

# **Ipsos Research Limited**

(Registered Number 02388345)

## **Report and Unaudited Financial statements for the Year Ended 31 December 2015**

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COMPANIES HOUSE

# **Ipsos Research Limited**

## **Officers**

### **Directors**

R van Hüllen  
D Holliss

### **Secretary**

Rupert van Hüllen

### **Registered office**

3 Thomas More Square  
London  
United Kingdom  
E1W 1YW

# **Ipsos Research Limited**

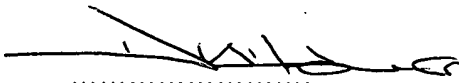
## **Strategic Report For the year ended 31 December 2015**

The directors present their strategic report for Ipsos Research Ltd for the year ended 31 December 2015.

### **Business Review**

The company has been dormant as defined in Section 1169 of the Companies Act 2006 throughout the year and preceding financial period. It is anticipated that the company will remain dormant for the foreseeable future. Key performance indicators are not considered necessary for an understanding of the development, performance or position of the business of the company. There are no risks or uncertainties facing the company including those within the context of the use of financial instruments.

On behalf of the board

A handwritten signature in black ink, appearing to read 'D K Holliss', is written over a horizontal dotted line.

**D K Holliss**

**Director**

22 September 2016

# **Ipsos Research Limited**

## **Directors Report For the year ended 31 December 2015**

The Directors present their annual report on the affairs of the company, together with the unaudited financial statements, for the year ended 31 December 2015.

### **Future developments**

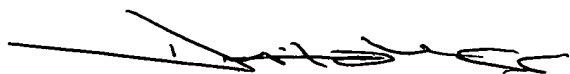
It is the intention of the directors that the Company will continue to remain dormant in the foreseeable future.

### **Directors**

The directors who served throughout the year and to the date of this report were as follows:

R van Hüllen  
D Holliss

Approved by the Board and signed on its behalf by:



**D K Holliss**  
**Director**  
22 September 2016

# Ipsos Research Limited

## Balance sheet As at 31 December 2015

|  | Note | 2015<br>£000 | 2014<br>£000 |
|--|------|--------------|--------------|
| <b>Current assets</b>                        |      |              |              |
| Debtors – amounts owed by group undertakings |      | 13,390       | 13,390       |
| <b>Net current assets</b>                    |      | 13,390       | 13,390       |
| <b>Net assets</b>                            |      | 13,390       | 13,390       |
| <b>Capital and reserves</b>                  |      |              |              |
| Called up share capital                      | 3    | -            | -            |
| Share premium account                        |      | 2,256        | 2,256        |
| Profit and loss account                      |      | 11,134       | 11,134       |
| <b>Total shareholders' funds</b>             |      | 13,390       | 13,390       |

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 480 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 and loss for the financial year in accordance with the requirements of Section 393, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the Company.

Approved by the Board and authorised for issue



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

22 September 2016

# Ipsos Research Limited

## Notes to the Balance Sheet for the year ended 31 December 2015

### 1 Principal accounting policies

#### Basis of preparation

The financial statements have been prepared under the historical cost convention, in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

### 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 financial year. There have been no movements in shareholders' funds during the year under review or the preceding financial year.

### 3 Share capital

|   | 2015  | 2014  |
|---|-------|-------|
|   | £     | £     |
| <b>Authorised</b>                         |       |       |
| 1,000 Ordinary shares of £1 each          | 1,000 | 1,000 |
| <hr/>                                     |       |       |
| <b>Allotted, called up and fully paid</b> |       |       |
| 100 Ordinary shares of £1 each            | 100   | 100   |

### 4 Ultimate parent company

The immediate parent company is Ipsos Pan Africa Holdings Limited, a company registered in England and Wales. The ultimate parent company and controlling party and parent company of the largest and smallest Group which includes the Company and for which Group financial statements are prepared is Ipsos SA, a company incorporated in France. The Group financial statements are available from Ipsos SA, 35 rue du Val de Marne, 75628, Paris, France.