

COMPANY NO 2139739

Chelsea Market Research Limited

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

Dated 31 December 2016



CHELSEA MARKET RESEARCH LIMITED

DIRECTORS' REPORT

Directors: I West

Secretary: WPP Group (Nominees) Limited

Registered Office: The Johnson Building, 77 Hatton Garden, London, EC1N 8JS

Company Number: 2139739

The director presents his report and financial statement for the period ended 31 December 2016.

ACCOUNTS AND ACTIVITIES

The company has not traded during the period and has made neither a profit nor a loss. No profit or loss account has therefore been prepared. Any necessary expenses have been dealt with in the accounts of its Holding Company.

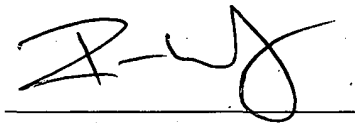
DIRECTORS

The director of the company is listed above.

DIRECTORS' INTERESTS

None of the directors had any interests in the share capital of the company at any time during the period.

By order of the Board



I West
Director

24 March 2017

CHELSEA MARKET RESEARCH LIMITED

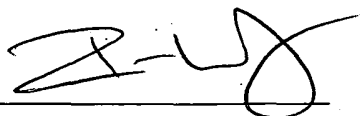
BALANCE SHEET - 31 December 2016

	2016 £	2015 £
CURRENT ASSETS		
Debtors - amounts due from Group undertakings	2,343,197	2,343,197
CREDITORS: amounts due to Group undertakings	624,246	624,246
	<hr/>	<hr/>
NET ASSETS (LIABILITIES)	1,718,951	1,718,951
	<hr/>	<hr/>
CAPITAL AND DEFICIT		
Called up share capital - Issued	5	5
Profit and loss account	1,718,946	1,718,946
	<hr/>	<hr/>
	1,718,951	1,718,951
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Called up Share Capital – Authorised Ordinary shares of £1 each	100	100

- a For the year ended 31 December 2016 the company was entitled to exemption under section 480 of the Companies Act 2006.
- b Members have not required the company to obtain an audit in accordance with section 476
- c The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board on 24 March 2017
and signed on its behalf by I West



I West
Director

NOTES TO THE ACCOUNTS

Ultimate parent undertaking

The directors regard Grey Communications Group Limited, a company incorporated in England & Wales, as the immediate parent company and WPP Plc, a company incorporated in Jersey, as the ultimate parent company and the ultimate controlling party.

At the year end the parent undertaking of the largest group of undertakings for which group financial statements are drawn up and of which the company is a member is WPP Plc, registered in Jersey.

The parent undertaking of the smallest such group is Lexington International B.V., registered in the Netherlands.

Copies of the financial statements of WPP plc are available at www.wppinvestor.com.

Copies of the financial statements of Lexington International B.V. can be obtained from 27 Farm Street, London, W1J 5RJ.