

Company Registration No. 1493407 (England and Wales)

IPSOS INSIGHT LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2010

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IPSOS INSIGHT LIMITED
COMPANY INFORMATION

Directors

Richard Silman
D K Holliss

Company number

1493407

Registered office

Kings House,
Kymberley Road
Harrow
Middlesex
HA1 1PT

IPSOS INSIGHT LIMITED CONTENTS

	Page
Directors' Report	1
Profit and loss account	2
Balance sheet	3
Notes to the financial statements	4 - 5

**IPSOS INSIGHT LIMITED
DIRECTORS' REPORT**

FOR THE YEAR ENDED 31 DECEMBER 2010

The directors present their report and financial statements for Ipsos Insight Limited ('the Company') for the year ended 31 December 2010

Principal activities and review of the business

The principal activity of the Company was market research consulting. On 1 January 2009, the Company transferred its trade to Ipsos Mori UK Limited (formerly Ipsos UK Limited) and therefore ceased to trade. Although the operations have been transferred there is no immediate plan to liquidate the company.

The company has not traded during the year and has remained dormant.

Directors

The directors who served during the year were

Richard Silman
D K Holliss

Directors' interests

There are no director's interests requiring disclosure under the Companies Act 2006.

By order of the board



D K Holliss
Director
29 June 2011

IPSOS INSIGHT LIMITED
PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2010

	Notes	2010 £	2009 £
Operating profit	-	-	-
Tax on profit on ordinary activities	2	-	369
Profit for the financial year	5	-	369

There are no recognised gains and losses other than those passing through the profit and loss account

There is no difference between the profit on ordinary activities before taxation and the retained profit for the years stated above and their historical cost equivalents

The notes on pages 4 to 5 form an integral part of these financial statements

IPSOS INSIGHT LIMITED
Company Registration Number 1493407 (England and Wales)

BALANCE SHEET
AS AT 31 DECEMBER 2010

	Notes	2010 £	£	2009 £	£
Current assets					
Debtors	3	1,633,193		1,633,193	
			1,633,193		1,633,193
Net assets			1,633,193		1,633,193
Capital and reserves					
Called up share capital	4	30,000		30,000	
Profit and loss account	5	1,603,193		1,603,193	
Total shareholders' funds	6	1,633,193		1,633,193	

In preparing these financial statements

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 477 of the Companies Act 2006,
- (b) No notice has been deposited under Section 476 of the Companies Act 2006, and
- (c) The directors acknowledge their responsibilities for
 - (i) ensuring that the company keeps accounting records which comply with Section 386 of the Companies Act 2006, and
 - (ii) 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 and loss for the financial year in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Act relating to accounts, so far as applicable to the company

Approved by the Board and authorised for issue on 29 June 2011



D K Holliss
Director

The notes on pages 3 to 4 form an integral part of these financial statements

IPSOS INSIGHT LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2010

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention, and in accordance with the Companies Act 2006 and applicable accounting standards

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently

A summary of the significant accounting policies which have been applied is set out below

1.3 Related party transactions

The Company has taken advantage of the exemption in Financial Reporting Standard Number 8 from the requirement to disclose transactions with group companies on the grounds that consolidated financial statements are prepared by the ultimate parent company

2 Taxation	2010	2009
	£	£
Current tax		
Adjustment to previous periods	-	(369)
Current tax (credit)	-	(369)
Current tax		
Adjustments to previous periods	-	(369)
Current tax (credit)	-	(369)
3 Debtors	2010	2009
	£	£
Amounts owed by group undertakings	1,633,193	1,633,193
	1,633,193	1,633,193

Amounts owed by group undertakings are unsecured, interest free, have no fixed date of repayment and are repayable on demand

IPSOS INSIGHT LIMITED
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2010

4	Called up share capital	2010	2009
		£	£
	Authorised		
	500 Ordinary shares of &1 each	50,000	50,000
		50,000	50,000
	Allotted and fully paid		
	30,000 Ordinary shares of £1 each	30,000	30,000
		30,000	30,000
5	Statement of movement on profit and loss account	2010	2009
		£	£
	Balance at 1 January	1,603,193	1,602,824
	Profit for the year	-	369
	Balance at 31 December	1,603,193	1,603,193
6	Reconciliation of movement in shareholders' funds	2009	2008
		£	£
	Opening shareholders' funds	1,633,193	1,632,824
	Profit for the financial year	-	369
	Closing shareholders' funds	1,633,193	1,633,193

7 Ultimate parent undertaking

The Company's immediate parent is Ipsos Mori UK Limited (formerly Ipsos UK Limited), which is incorporated in England and Wales

The ultimate parent undertaking is Ipsos SA, a company incorporated in France. The group financial statements are available from Ipsos SA, rue du Val de Marne, Paris 75013, France