

**Company Registration No. 01986177 (England and Wales)**

**MORI FINANCIAL SERVICES LIMITED**

**DIRECTORS' REPORT AND  
UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2008**

THURSDAY



\*A80XECRW\*

A58

27/08/2009

100

COMPANIES HOUSE

# **MORI FINANCIAL SERVICES LIMITED**

## **COMPANY INFORMATION**

---

<b>Directors</b>	A F Whitmore (resigned 18 December 2008) B Gosschalk D Holliss
<b>Secretary</b>	T V Shamlan
<b>Company number</b>	01986177
<b>Registered office</b>	MORI House, 79-81 Borough Road London SE1 1FY

---

# **MORI FINANCIAL SERVICES LIMITED**

## **CONTENTS**

---

	<b>Page</b>
Directors' report	1
Statement of total recognised gains and losses	2
Balance sheet	3
Notes to the financial statements	4 - 5

---

# **MORI FINANCIAL SERVICES LIMITED**

## **DIRECTORS' REPORT**

### **FOR THE YEAR ENDED 31 DECEMBER 2008**

---

The directors present their report and financial statements for the year ended 31 December 2008. The company is dormant and has not traded during the year.

#### **Directors**

The following directors have held office since 1 January 2008:

A F Whitmore (resigned 18 December 2008)

B Gosschalk

D Holliss

#### **Directors' interests**

There are no directors' interests requiring disclosure under the Companies Act 1985. The interests of B Gosschalk in the share capital of the company's ultimate parent company are disclosed in that company's directors' report.

By order of the board



T Y Shamlian  
Secretary

**MORI FINANCIAL SERVICES LIMITED**

**STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES**

**FOR THE YEAR ENDED 31 DECEMBER 2008**

---

	<b>Year ended 31 December 2008</b>	<b>Year ended 31 December 2007</b>
	<b>£</b>	<b>£</b>
Prior year adjustment	-	-
	<hr/>	<hr/>
<b>Total gains and losses recognised since last financial statements</b>	<b>-</b>	<b>-</b>
	<hr/> <hr/>	<hr/> <hr/>

---

# MORI FINANCIAL SERVICES LIMITED

## BALANCE SHEET

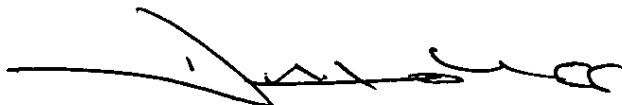
AS AT 31 DECEMBER 2008

		2008	2007
	Notes	£	£
<b>Current assets</b>			
Debtors	2	400,823	400,823
<b>Total assets less current liabilities</b>		<u>400,823</u>	<u>400,823</u>
<b>Capital and reserves</b>			
Called up share capital	3	100	100
Profit and loss account		400,723	400,723
<b>Shareholders' funds</b>		<u>400,823</u>	<u>400,823</u>

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 249AA(1) of the Companies Act 1985;
- (b) No notice has been deposited under section 249B(2) of the Companies Act 1985, and
- (c) The directors acknowledge their responsibilities for:
  - (i) ensuring that the company keeps accounting records which comply with section 221 of the Companies Act 1985, 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 or loss for the financial year in accordance with the requirements of section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

Approved by the Board and authorised for issue on ... 26/08/09 .....



Director

# MORI FINANCIAL SERVICES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2008

---

#### 1 Accounting policies

##### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention.

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a subsidiary of a UK group whose consolidated financial statements are publicly available.

##### 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 (except as otherwise stated).

2 Debtors	2008 £	2007 £
Amounts owed by group undertakings	<u>400,823</u>	<u>400,823</u>
3 Share capital	2008 £	2007 £
Authorised		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

---

# **MORI FINANCIAL SERVICES LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2008**

---

### **4 Control**

The immediate parent company is Market & Opinion Research International Limited, a company 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.

### **5 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.

---