

Company Registration No. 2002530

Bell Pottinger North Limited

Report and Unaudited Financial Statements

31 December 2009

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Bell Pottinger North Limited

Report and Financial Statements 2009

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Bell Pottinger North Limited

Report and Financial Statements 2009

Officers and Professional Advisers

Directors

R E Davison

F M Sharp

Secretary

T G Tolliss

Registered Office

14 Curzon Street

London

W1J 5HN

Bell Pottinger North Limited

Directors' Report Year ended 31 December 2009

The directors present their annual report and the unaudited financial statements of the company for the year ended 31 December 2009

Review of business and future developments

The company did not trade during the year. The directors do not foresee any changes in the company's activities

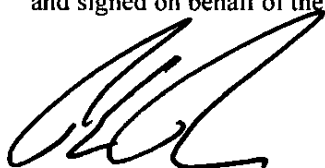
Results and dividends

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any gains or losses during either the year under review or the preceding accounting period. There have been no movements in shareholders' funds during the year under review or the preceding accounting period.

Directors and their interests

The directors of the company, all of whom were directors for the whole year, unless otherwise indicated are set out on page 1

Approved by the Board of Directors
and signed on behalf of the Board



R E Davison

Director

29/09/2010

Bell Pottinger North Limited
Balance sheet
31 December 2009

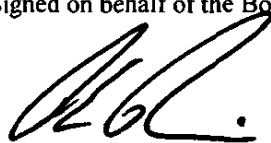
| | Note | £ | 2009 £ | £ | 2008 £ |
|---|------|----------|-----------|----------|-----------|
| Current assets | | | | | |
| Debtors | 3 | <u>4</u> | | <u>4</u> | |
| | | 4 | | 4 | |
| Creditors: amounts falling due within one year | | <u>-</u> | | <u>-</u> | |
| Net current assets | | | <u>4</u> | | <u>4</u> |
| Net assets | | | <u>4</u> | | <u>4</u> |
| Capital and reserves | | | | | |
| Called up share capital | 4 | | 2 | | 2 |
| Profit and loss account | | | <u>2</u> | | <u>2</u> |
| Equity shareholders' equity | | | <u>4</u> | | <u>4</u> |

For the year ended 31 December 2009 the annual accounts have not been audited because the company is entitled to the exemption provided by section 480 of the Companies Act 2006 relating to dormant companies and its members have not required the company to obtain an audit of these accounts in accordance with section 476 of the Act

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records that comply with section 386 of the Companies Act 2006. The directors also acknowledge their responsibilities for preparing accounts that 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 section 393 of the Companies Act 2006 and which otherwise comply with the requirements of that Act relating to accounts, so far as applicable to the company.

These financial statements were approved by the Board of Directors on 29/09/2010

Signed on behalf of the Board of Directors



R E Davison
 Director

Bell Pottinger North Limited

Notes to the accounts Year ended 31 December 2009

1. Accounting policies

The financial statements are prepared in accordance with applicable United Kingdom accounting standards. The particular accounting policies adopted are described below.

Accounting convention

The financial statements are prepared under the historical cost convention.

2. Profit and loss account

No profit and loss account is presented with these financial statements because the company has not received income, incurred expenditure or recognised any gains or losses during either the year under review or the preceding accounting period. There have been no movements in shareholders' funds during the year under review or the preceding accounting period.

3. Debtors

| | 2009 £ | 2008 £ |
|------------------------------------|-----------|-----------|
| Amounts owed by group undertakings | 4 | 4 |
| | <u>4</u> | <u>4</u> |

4. Called up share capital

| | 2009 £ | 2008 £ |
|--|------------|------------|
| Authorised: | | |
| 100 ordinary shares of £1 each | 100 | 100 |
| | <u>100</u> | <u>100</u> |
| Allotted, called up and fully paid: | | |
| 2 ordinary shares of £1 each | 2 | 2 |
| | <u>2</u> | <u>2</u> |

5. Ultimate parent undertaking

The ultimate parent company, controlling party and the parent undertaking of the largest group for which the group accounts are prepared and of which the company is a member is Chime Communications plc, which is incorporated in Great Britain. Copies of its financial statements are available from Companies House, Crown Way, Maundy, Cardiff CF14 3UZ. The company's immediate parent undertaking and its immediate controlling party is Bell Pottinger Consultants Limited, incorporated in Great Britain. Chime Communications Plc is the parent undertaking of the smallest and largest group to consolidate these financial statements.

6. Related party transactions

The company has taken advantage of the exemption granted under paragraph 3(c) of FRS8 and has not disclosed details of transactions with other wholly owned group companies.