

Company Registration No. 01986177 (England and Wales)

MORI FINANCIAL SERVICES LIMITED

**DIRECTORS' REPORT AND
UNAUDITED FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 DECEMBER 2011



MORI FINANCIAL SERVICES LIMITED

COMPANY INFORMATION

Directors

B Gosschalk
D K Holliss

Company number

01986177

Registered office

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

MORI FINANCIAL SERVICES LIMITED

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MORI FINANCIAL SERVICES LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2011

The directors present their report and financial statements for the year ended 31 December 2011. The company is dormant and has not traded during the year.

Directors

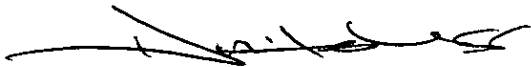
The following directors have held office since 1 January 2011:

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

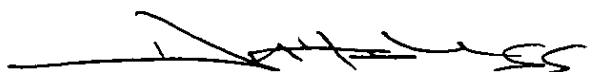
AS AT 31 DECEMBER 2011

		2011	2010
	Notes	£	£
Current assets			
Debtors	2	400,823	400,823
Total assets less current liabilities		<u>400,823</u>	<u>400,823</u>
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		400,723	400,723
Shareholders' funds		<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 28th June 2012



D K Holliss
Director

MORI FINANCIAL SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011

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	2011 £	2010 £
Amounts owed by group undertakings	<u>400,823</u>	<u>400,823</u>
3 Share capital	2011 £	2010 £
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 2011

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