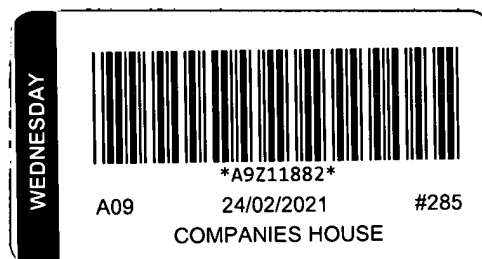


Ipsos Research Limited

(Registered Number 02388345)

Report and Unaudited Financial statements for the Year Ended 31 December 2020



Ipsos Research Limited

Contents

	Pages
Officers	2
Strategic report	3
Directors report	4
Balance sheet	5
Notes to the balance sheet	6



Ipsos Research Limited

Officers

Directors

R van Hüllen
J Haworth

Secretary

Rupert van Hüllen

Registered office

3 Thomas More Square
London
United Kingdom
E1W 1YW

Ipsos Research Limited

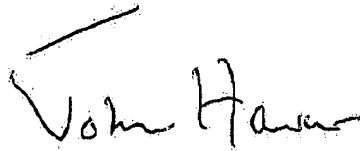
Strategic Report For the year ended 31 December 2020

The directors present their strategic report for Ipsos Research Ltd for the year ended 31 December 2020.

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 'J Haworth', with a horizontal line above it.

.....
J Haworth
Director
22 February 2021

Ipsos Research Limited

Directors Report

For the year ended 31 December 2020

The Directors present their annual report on the affairs of the company, together with the unaudited financial statements, for the year ended 31 December 2020.

Future developments

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

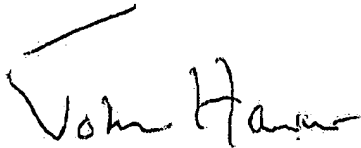
Directors

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

R van Hüllen

J Haworth

Approved by the Board and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'J Haworth', with a horizontal line above it.

J Haworth

Director

22 February 2021

Ipsos Research Limited

Balance sheet

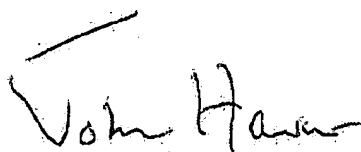
As at 31 December 2020

	<i>Note</i>	2020 £000	2019 £000
Current assets			
Debtors – amounts owed by group undertakings		13,390	13,390
Net current assets		13,390	13,390
Net assets		13,390	13,390
Capital and reserves			
Called up share capital	3	-	-
Share premium account		2,256	2,256
Profit and loss account		11,134	11,134
Total shareholders' funds		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



J Haworth
Director
22 February 2021

Ipsos Research Limited

Notes to the Balance Sheet for the year ended 31 December 2020

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

	2020	2019
	£	£
Authorised		
1,000 Ordinary shares of £1 each	1,000	1,000
Allotted, called up and fully paid		
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.