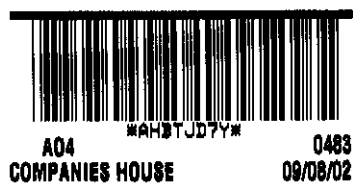


Mass-Observation Limited
Abbreviated Financial Statements
for the year ended 31 December 2001

Company Number: 991583



LAM & CO
Chartered Accountants
94 Orchard Gate
Greenford
Middlesex UB6 0QP

Mass-Observation Limited

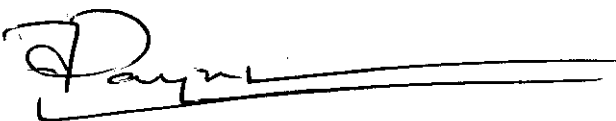
Abbreviated Balance Sheet
as at 31 December 2001

	Notes	2001 £	2000 £
Current Assets			
Amount due from immediate holding company		30,000	30,000
		<u>30,000</u>	<u>30,000</u>
Capital and Reserves			
Called up share capital	2	20,000	20,000
Capital redemption reserve fund		10,000	10,000
		<u>30,000</u>	<u>30,000</u>
Shareholders' Funds		<u>30,000</u>	<u>30,000</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 2001 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 abbreviated accounts which have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 applicable to small companies were approved by the Board on 19 July 2002 and signed on its behalf.



AR Payne
Director

The notes on page 2 form an integral part of these financial statements.

Mass-Observation Limited

Notes to the Abbreviated Financial Statements
for the year ended 31 December 2001

1. Accounting Policies

The financial statements are prepared under the historical cost convention.

2. Share capital

	2001	2000
	£	£
Authorised equity		
20,000 Ordinary shares of £1 each	20,000	20,000
	<u> </u>	<u> </u>
Allotted, called up and fully paid equity		
20,000 Ordinary shares of £1 each	20,000	20,000
	<u> </u>	<u> </u>

3. Ultimate parent undertaking

The ultimate holding company of this company is WPP Group Plc, which is incorporated in England. The immediate holding company is BMRB International Limited, incorporated in England.