

Mass-Observation Limited  
Financial Statements  
for the year ended 31 December 2004

Company Number: 991583

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



**Mass-Observation Limited**

**Company Information**

<b>Directors</b>	AJ Brown AR Payne
<b>Secretary</b>	BMRB Ltd
<b>Company Number</b>	991583
<b>Accountants</b>	Lam & Co 94 Orchard Gate Greenford Middlesex UB6 0QP

Mass-Observation Limited

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**Mass-Observation Limited**

**Directors' Report  
for the year ended 31 December 2004**

The directors present their report and the accounts for the year ended 31 December 2004.

**Principal Activity**

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

**Directors and their interest**

The directors who served during the year and who did not have any interests in the company are as stated below:

AJ Brown  
AR Payne

This report was approved by the Board on 13 October 2005 and signed on its behalf.

A handwritten signature in black ink, appearing to read 'AR Payne', with a long horizontal line extending to the right.

AR Payne  
For and on behalf of  
BMRB Ltd  
**Secretary**

Mass-Observation Limited

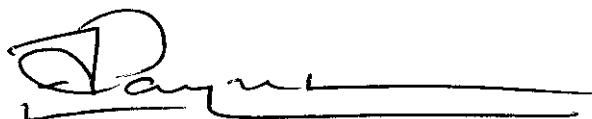
Balance Sheet  
as at 31 December 2004

	Notes	£	2004 £	£	2003 £
<b>Current Assets</b>					
Amount due from immediate holding company			30,000		30,000
			<u>30,000</u>		<u>30,000</u>
<b>Capital and Reserves</b>					
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>
<b>Shareholders' Funds</b>			<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 2004 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 13 October 2005 and signed on its behalf.



AR Payne  
Director

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

Mass-Observation Limited

Notes to the Financial Statements  
for the year ended 31 December 2004

1. Accounting Policies

The financial statements are prepared under the historical cost convention.

2. Share capital

	2004	2003
	£	£
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. Parent undertaking

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