up share capital	3	<u>2</u>	<u>2</u>
<b>SHAREHOLDERS' FUNDS</b>		<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 2016.

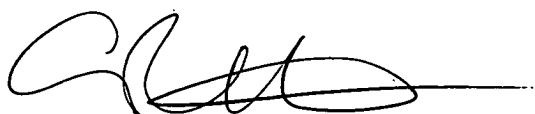
The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2016 in accordance with Section 476 of the Companies Act 2006.

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 provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 14 July 2017 and were signed on its behalf by:



**G H R Richardson - Director**

Income Statement

for the Year Ended 31 December 2016

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 surplus nor a deficit.

**1. STATUTORY INFORMATION**

British Market Research Bureau Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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 surplus nor a deficit during the year. The directors did not receive any emoluments in respect of their services to the company.

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.16 £	31.12.15 £
2	Ordinary	£1	<u>2</u>	<u>2</u>

**4. 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 England and Wales.

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 WPP Jubilee Limited, registered in England and Wales.

Copies of the financial statements of WPP Plc are available at [www.wppinvestor.com](http://www.wppinvestor.com). Copies of the financial statements of WPP Jubilee Limited can be obtained from 27 Farm Street, London, W1J 5RJ, UK.