

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

**MORI FINANCIAL SERVICES LIMITED**

**DIRECTORS' REPORT AND  
UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2010**

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# **MORI FINANCIAL SERVICES LIMITED**

## **COMPANY INFORMATION**

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### **Directors**

B Gosschalk  
D K Holliss

### **Company number**

01986177

### **Registered office**

MORI House, 79-81 Borough Road  
London  
SE1 1FY

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# **MÒRI FINANCIAL SERVICES LIMITED**

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# **MORI FINANCIAL SERVICES LIMITED**

## **DIRECTORS' REPORT**

### **FOR THE YEAR ENDED 31 DECEMBER 2010**

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The directors present their report and financial statements for the year ended 31 December 2010. The company is dormant and has not traded during the year.

#### **Directors**

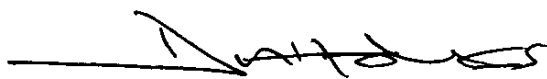
The following directors have held office since 1 January 2010:

B Gosschalk  
D K Holliss

#### **Directors' interests**

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



**D K Holliss**  
**Director**

# MORI FINANCIAL SERVICES LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2010

		2010	2009
	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 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 or loss for the financial year in accordance with the requirements of Section 393, 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 29<sup>th</sup> June 2011



D K Holliss  
Director

# MORI FINANCIAL SERVICES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2010

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#### 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 cash flow 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	2010 £	2009 £
Amounts owed by group undertakings	400,823	400,823

3 Share capital	2010 £	2009 £
<b>Authorised</b>		
100 Ordinary shares of £1 each	100	100
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	100	100

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**MORI FINANCIAL SERVICES LIMITED**

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

**FOR THE YEAR ENDED 31 DECEMBER 2010**

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**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