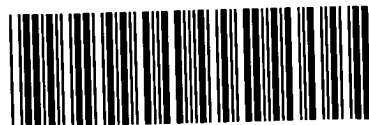


Company Registration No. 00489560

United Shopper Marketing Limited

**Annual report and unaudited financial statements
for the year ended 30 April 2019**

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United Shopper Marketing Limited

Annual report and unaudited financial statements for the year ended 30 April 2019

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United Shopper Marketing Limited

Annual report and unaudited financial statements for the year ended 30 April 2019

Officers

Directors

W B Hicks

Z W Stone

Company Secretary

Z W Stone

Registered Office

350 Euston Road

London

NW1 3AX

United Kingdom

Registered Number

00489560

United Shopper Marketing Limited

Directors' report

The Directors present their annual report together with the unaudited financial statements for the year ended 30 April 2019.

Business Review

The Company has been dormant as defined in section 1169 of the Companies Act 2006 throughout the year and preceding financial year. It is anticipated that the Company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the Company.

Directors

The Directors who held office during the financial year and to the date of signing, except as noted, were as follows:

W B Hicks

A Steele (resigned 31 October 2018)

Z W Stone (appointed 31 October 2018)

Signed on behalf of the Board of Directors:



Z W Stone

Director

21 October 2019

United Shopper Marketing Limited

Balance sheet

Company Registration No. 00489560

	Note	2019 £	2018 £
Current assets			
Debtors: amounts falling due within one year	4	931,874	931,874
Net current assets		931,874	931,874
Net assets		931,874	931,874
Capital and reserves			
Called-up share capital	5	100	100
Profit and loss account	6	931,774	931,774
Shareholders' funds		931,874	931,874

United Shopper Marketing Limited (registered number 00489560) did not trade during the current or preceding year and has made neither profit nor loss, nor any other items of comprehensive income or expense. United Shopper Marketing Limited is a dormant company, as defined by the Companies Act 2006, and has therefore elected to retain its accounting policies for reported assets, liabilities and equity at the date of transition to FRS 102 until there is any change to those balances or the Company undertakes any new transactions, in accordance with the transition provisions in paragraph 35.10 in FRS 102.

For the year ended 30 April 2019, the Company was entitled to exemption from an audit under section 480 of the Companies Act 2006 relating to dormant companies.

The members have not required the Company to obtain an audit of its financial statements for the year in question in accordance with section 476.

The Directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These unaudited financial statements were approved and authorised for issue by the Board of Directors on 21 October 2019.

Signed on behalf of the Board of Directors:



Z W Stone
Director

The accompanying notes are an integral part of these unaudited financial statements.

United Shopper Marketing Limited

Notes to the unaudited financial statements for the year ended 30 April 2019

1. Accounting policies

Basis of preparation

These unaudited financial statements have been prepared consistently under the historical cost convention and in accordance with United Kingdom law and applicable United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland' ("FRS 102") and the Companies Act 2006.

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated. The Company has adopted FRS 102 in these financial statements and has taken advantage of the option in FRS 102 35.10(m) to elect to retain its accounting policies for reported assets, liabilities and equity at the date of transition to FRS 102 until there is any change to those balances or the Company undertakes any new transactions.

The Company is a private company limited by shares and is registered in England and Wales. The address of the Company's registered office is shown on page 2. The Company is dormant.

2. Profit and loss

No profit and loss is presented with these unaudited financial statements because the Company has not received income, incurred expenditure or recognised any other items of comprehensive income or expense during the current or preceding financial year and therefore no statement of changes in equity has been included.

3. Information regarding Directors and employees

The Directors are remunerated by other Group companies and no specific recharge is made in respect of their services to this Company in the current or preceding year.

The Company had no employees during the current and preceding year.

4. Debtors

	2019 £	2018 £
Amounts falling due within one year:		
Amounts owed by Group undertakings	931,874	931,874

5. Called-up share capital

	2019 £	2018 £
Allotted, called-up and fully paid		
100 ordinary shares of £1 each	100	100

6. Reserves

	Profit & loss account £	Total £
At 1 May 2018 and 30 April 2019	931,774	931,774

United Shopper Marketing Limited

Notes to the unaudited financial statements for the year ended 30 April 2019 (continued)

7. Related party transactions

Under FRS 102, the Company is exempt from the requirement to disclose related party transactions with DS Smith Plc and its associated undertakings on the grounds that it is a wholly owned subsidiary undertaking of DS Smith Plc.

8. Ultimate parent undertaking and controlling party

The Company's immediate parent company is DS Smith Holdings Limited, a company incorporated in the United Kingdom.

The ultimate parent company and the ultimate controlling party is DS Smith Plc, a company incorporated in the United Kingdom.

DS Smith Plc represents both the largest and smallest group of undertakings for which Group financial statements are prepared and of which the Company is a member. Copies of the Group financial statements are available from the Company Secretary of DS Smith Plc at 350 Euston Road, London, NW1 3AX.

The Company does not have any subsidiary undertakings.