

Company Registration No. 1493407 (England and Wales)

IPSOS INSIGHT LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2012

WEDNESDAY



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COMPANIES HOUSE

IPSOS INSIGHT LIMITED
COMPANY INFORMATION

Directors

Richard Silman
D K Holliss

Company number

1493407

Registered office

79-81 Borough Road
London
SE1 1FY

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**IPSOS INSIGHT LIMITED
DIRECTORS' REPORT**

FOR THE YEAR ENDED 31 DECEMBER 2012

The directors present their report and financial statements for Ipsos Insight Limited ('the Company') for the year ended 31 December 2012

Following the transfer of the Company's business to Ipsos MORI UK Limited on 1st January 2009 the company ceased to trade

Directors

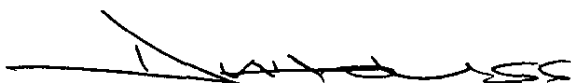
The directors who served during the year were

R S P Silman
D K Holliss

Directors' interests

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

By order of the board

A handwritten signature in black ink, appearing to read 'D K Holliss', written over a horizontal line.

D K Holliss
Director

IPSOS INSIGHT LIMITED

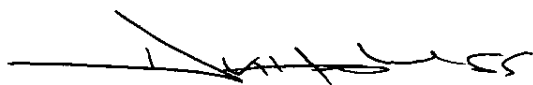
Company Registration Number 1493407 (England and Wales)

BALANCE SHEET**AS AT 31 DECEMBER 2012**

| | Notes | 2012 | 2011 |
|----------------------------------|-------|-----------|-----------|
| | | £ | £ |
| Current assets | | | |
| Debtors | 2 | 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 | 3 | 30,000 | 30,000 |
| Profit and loss account | | 1,603,193 | 1,603,193 |
| Total shareholders' funds | | 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 19th June 2013D K Holliss
Director

IPSOS INSIGHT LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2012

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 on page 4

2 Debtors

| | 2012 | 2011 |
|------------------------------------|------------------|-------------|
| | £ | £ |
| 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

3 Called up share capital

| | 2012 | 2011 |
|-----------------------------------|---------------|-------------|
| | £ | £ |
| 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 |

4 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